



60 Seconds with Clare McCaffrey

Hi Clare, tell us a bit about your role and what you're working on?

I'm the Commercial Director at Trenitalia c2c Ltd and am responsible for all aspects of the Customer Experience including directing and developing all fares and pricing including Smart Ticketing. I am also responsible for the marketing activities and developing c2c's digital capability too. I also chair the London Agreements Committee.

What are your key priorities for the next 3 months?

We've just completed an interoperability proof of concept with our neighbouring TOC and need to understand the main learnings and improvements prior to progressing.

We are also actively planning for the launch of Plus Bus and Child Tickets on Smart as part of our STNR commitments.

As part of our ongoing business improvement we have a renewed marketing focus to encourage increased Smart Card take up. We are working on this in tandem with integrating Smart Ticketing capability into the rollout of our new Retailing system.

What do you feel will be the biggest challenge for you / your project in the next 3 months and how do you plan to work through this?

Getting all of the above done in time whilst maintaining a good Smart Ticketing Customer Experience. This includes equipping frontline staff with the right tools and processes to remain enthusiastic advocates for Smart.

As a customer, what would be the one piece of innovation you'd like to see in the rail industry and why?

Tickets on Phones! (Never mind the 'how' or what the 'preferred solution' is). It is what customers and research tell us they want repeatedly and as a customer, I want it too. We all want a fully integrated digital ticketing solution irrespective of how we book and offering us understandable fares.

As a customer, what would be the one piece of innovation you'd like to see in the rail industry and why? What are your plans for the summer?

Done and dusted, just back from Crete where it was cooler than London! Now have to plan the next escape...