

Rail Delivery Group



60 Seconds with Jac Starr CEO, Rail Delivery Group

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

As CEO of RDG I have accountability for the overall performance of the organisation. The introduction of a Director General at RDG means that whilst I have a helicopter view of the whole industry my core focus is that of Service Delivery who are responsible for the provision of many operators services to include Data & Insight, delivery of Projects & Programmes, definition & delivery of Core Strategies (Information, Fares & Retailing, Accessibility), management of the Central Back Office, Marketing, management of Third Party Retailers and the delivery of National Rail Enquiries to name but a few. No two days are the same and I spend a lot of time speaking with a spectrum of key stakeholders to move the industry along and ensure RDG stay relevant.

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

Well this is quite easy as I will refer to customer feedback;

1. It's simple to use
2. It can offer a level of flexibility customers crave
3. It's more transparent in terms of getting what you pay for (value for money)

The Industry Retail Strategy offers a clear roadmap to make it easy for customers to switch to online and digital retail channels.

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

Unsurprisingly the biggest challenge currently is going to be investment. If we can't demonstrate how this grows the railway and drives revenue it will be hard to make a case for monies allowing us to accelerate this.

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

When we were in a world that allowed us to commute I used to see people on a daily basis grappling with their journey, what ticket should they buy, what are their options, how do they navigate stations and the list goes on. So, innovation isn't all about shiny new toys but often about perfecting what we have. My emphasis would be about being innovative to achieve simplicity.