



## **60 Seconds with Jacqueline Starr**

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

As Managing Director for Customer Experience, I am accountable for the performance of the end to end customer journey and the products and services within it.

***What are your key priorities for the next 3 months?***

That's easy... Retailing (to include Fares and Ticketing), getting industry endorsement on an agreed strategy and ensuring the application of ongoing rigour to our major projects and programmes.

***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?***

The biggest challenge is delivering at pace whilst satisfying the needs of our members and stakeholders. Good old-fashioned structure and effective communications go a long way.

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

I commute from Nailsea & Backwell to Paddington (2 hours) 4 times a week, every week (minus the odd session in the sun). Only twice has anyone acknowledged that I'm the customer that gets on at 6:45 and travels back at 17:30... forget innovation, let's get Digital sorted so you know who I am and make sure that all important skinny latte is waiting!

***Where will you be for Christmas this year?***

I will be at home as my husband is a real homebird and I just love Christmas Eve with Love Actually and a plate of pickles. I will however be jetting off to a hopefully snowy Whistler, Canada for a week's skiing with my husband, children and brother.