

# A 21<sup>st</sup> Century Customer Experience

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**Stations Summit 2018**

Establishing the Partnership  
Railway for Stations

***Rail Delivery Group***



National Rail



BRITAIN  
RUNS  
ON RAIL



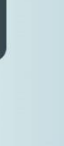
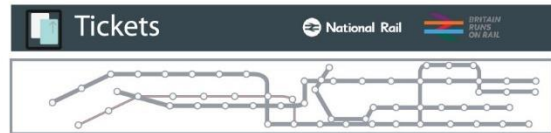
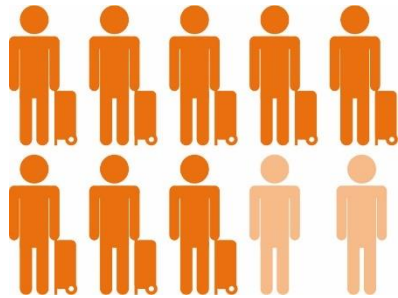
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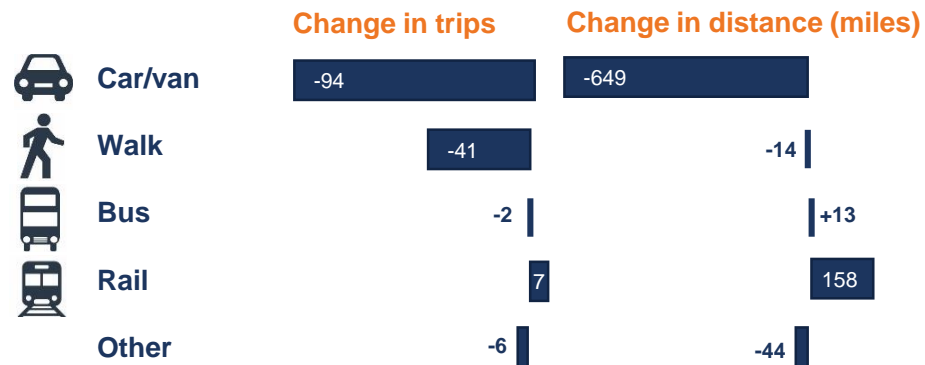
# The Basics

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# What if the experience is bad?

## Context



## Industry reputation

- '81% overall satisfaction'
- 31% think TOCS earn excessive profits
- public believe that 21p in every pound is profit compared to the reality of 3p

## The cost of negative word of mouth

- Those who use trains the most (at least once a month) are likely to have their views shaped mostly by their own experience, but some impact from word of mouth
- Those who never ever travel by train presumably have their opinions formed exclusively by word of mouth

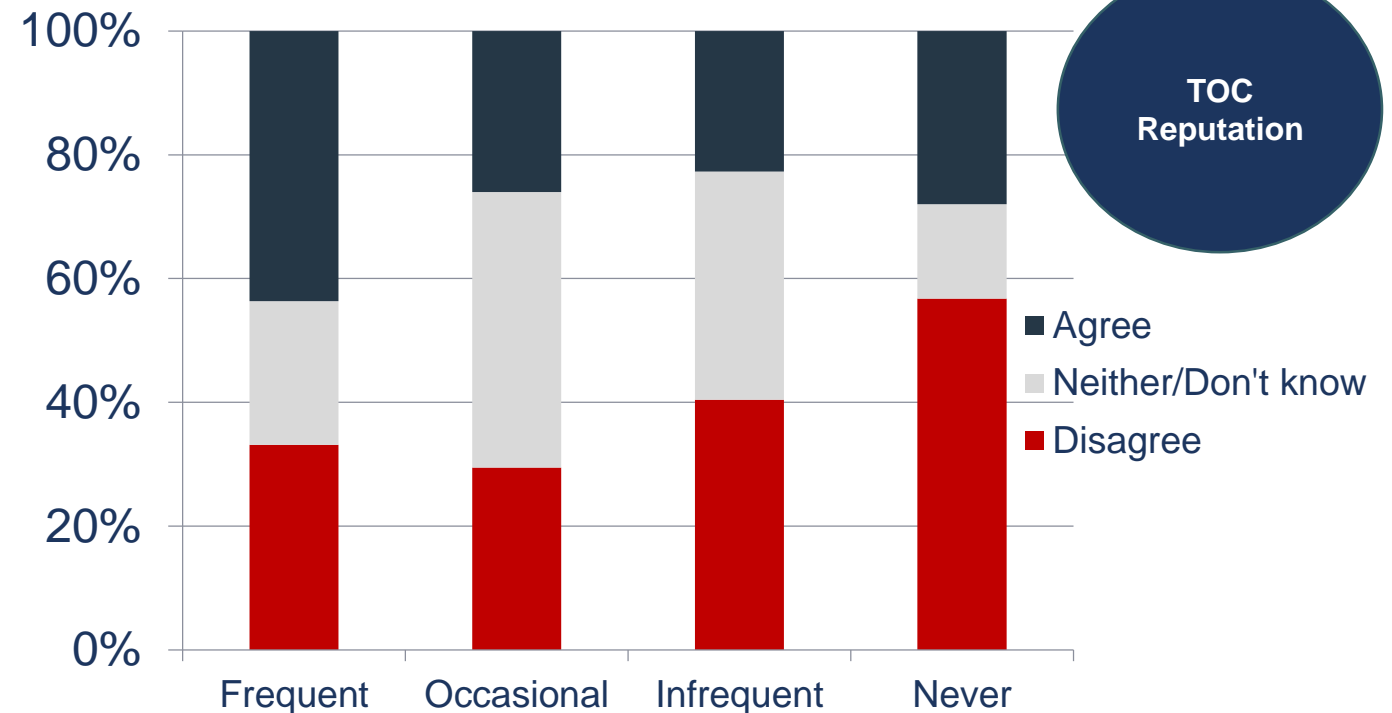
Agree % (rolled data – All 2016)	Frequent rail users	Non rail users	Difference %
Rail travel is <b>quicker</b> than most other forms of transport	58%	25%	33%
You are kept well <b>informed</b> of any <b>delays</b> or <b>changes</b> when travelling by train	41%	12%	29%
Rail travel is usually <b>punctual</b> and <b>reliable</b>	43%	14%	29%
Rail travel is more <b>pleasant</b> than most other forms of transport	51%	23%	28%
It is <b>easy</b> to get a <b>seat</b> on train services	38%	12%	26%
Rail travel is <b>safe</b> in terms of personal security	56%	30%	26%
Rail travel is <b>good value for money</b>	35%	10%	25%
Train services have <b>improved</b> over the last <b>10 years</b>	43%	19%	24%
Train companies do a <b>good job</b> of running the rail network	38%	15%	23%
Train fares are <b>reasonably priced</b>	30%	8%	22%
The <b>media</b> are <b>overly negative</b> in the way they portray the rail industry	35%	19%	16%

# What do we do about it? Attract more people to rail!

The gap between general perception and recent experience suggests that anything that can be done to increase occasions of experience is the best countermeasure to negative perceptions

Do train companies do a good job of running the rail network? – split out by frequency of use

*The more frequent the use, the more positive the outlook*



2013 RDG general public tracking survey data



# The Current Experience

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- Developing the customer journey
- 106 touchpoints
- Representing the industry
- A clear void between delivery and expectation



UNDERSTAND TICKET TYPES

ALTERNATIVES OFFERED IN TIMES OF DISRUPTION

STAFF ENGAGE WITH THE PASSENGERS

AGENTS ARE HANDY AND EFFICIENT

I CAN QUICKLY FIND THE INFORMATION I NEED

ISSUES ARE DEALT WITH WITH UNDERSTANDING

Put the Customer  
**IN CONTROL**



“I always know what’s happening before, during, after my journey so I can make informed choices & decisions”

Let the Customer  
**TRAVEL MY WAY**



“The train company understands and appreciates me, offering me services that meet my individual needs”

Enable the customer to be  
**ALWAYS ON**



“My train journey keeps me connected from one part of my life so that it’s not interrupted”

Give the Customer  
**CLEAR VALUE**



“It’s clear what I’m getting from my money and I feel that pricing is straightforward”

Ensure that the customer is always  
**FEELING LOVED**



“I feel the train company values my custom and recognises my loyalty”