



# Your ticket to travel



Association of Train Operating Companies

# We want passengers to have confidence in the tickets they buy.

Quite simply, we want more people to travel with us more often.

With 1.5 billion passenger journeys made last year – the highest for over 90 years – rail is increasingly popular. By listening to passengers, however, we know there is always more we can do to improve our services and that includes how people buy tickets.

Whether people prefer to buy through websites, ticket machines, self print, collect at a station or have it sent to their phone, we're working on a range of improvements designed to help make it easier and simpler to buy tickets.

**Here's what we're already doing.**



# Making it easier to buy tickets online

Train companies want their websites to provide customers with comprehensive and consistent information to allow people to make informed decisions about the tickets that are right for their journey.

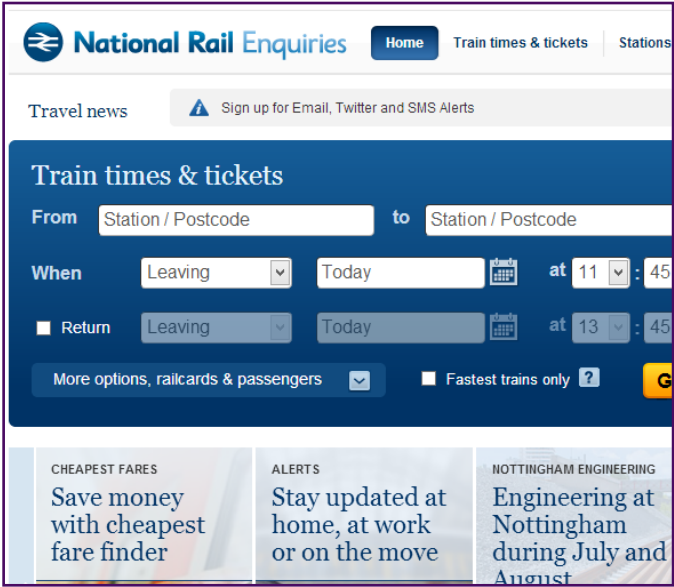
The National Rail Enquiries website, [nationalrail.co.uk](http://nationalrail.co.uk), has a link to the Cheapest Fare Finder tool on its homepage so passengers can start to find the cheapest through ticket for their journey with just a few clicks.

Since its launch, the tool has proved popular with customers. On average it now attracts over 100,000 enquiries a week.

Now we've introduced an improved version that makes it even easier to search for and buy the cheapest ticket for the journey people want to make.

The upgrades to the tool mean it's easier than ever to search for return journeys – the number one customer suggestion for how to improve the Cheapest Fare Finder. It also allows people to search all operators when there is more than one train company operating on a route.

And people can now search across an entire day, rather than just a four hour time period.



## Self print and mobile tickets

Many train companies are rolling out the opportunity to self print or have tickets sent to a mobile phone which offers passengers the flexibility to choose not only how they buy their tickets but also how they receive it. This lets passengers choose the most convenient option for them and their journey.

The majority of operators let you print out your own ticket on at least some of their routes. More information can be found on each of the train companies' websites.

Some train companies including Chiltern, CrossCountry, Greater Anglia, East Coast, First Transpeninne Express and Gatwick Express can send customers tickets to their smartphones. Work is underway to roll out this facility to other train companies.



## Improving ticket machines

Over the past five years the number of tickets sold from ticket machines has almost doubled. Many find them an easy way to buy tickets that saves them from queuing up at a ticket office.

As their popularity increases, so do people's expectations about what they should be able to buy from a machine.

ATOC is in the process of modernising the back office system which provides fares information to ticket machines. This will enable us to improve the quality of information provided to passengers.

This includes clearer descriptions for destinations, routing information, ticket names and information on when tickets are valid. We aim to have these improvements available on all ticket machines during 2014.



# A clearer, better ticket

We have redesigned train tickets to make them clearer and easier to understand.

We've got rid of any information passengers don't need and made the information clearer.

And specifically in the case of Advance tickets, there will often no longer be a need for a seperate seat reservation coupon.

## Single ticket

OLD

Class	Ticket type	Adult	Child
STD	OFF-PEAK DAY S	NIL	ONE SGL
Start Date		Number	
12 JUN 13		10456 5223721744	
From	Valid until	Price	
PETERBOROUGH *	12 JUN 13	£12.95 X	
To	Route	Validity	
LONDON TERMINALS	FCO ONLY	SEE RESTRICTNS	
SINGLE			

Printed 19:37 on 12 JUN 13

NEW

Off-Peak Day Single		Date of travel
Valid for one journey from		12 JUN 13
Peterborough		
To London Terminals		
Valid only on First Capital Connect services		
This Off-Peak ticket can only be used at certain times		
for details ask staff or go to <a href="http://nationalrail.co.uk">nationalrail.co.uk</a> L4		
Under 16 year old Standard Class		
Refundable and exchangeable for a fee		
	£12.95 X	10456-5223-7217-44-0100
1937120513		

## Advance ticket and reservation

OLD

VALID ONLY WITH RESERVATION(S)		ISSUED AS 02 COUPONS	
Class	Ticket type	Adult	Child
STD	ADVANCE	ONE	NIL SGL
Start Date		Number	
19 JUN 13		10457 5223721744	
From	Valid until	Price	
LONDON TERMINALS	19 JUN 13	£4.95 X	
To	Route	Validity	
BIRMINGHAM STNS	VIRGIN TRNS ONLY	BOOKDTRAINONLY	
SINGLE			

Printed 19:37 on 12 JUN 13

NEW

Advance Single		
From London Terminals		
To Birmingham Stations		
Valid on 19 Jun 13		
Adult Standard Class with 16 to 25 Railcard		
Valid only on the following services		
London Euston → Birmingham New Street		
19 Jun 13 10:43 Virgin Trains Coach B Seat 17		
Not refundable. Exchangeable for a fee before travel		
	£4.95 X	10457-5223-7217-44-0100
1937120613		

# Information about journeys and ticket restrictions

Operators want to improve people’s confidence that they are getting the right ticket for their journey and that they know how they can use it.

That is why we have launched a new tickets information page on the NRE website, [nationalrail.co.uk/tickets](http://nationalrail.co.uk/tickets), to provide a one-stop shop for information about:

- National Rail Conditions of Carriage
- The validity of your ticket – including individual ticket restrictions
- Helpful information about crossing London
- Your Passenger’s Charter rights

This website compliments our updated Guide to Tickets leaflet which will be available at stations this summer.

Online and real time journey planning from tablet devices or smart phones currently give passengers the latest travel news.

We’re looking at ways of making information about how services are running clearer on ticket machines.

One train company is now trialling the display of travel information on its ticket machines.



## Advance tickets

Almost a million cheap Advance tickets are now sold every week, offering many passengers good value fares.

Train operators are aware that sometimes plans change. If a passenger knows before their booked train is due to leave that they won’t be able to make it, in many cases the ticket can be changed for a £10 fee plus any difference in fare between the original and rebooked train, as long as they do so before they board their train.

**1,000,000**  
Advance tickets now sold  
every week



# Looking ahead

We're expanding the use of 'smart' ticketing under the South East Flexible Ticketing (SEFT) project.

Following the success of Oyster Pay As You Go on National Rail services and a number of smart card trials across the country, we're developing the systems to enable smart ticketing to be delivered to even more stations.

We know people's lifestyles and work patterns are changing. That's why we're looking at introducing new products and ways of buying tickets that are designed to match the flexibility more people want to see when they make a journey.

The modernisation programme which Rail Settlement Plan, part of ATOC, is carrying out, will in future also deliver clearer fare options accompanied by more information on ticket machines.

For more information on any of the initiatives mentioned above, please contact [public.affairs@atoc.org](mailto:public.affairs@atoc.org)





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