

InfoTracker Summary

Q3 2025-26 (October - December 25)

Rail Delivery Group



Background and methodology



What is InfoTracker?

- InfoTracker measures customer satisfaction (CSAT) with the provision of information by the rail industry, particularly during times of disruption
- It helps the industry to track the performance of SISJ initiatives and work packages.
- It allows us to assess how the industry performs against the [Customer Information Pledges](#).



Fieldwork

- We survey around 2,570 respondents per quarter, or 10k per year.
- Participants are found via online panels.
- Fieldwork is continuous throughout the year – 365 days per year
- The research started in August 2022, meaning we have now collected nearly 3 years of data



Sample

The sample is split by TOC and by disruption type, with the fieldwork aiming to deliver:

- 100 respondents for each of the 26 TOCs where possible
- We aim for 50% of respondents who experienced no disruption, 25% of those who experienced a disruption of less than 15 minutes and 25% who experienced a disruption of more than 15 minutes or a cancellation.

Weighting

The data is weighted to the average passenger volumes that train companies cover (based on the average across the last 5 rail periods).

The questionnaire is split into 4 sections:



1. Overall satisfaction



2. Satisfaction with stages of the Journey

- Planning and booking
- Journey to the station
- At the station
- On board the train
- Arrival / Interchange



3. Satisfaction with aspects of Information

- Consistency
- Clarity
- Timeliness
- Accuracy
- Personalisation
- Relevance



4. Ad Hoc

- Vox-pops
- Industrial Action
- Major events



Overall satisfaction

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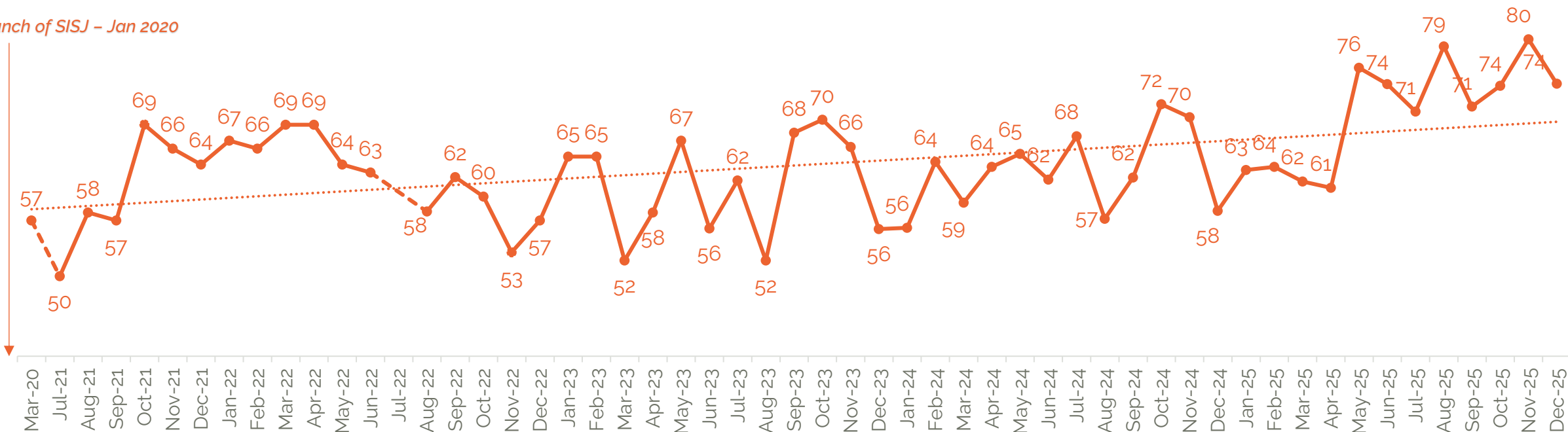
Overall rating of information provided about the delay (2/2)

Since April, ratings have generally improved following the resolution of early 2025 strikes / proposed action. Current data for cancelled and disrupted customers aligns with last quarter, although driven more so by delayed customers. Delayed customers are now providing more positive feedback compared to same period a year ago.

Overall rating with information provided about delay including PiDD historic data – focusing only on cancelled and major disruption (%)

Total Well Trend

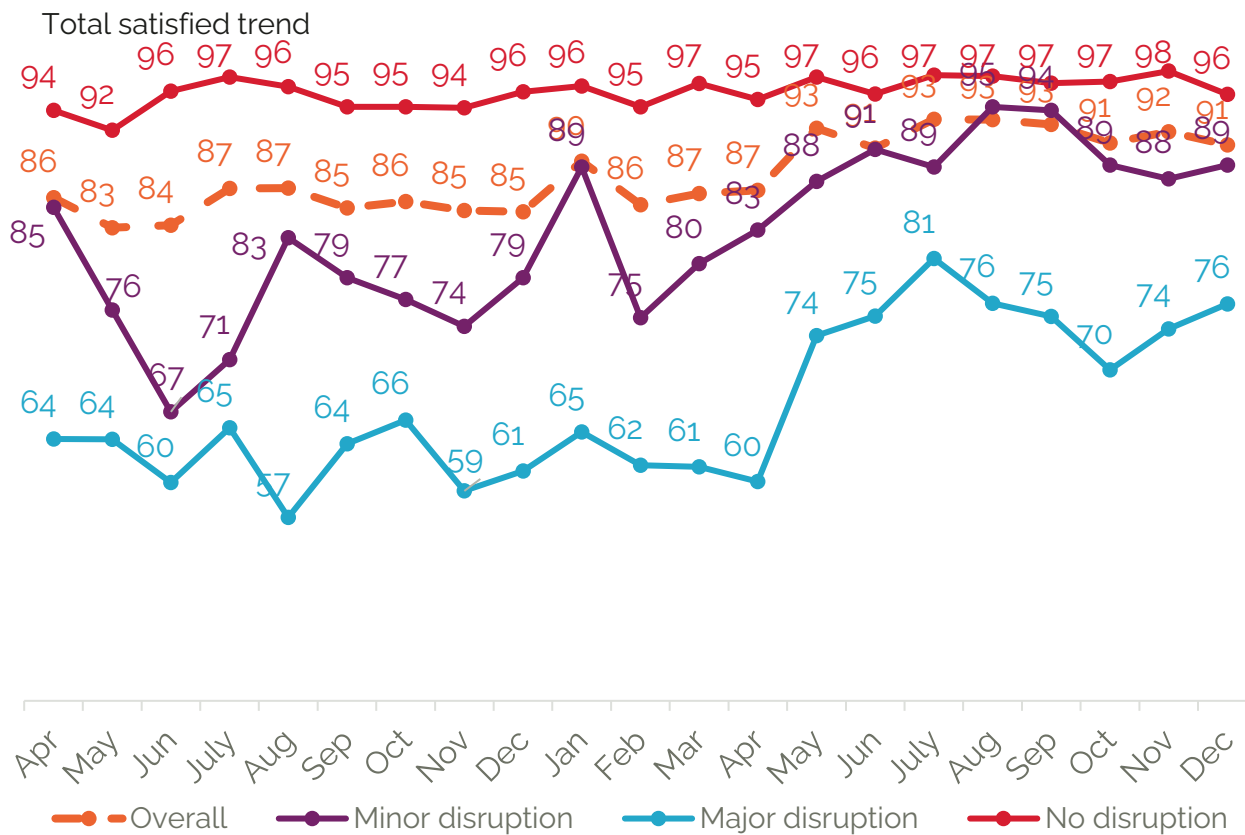
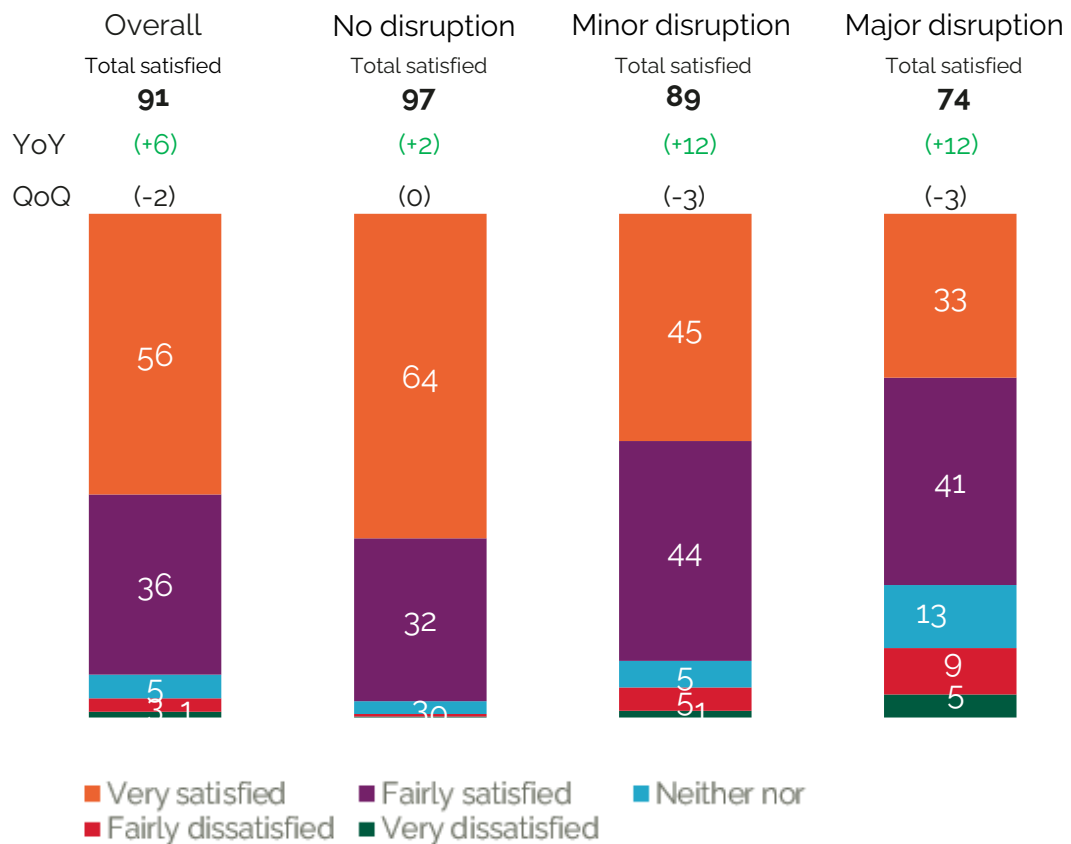
Launch of SISJ – Jan 2020



Overall satisfaction with information provision (1/4)

Overall, customers' satisfaction with information provision (% very + fairly satisfied) has significantly improved on a year ago, along with all disruption types. Especially for the minor and major disrupted where we see huge improvements. This continues the increased satisfaction trend since the start to mid of this year. A year ago, satisfaction was impacted by a period of instability: the end of a prolonged two-year cycle of strikes led to more cancellations and fewer trains running on time. Weather conditions also played a role, with widespread severe storms and record rainfall from Storm Bert and Storm Darragh. In contrast, this year saw higher temperatures and more localised storms, resulting in less nationwide disruption and helping support improvements in satisfaction.

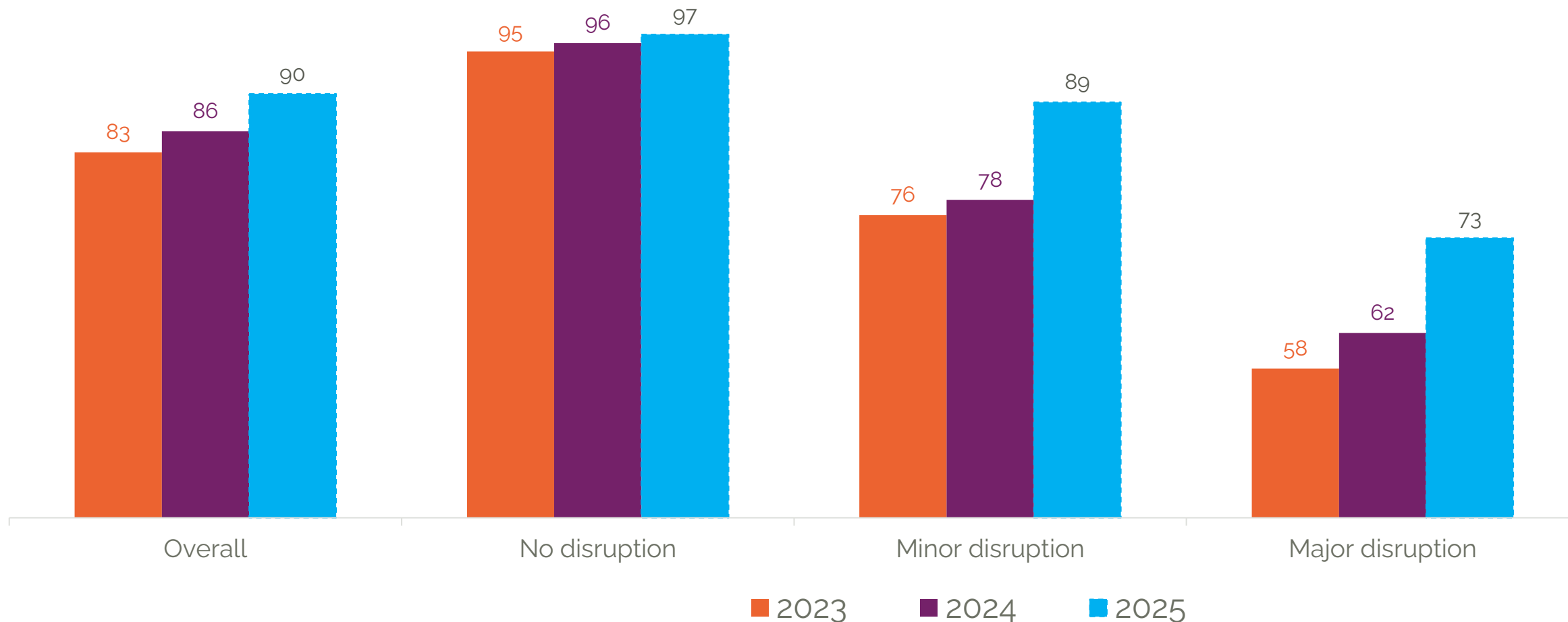
Overall satisfaction with information provision by disruption (%)



5 Overall, how satisfied were you with the information provided during your journey? (excl DK) Oct-Dec 25 (2560); Oct/Nov/Dec 25 – Overall (851/856/853)
 Disruption type: Minor (131/130/150), Major (152/142/144), None (568/584/559)

Overall satisfaction with information provision – year on year

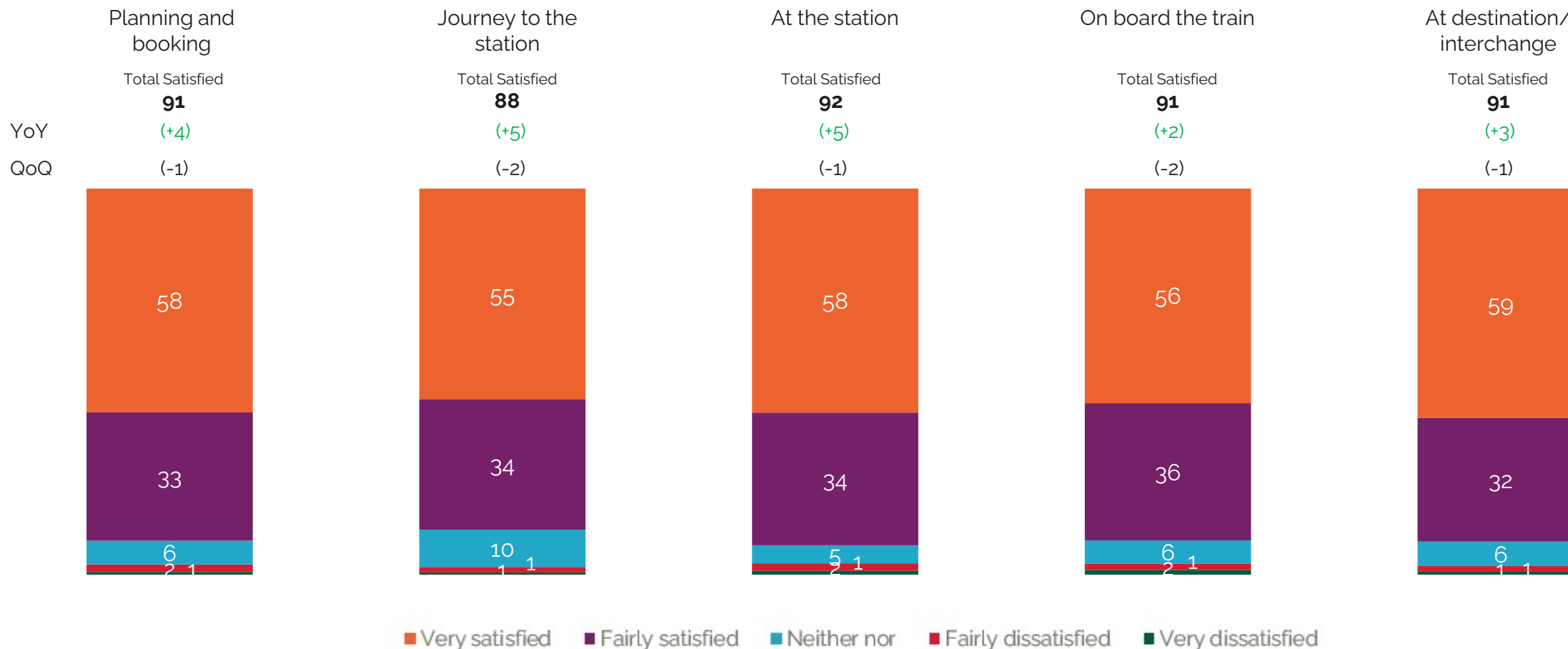
Overall satisfaction with information provision by disruption (%) across each calendar year, by disruption type. Significant improvements in satisfaction with information in minor and major disruption have driven an overall increase in satisfaction in 2025 compared with previous years.



Overall satisfaction with information provision at each journey stage (1/4)

Overall, customers are satisfied with the information they receive at each journey stage, and all stages have significantly increased vs a year ago. The biggest improvements are for information received when on the way to the station and at the station. Satisfaction with information on the journey to the station is still the lowest rated stage of the journey but has almost drawn level with other stages.

Overall satisfaction with information provided at each journey stage (%)



■ Very satisfied
 ■ Fairly satisfied
 ■ Neither nor
 ■ Fairly dissatisfied
 ■ Very dissatisfied

Overall satisfaction with information provision across journey stages by disability

Satisfaction ratings are generally quite high for each journey stage among disabled customers. Positively, compared to last year, satisfaction of information provision has improved when planning and booking and when at the station. The shifts are driven by improved ratings when experiencing a minor disruption.

Planning and booking

88%

YoY (+6) QoQ (0)

No disruption

93% YoY (0) QoQ (+3)

Minor disruption

90% YoY (+11) QoQ (0)

Major disruption

68% YoY (+5) QoQ (-8)

Journey to the station

85%

YoY (+5) QoQ (-2)

No disruption

88% YoY (0) QoQ (-1)

Minor disruption

91% YoY (+14) QoQ (+1)

Major disruption

72% YoY (+1) QoQ (-8)

At the station

91%

YoY (+5), QoQ (0)

No disruption

95% YoY (+2) QoQ (+1)

Minor disruption

91% YoY (+7) QoQ (-2)

Major disruption

80% YoY (+6) QoQ (+2)

On board the train

91%

YoY (0), QoQ (-3)

No disruption

95% YoY (-1) QoQ (-2)

Minor disruption

88%* YoY (+7) QoQ (-9)

Major disruption

76%* YoY (-1) QoQ (+10)

At destination/interchange

89%

YoY (+4), QoQ (+2)

No disruption

95% YoY (+7) QoQ (+2)

Minor disruption

93% YoY (+9) QoQ (+2)

Major disruption

65% YoY (-14) QoQ (0)

We'd now like you to think about the information your received when your journey. Overall, how satisfied were you with the information provided about your upcoming rail journey when Overall (Planning and booking/ Journey to the station/At the station/On board the train/At destination/interchange) (327/274/332/259/313)

*Refers to where the base is below 50. **Refers to where the base is below 30 and too low to show



Impact of SISJ deliverables on customer satisfaction

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 National Rail

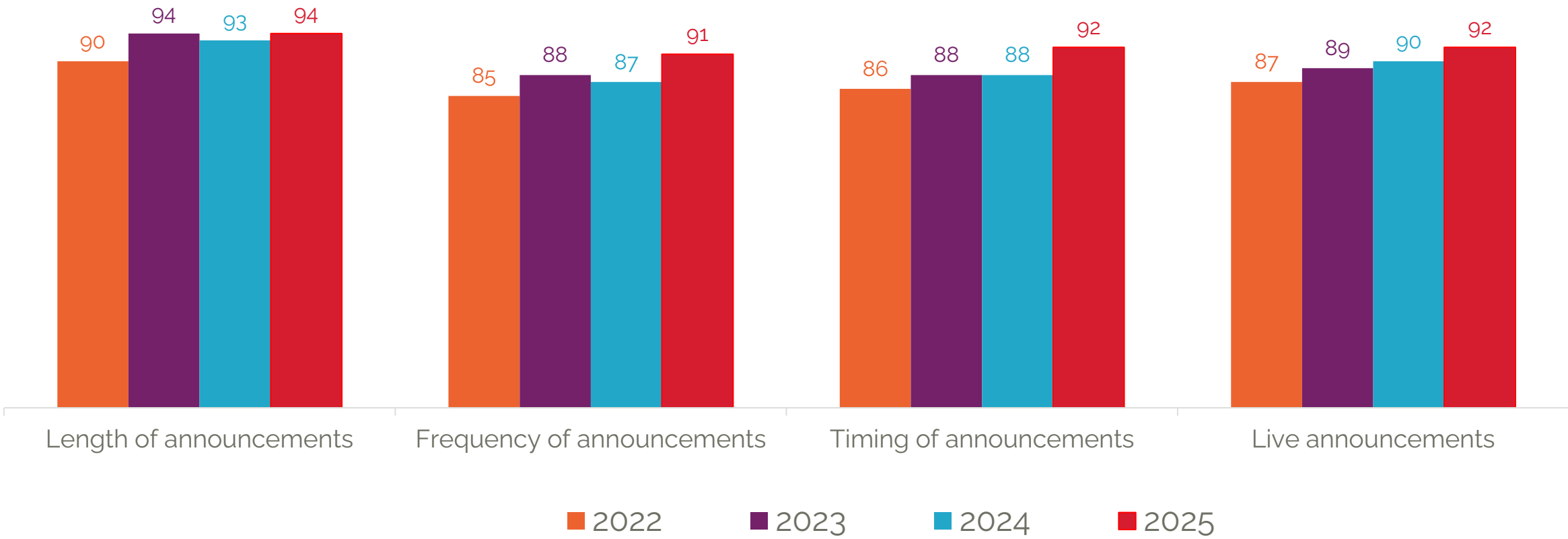


On board announcements – satisfaction with information

***Enhancements to on board announcements made in 2023**

Following a review of on-board announcements, SISJ identified room for improvement in several areas including length, frequency, timing and the quality of live announcements. SISJ led work to streamline automated and improve manual announcements by staff, including reducing the frequency of automated announcements through changes to PIS and improving the quality of live announcements via training. The below graph shows improvements in CSAT in relation to these aspects.

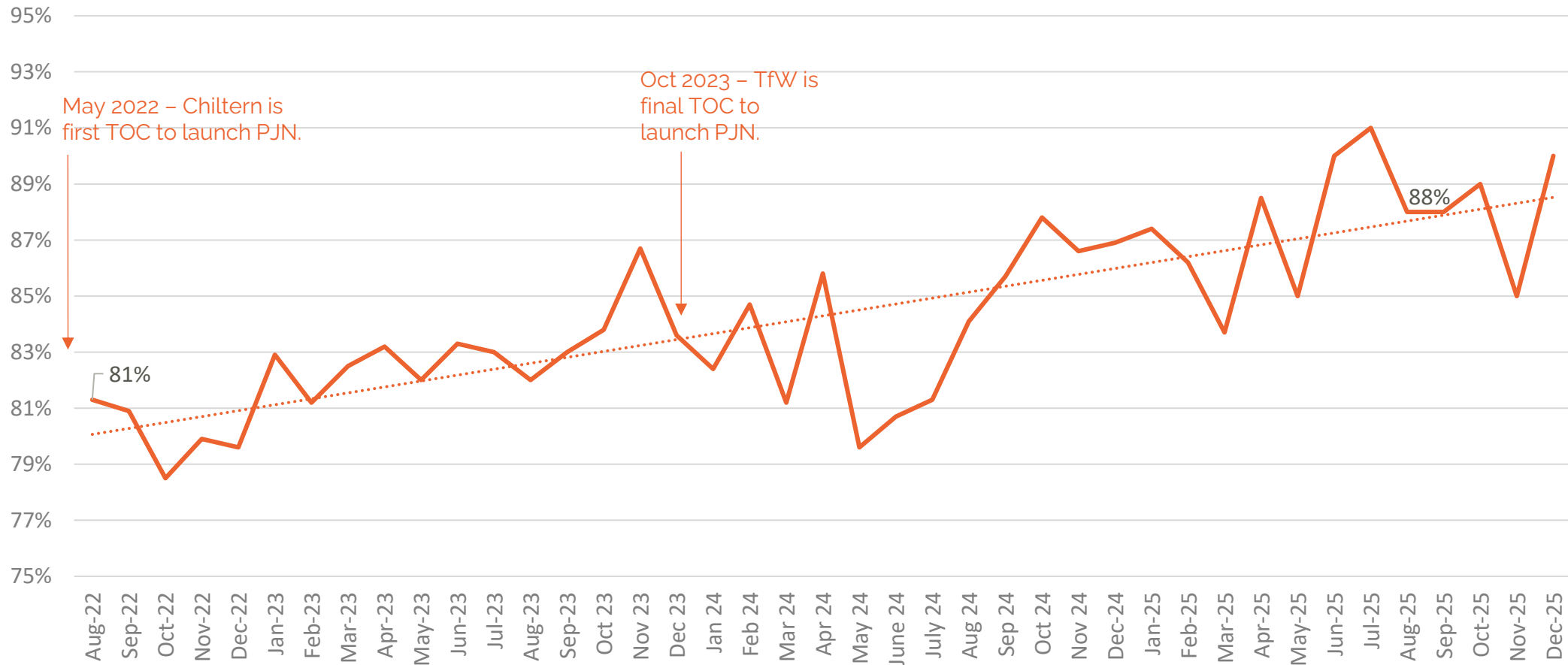
% of customers satisfied (fairly + very) with following aspects of information



Personalised Journey Notifications – timeliness of notifications

PJNs is a tool that all TOCs have now consumed that notifies customers in advance if there are changes to their journey. Thanks to SISJ information upgrades, customers who bought their train ticket online now receive personalised email/text notifications in case of any changes. The below graph shows customer satisfaction with the notice given about changes to their journey.

The below graph shows the % of customers satisfied (fairly + very) with how far in advance they were notified about changes to their train.

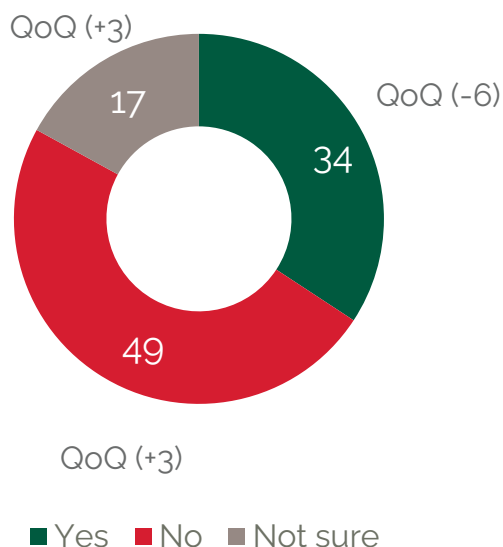


Ticket Acceptance - validity of ticket with alternative TOCs when disrupted

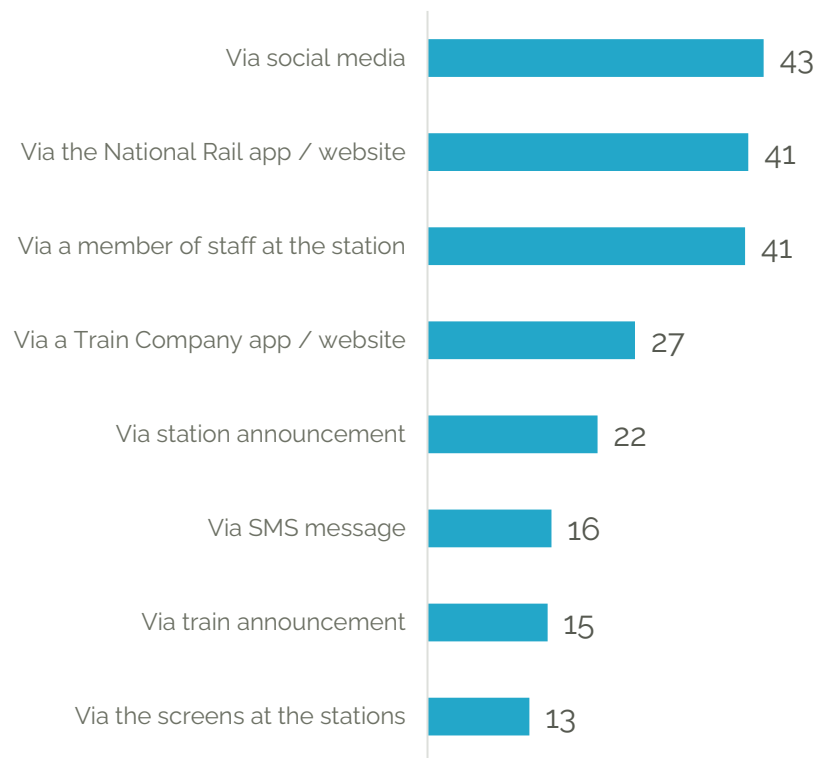
Understanding where/when they can use their ticket during disruption is a key information concern for customers. SISJ introduced new ticket acceptance guidance in Jan 2025 to improve information provision around this. Brilliant Basics work is tracking TOC adherence to the new ticket acceptance guidance and consistency across channels.

A third of customers experiencing major disruptions saw information about traveling with alternative TOCs, mostly receiving it through social media, NR app or website, or staff members. Satisfaction with these channels remains high, with 91% of customers satisfied, similar to the previous quarter.

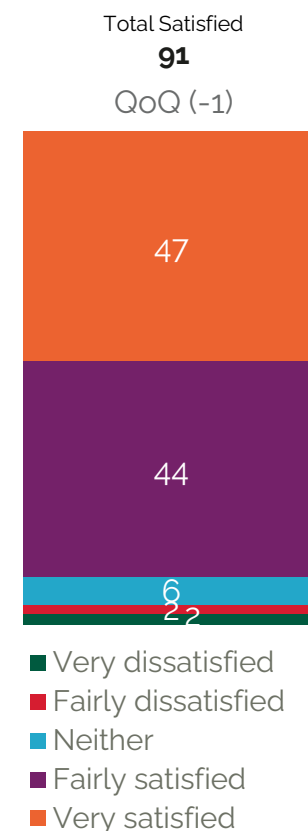
Saw information about ticket being valid with other TOCs during major disruption (%)



How the information was received (%)



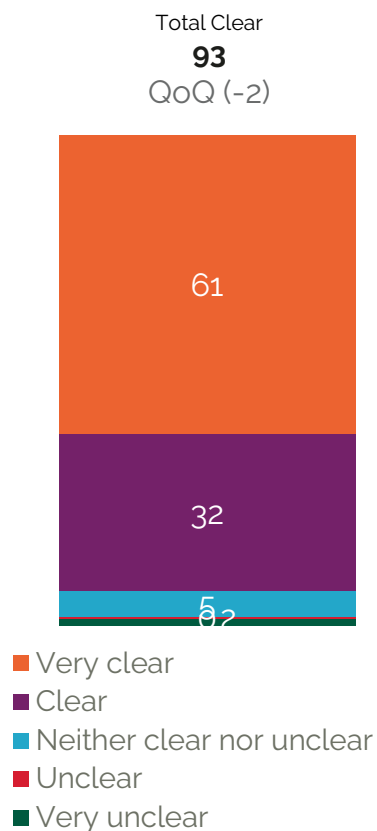
Satisfaction with how information was received (%)



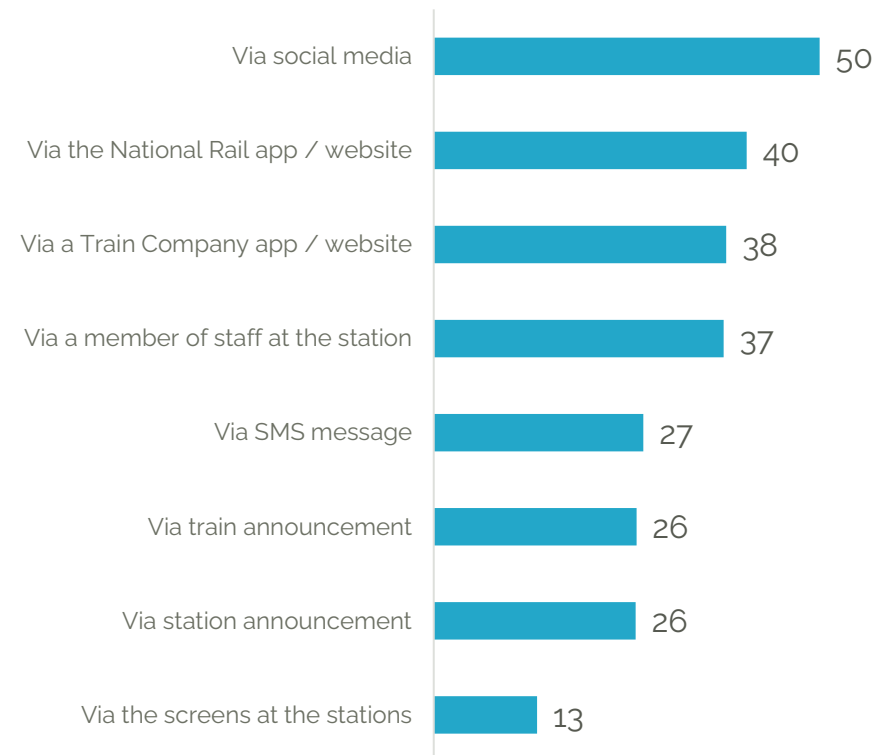
Ticket Acceptance - validity of ticket with alternative TOCs when disrupted

Of those who were given this information, nearly all rated the information received around travelling with alternative TOC's as clear. Half of disrupted passengers said in future that they would like to receive this information through social media. TOC app or website is third, and highlights opportunity to deliver more on here given it currently ranks lower down on what is given currently.

Clarity of information (%)



How they would like to receive the information in the future (%)



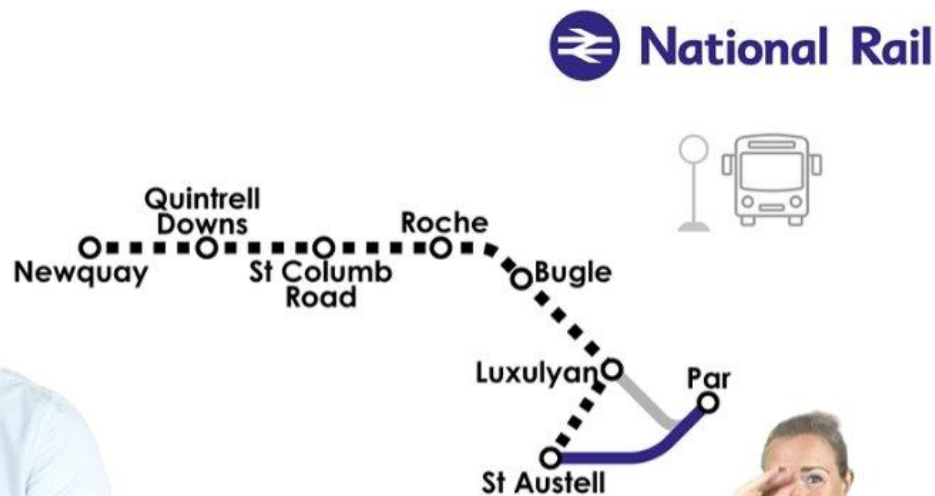
Visual Disruption Maps - ratings of the video on disruption

SISJ led the launch of Visual Disruption Maps in response to a customer need for clear, accessible information about disruption. The maps are videos produced by the NRCC which communicate information about planned/unplanned disruption in a visual format (inc. Captions and British Sign Language). VDMs were trialled for planned/unplanned disruption earlier in 2025 and launched across all regions in September.

The ratings of the disruption videos are similar to last quarter. 9 in 10 are satisfied with the information they provided and 8 in 10 find the information useful. Likelihood of both using and recommending are similar, with 3 in 4 suggesting they would use in the future.

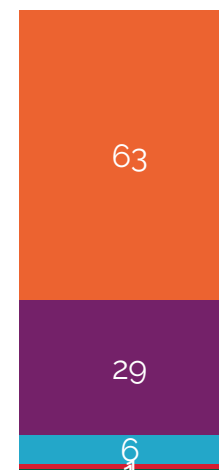


please be aware
that you'll need to use the provided rail



Satisfaction with information (%)

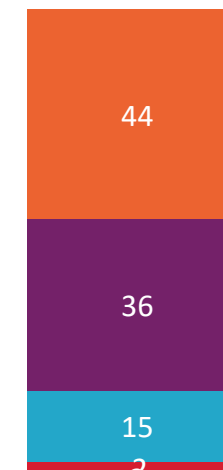
NET: Satisfied
92
(+2)



- Very Dissatisfied
- Fairly Dissatisfied
- Neither
- Fairly Satisfied
- Very Satisfied

Usefulness of information (%)

NET: Useful
(Extremely, Very & Somewhat useful)
95
(0)



- Extremely useful
- Very useful
- Somewhat useful
- A little useful
- Not at all useful



Customer Feedback & Comments

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Information on station facilities

Not all customers were able to find the information required for their journeys at this stage. The majority of these items related to station facilities (which is improving as noted earlier) but could be improved further regarding the food and drink options, access to toilets, places to work and wait and connectivity to Wifi.

“

Yes, it would have been useful to have more detailed information about station facilities, such as toilets, food and drink options, as well as information on available seating and waiting areas.

Commuter

“

Clear information whether cafes or vending machines are available, WiFi access and where waiting areas are located would have been useful.

Business

“

Live updates would be very helpful when it comes to facilities, knowing if toilets or lifts are working or not would be useful for the customer to know

Commuter

“

Information about station facilities would have been helpful, particularly WiFi availability and places to work while waiting.

Business

“

There was no information about accessibility features at the station, such as step-free access, location of restrooms, waiting areas, food and drink options, and assistance points.

Commuter

“

Details about station layout, where facilities are located and if there is seating available before boarding would have been useful.

Leisure

Best parts of information provision during the journey

Overall customers are satisfied with the information they receive during their journeys with it often being praised for its clarity, timeliness and relevance. Some also highlighted their appreciation for consistent information across screens, announcements and staff themselves.

Best parts of information provision during your journey



Confirmed the cause of stopping wasn't due to a train failure and provided estimate when the train would resume
Minor disruption/Avanti West Coast/Commuter



Information was clear and updated frequently which helped reduce uncertainty
Major disruption/LNER/Business



Clear announcements explaining what was happening and what the options were
Major disruption/LNER/Leisure



Staff explained the reason for the delay and how long it was likely to be
Major disruption/Northern/Commuter



The information was timely and helped me make decisions about alternative routes
Major disruption/Thameslink/Business



The stops that the train was going to take as well as the arrival time
No disruption/WMR/Leisure



Information was easy to understand and consistent across screens and announcements
No disruption/GWR/Business



Updates via the app were accurate and matched what was announced at the station
Minor disruption/Southeastern/Business



Staff kept passengers informed and were visible on the platform
Major disruption/ScotRail/Leisure

Parts of information provision requiring improvement

Improvements considered by customer relate to making sure all information is as in-the-moment as possible and more frequent to minimise inconvenience. Again, the importance of consistent information across all channels (screens, staff, app, etc) was highlighted.

Improvements needed for information provision based on your journey

Frequency of information needs to be improved
Minor disruption/London Overground/Commuter

More regular updates would have reduced uncertainty
Minor disruption/WMR/Leisure

Clearer announcements as it was difficult to hear what was being said
Major disruption/Northern/Commuter

More detailed information about how long the delay would be
Major disruption/Thameslink/Business

Updates were slow and could have been given sooner
Minor disruption/Southeastern/Commuter

Better communication from staff would have helped
Major disruption/ScotRail/Leisure

More clarity on alternative routes and options
Major disruption/Southern/Business

Information should be more consistent between the app and station announcements
Minor disruption/GWR/Business

Screens were not updated quickly enough
No disruption/c2c/Commuter

Information tailored to their needs

Of those who felt the information they were given was tailored to their needs, it was because it gave them exact details that were relevant to their journey and the surrounding context.

How was information tailored to their needs?

Context aware responses
No disruption/London Northwestern Railway/Business

It provided the stops that I needed and which train to catch
No disruption/GWR/Leisure

The information was specific to my route and situation
Major disruption/LNER/Commuter

It told me exactly what I needed to know
No disruption/c2c/Commuter

Updates were specific to my train
Minor disruption/Southeastern/Business

Clear and relevant announcements
Major disruption/Northern/Commuter

It focused on my train and destination
Minor disruption/Thameslink/Business

Only information that applied to me was given
No disruption/c2c/Business

Targeted announcements
No disruption/Avanti West Coast/Business

Information that was not tailored to their needs

A large proportion of customers did not have anything to note at this question, but among those who did the reason for the information not being tailored was due to the announcements being more generic and not out their specific journey, particular during times of disruption when tailoring the information is paramount. A few mentioned struggling to figure out which announcements were relevant to their journeys and which were not.

How was information not tailored to their needs?

Too generic and not specific to my journey
No disruption/GWR/Business

Announcements covered too many services at once
Major disruption/Northern/Commuter

Information was aimed at everyone not just my train
Minor disruption/ Southeastern/Commuter

It wasn't clear what information applied to me
Major disruption/LNER/Leisure

Information was confusing and not personalised
Minor disruption/Thameslink/Business

Hard to work out if it related to my train
Major disruption/TransPennine Express/Leisure

Information applied to other services not mine
No disruption/Great Northern/Commuter

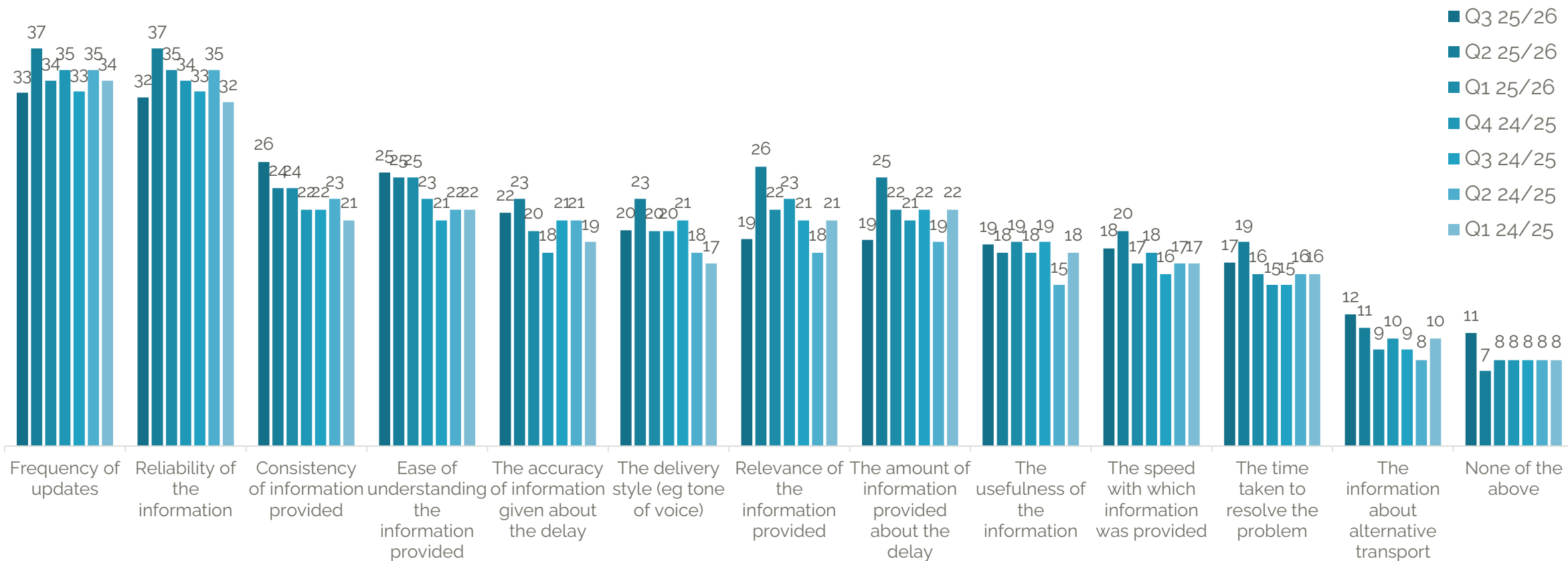
Generic updates with no detail
Minor disruption/LNER/Business

Too vague to be useful
Minor disruption/London Overground/Business

Improvements desired for information on disruptions in the future

Frequent and reliable updates remain the top desired information when handling disruptions and cancellations. Relevance and the amount of information have dipped, **with consistency and ease of understanding now more important looking ahead.**

Information improvement desired for future disruptions or cancellations (%)





Any questions?

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