

# Rail Delivery Group

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## Interview with Stuart Mackcracken, Head of Central Back Office (CBO), Rail Delivery Group

### **Hi Stuart, please tell us a bit about your role and the work you do?**

It's a varied role that encompasses all elements of the CBO Smartcard service. I have accountability for the CBO delivering smartcard services for the wider industry. Supported by a great team, this covers everything including service delivery, projects & change, stakeholder relationships, architecture and business operations. A large part of the role is also looking towards the future, helping to shape the future of smartcard and broader smart ticketing solutions across the industry.

### **What do you see as the key benefits of smart ticketing for rail customers?**

There are many potential benefits for customers when compared to paper and I think the key ones are convenience and simplicity. Smart ticketing can; reduce confusion and optimise choice for customers, give them confidence they have the right ticket for the right price and make it easy to pay and travel seamlessly. All of which will have a really positive impact on customer experience and feed directly into long term growth of rail travel. Smart ticketing also gives the industry access to better data, which can be used to further enhance the customer experience, whether it's knowing customer preferences in advance, or being able to communicate up-to-date information directly to the customer. These all feed into the opportunity for smart ticketing to make rail journeys more convenient and simpler.

### **What do you see as the biggest challenge to realising these benefits?**

The biggest challenge is the current complexity for customers, with both the huge volume of fares available and the range of fulfilment methods on offer, the current customer proposition is multi-faceted and needs simplifying. Offering simplicity will improve the customer proposition and help bring about a shift in customer behaviour and drive the choice to use smart ticketing.

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

I'd love to be able to get my end to end journey information; including purchasing, all in one place. With everything including; the price I am paying, information about the station or the train, the services on offer, train running advice or assistance if things go wrong, as a full-service customer friendly one-stop-shop. This would really help with providing a simple, optimised, trouble free and seamless experience.