



60 Seconds with John Davies

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

I am responsible for Trainline's ticketing strategy and for our UK supply relationships with carriers who are non-Trainline white label partners. My focuses at the moment are on developing the available markets for which we can sell and fulfil mobile barcode tickets and driving the uptake growth of customers using mobile. Longer term, I am working with RDG, TOC partners and other Retailers on the development of Digital Wallet Ticketing. From a product perspective Trainline will also shortly be selling Eurostar inventory and we are preparing for the launch of their products on our site in the next few weeks. I am also a Director of the Third Party Rail Retailers Association, and we are working through a number of industry-level issues with TOCs and RDG.

What are your key priorities for the next 3 months?

Working with the TOC community and RDG on the successful delivery of the Barcode Programme during 2018. Trainline has known for a number of years that mobile is transformational for customers travelling by train – not just for the purchase and fulfilment of tickets, but the ability to be self-sufficient in related activities such as real time information, change of journey, refunds and delay repay. Mobile makes these things much easier for customers. Customers who find things easier are more satisfied; satisfied customers buy and travel more frequently.

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 Barcode Programme is complex and has multiple stakeholders and dependencies, but much of the groundwork has been laid and I fully expect a successful delivery of the 2018 Programme. We will help the industry work through the challenges by offering our support and expertise; Trainline has been working with TOCs and rolling out mobile ticketing since 2010. For Digital Wallet, we need to find a way forward. We have a Proof of Concept that shows it is feasible in customer and technology terms – we now need to understand the costs, benefits, challenges and opportunities in developing it for production at an industry scale.

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

The ability to travel across the network, making any journey supported by my mobile device. All my travel entitlements - every product and every fulfilment context (whether barcode or contactless) - would be accessible from my phone. I would have confidence I had purchased the product that was right for my needs at the best fare available; I would be kept elegantly and unobtrusively up to date on my travels on the go and if things should go wrong, my carrier would make amends swiftly and effortlessly.

How will you be spending the long Easter weekend?

I spend most of my life on trains (I do nearly 100 000 miles a year by rail) so I will be staying close to home near York. This will hopefully involve some tinkering with an old Land Rover, walking the dog, out on the bike and some down time with my family.