A 21st Century Customer Experience

Crispin Humm
The Basics
What if the experience is bad?

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

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

Industry reputation

a. ‘81% overall satisfaction’
b. 31% think TOCS earn excessive profits
c. Public believe that 21p in every pound is profit compared to the reality of 3p
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

- Developing the customer journey
- 106 touchpoints
- Representing the industry
- A clear void between delivery and expectation
We know what customers want

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”