Smarter
Information
Smarter
Journeys

A Customer View of the Programme

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What do our customers think about how we provide them information?

56% dissatisfied with how information is provided during disruption

During disruption **43%** of customers believe the frequency of updates needs to be improved

44% dissatisfied with how well they are kept informed

Our customers

The top areas important to our customers (outside of performance) are **accuracy, consistency, trustworthiness and usefulness** of information

Whilst **38%** feel they trust the rail industry, it remains one of the least trusted industries (only utility companies and the airline industry scoring lower)

Rail travellers are **more likely to feel worried**, frustrated and stressed compared to a year ago

What is the Smarter Information Programme?

Our vision is "providing customers with all the information they want, when and how they want it"

The ultimate goal is to achieve a sustainable step-change in customer experience through the provision of better customer information

WHAT IS THE SMARTER INFORMATION PROGRAMME?

- Industry collaborative effort
- Opportunity to fix long-standing issues, including information inconsistencies, technical deficiencies and process inefficiencies
- A programme of activity to enhance all aspects of customer information and put it at the top of the industry agenda

WHAT DOES PROGRAMME SUCCESS LOOK & FEEL LIKE?

- Delivering a collaborative industry plan that responds to known customer pain points and removes duplication
- Enhancing the customer experience, with personalised and real time information
- Measurable impact and benefit to customers and the industry, including improved accuracy, consistency and continuity
- Establishing and increasing industry capability and continuous improvement
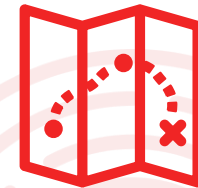
WHAT IS THE FUTURE VISION & AMBITION?

- Creating a self-serve and real-time customer offering
- Building a culture of industry change, insight driven decisions and investment for customer information
- The whole network and multi modal working together for the customer
- Customers get answers and resolution first time, every time
- We measure ourselves and are transparent with performance

Why will it be different this time?

Previous programmes have tried to transform customer information and not been successful; we have taken significant steps to address this:

We know why we are doing this

- We have a **clear mandate** from the reports published by the ORR and RDG in 2019

- We have made a series of commitments to the ORR and they are **holding us to account**

- Everything we are doing is based on **extensive customer research** and insight

We have set it up the right way

- The programme is **cross-industry led**, by RDG, TOCs and NR

- We have identified the **root cause of issues** and set-up a wide range of work packages across **people, process and technology**

- We have a **lean and effective project management approach** that is focused on value rather than reporting

We are clear on the challenges we face and are mitigating risks

- We are clear that in order **to deliver on the mandate we will require funding** and are engaging with the DfT

- Across the many TOCs, owning groups, 3rd party suppliers and retailers and NR Regions and Routes, we are aware of **the need to build a consensus** and are engaging widely accordingly

We are bringing the industry with us

- We have **extensive stakeholder engagement** at a work package level with TOCs, 3rd Party Retailers, Transport Focus, ORR, RDG and NR

- We are **connected in with other industry initiatives** and understand the dependencies

- We are accountable to **multiple industry governance forums** to ensure alignment and control

What will our Customers See?

Key
- ✓ Delivered
- ? Unconfirmed scope
- 🎯 Funding secured
- 🎯 Requires funding

Current pain points* | **Achievements so far** | **2022** | **2023+**

At home

"I am not communicated with in advance of travel"

"Its hard to find all the info I need before travel"

"I can't see the wider benefits of rail"

"I don't understand different ticket types"

"Some operators now inform me if the train I have booked has changed" ✓

"I see disruption information on the National Rail Enquiries and train company websites more quickly and see less irrelevant repetitive messages" ✓

"The delay predictions on my phone and at stations are more accurate as they use GPS" ✓ 🎯

"I am always notified if the train I have booked is cancelled or changed" 🎯

"I now only see disruptions that are relevant to me on the National Rail Enquiries bulletin" 🎯

"Problems known to the operator are now shown to me further in advance" 🎯

"I can check if the lift or escalator at my station is in service before I travel – if it is out of service, I'm told the best thing to do"

"I am told if the train is likely to run before I buy my ticket" 🎯

"I can check how many carriages my train has before I travel" 🎯

"I can check what facilities are available at the station and on the train" 🎯

"Real-time updates about station and train facilities are sent to my phone" 🎯 ?

"Digital station screens meet my needs" ?

"Station announcements are better and more consistent"

"The new National Rail website sets information out really well" 🎯

"Information onboard is better and more consistent" 🎯 ?

"Staff are well informed and help me work out the best thing to do" 🎯 ?

At stations

"The status of my train is not visible"

"Any delays are not communicated helpfully while I am waiting"

"I am not clear about connections"

"I am not able to manage my schedule whilst waiting"

"The information on station screens is better and more consistent at NR managed stations" ✓ 🎯

"The information on station screens is better and more consistent at all stations"

"More relevant information is shown on the TV / monitor style screens at stations" ✓

"I hear announcements about my service directly from the control centre"

"I am told at the time of booking if the train is likely to be full" 🎯

"Announcements are more consistent and less repetitive" 🎯

"The information on train crowding is more consistent" 🎯

"I'm provided with clearer and more consistent guidance on what to do when there is major disruption"

"The delay estimates during disruption are more accurate now as it uses AI" ✓ 🎯

"I hear announcements directly from control on some services" ✓ 🎯

"Any delays are not communicated helpfully during my journey"

"I am clear on how I can travel via alternative rail routes if my route is disrupted"

"I can generally speak to a member of station staff from any company and they will help me"

"My train company has published customer pledges for the information they will provide" ✓

"Staff do not find answers to any questions I have whilst waiting"

Onboard

When speaking to industry staff

*Taken from industry Wavelength programme

How will we deliver this?

2020 | **2021** | **2022** | **2023+**

At home

"Some Operators now inform me if the train I have booked has changed"

"I am always notified if the train I have booked is cancelled or changed"

"I am told if the train is likely to run before I buy my ticket"

WP1. Retailer pilots on booked trains

WP1. Funding secured for timetable comparator tool

WP1. Industry to improve communication of timetable changes

WP1. NR to publish likelihood of engineering work impacting the timetable

"Real-time updates about station and train facilities are sent to my phone"

WP6. Business case to improve real-time train information system

"The delay predictions on my phone and at stations are more accurate as they use GPS"

"Problems known to the operator are now shown to me further in advance"

"I can check how many carriages my train has before I travel"

WP11. Notifications

WP6. Darwin GPS integration

"I see disruption information on the National Rail Enquiries and train company websites more quickly and see less irrelevant repetitive messages"

WP6. Extended horizon CR

WP6. R2 feed CR

"The new National Rail website sets information out really well"

WP9b. Funding agreed for bulletin editor CR

WP9b. NRCC bulletin editor enhancements (8/10)

"I now only see disruptions that are relevant to me on the NRE bulletin"

WP9b. Bulletin editor enhancements

External: NRE Modernisation

At stations

"The information on station screens is better and more consistent at NR managed stations"

WP2. Screens updated at NR managed stations

WP2. Business case to update screens at TOC stations

"The information on station screens is better and more consistent at all stations"

"Station announcements are better and more consistent"

WP2. Improvements to station announcements

WP2. Screens updated at TOC stations

"I can check if the lift or escalator at my station is in service before I travel – if it is out of service, I'm told the best thing to do"

"I can check what facilities are available at the station and on the train"

WP11. Identify gaps in the current provision of station and train facilities data

WP6. Business case to improve real-time train information system

WP11. Lift and escalator data live

WP11. Station and train facilities data live in systems

WP2. Advertising screens can be used to show disruption messages at NR stations

WP2. Customer research and analysis

"More relevant information is shown on the TV/monitor style screens at stations"

"Digital station screens meet my needs"

WP2. Digital Screens 'Gold Standard'

WP2. Improvements to digital screens at stations

WP2. OIS screens disruption templates implemented

How will we deliver this?

2020   **2021**   **2022**   **2023+**

Onboard

"I hear announcements directly from control on some services"

WP3a. Extra TOC fixed terminals and training materials

WP3a. Business case for onboard announcements improvements

WP3b. Business case to deliver improvements to onboard announcements

"Announcements are more consistent and less repetitive"

WP3b. Improvements to they way onboard announcements are delivered

"I hear announcements about my service directly from the control centre"

WP3a. Group & automatic announcements from TOC controls

"The delay estimates during disruption are more accurate now as it uses AI"

WP4. Rollout of operational tool (HILDA), Prioritised Plan Template and Sussex Service Recovery Tool

"The information on train crowding is more consistent"

I am told at the time of booking if the train is likely to be full"

WP1. Priority 4

"Information onboard is better and more consistent"

WP6. Business case to improve real-time train information system

WP6. Loading CR

"I'm provided with clearer and more consistent guidance on what to do when there is major disruption"

WP8. Do not travel improvements

WP3b. Further improvements

When speaking to industry staff

WP7. ERMA agreements for One Team

WP7. High Level One Team Plans for most NR Managed Stations

"I can generally speak to a member of station staff from any company and they will help me"

WP7. Delivery of One Team

"My train company has published customer pledges for the information they will provide"

"I am clear on how I can travel via alternative rail routes if my route has been disrupted"

WP8. Sign-off of pledges at CIG

WP8. Publication of Customer Pledges

WP8. Ticket easement improvements

"Staff are very well informed and help me work out the best thing to do"

WP12. Industry target customer information experience agreed

WP8. Consolidated action plan, following Hitachi, Salisbury and 31st October overhead powerlines incident reviews

Staff information improvements