25% of insights gathered show timeliness of information is important to customers.

Often information is served too early, making it inaccurate at the correct time.

Or served too late, having a negative impact on the customer’s end-to-end journey.

Proactive Messaging

On the Channel of your choice

Timely, Accurate
22% of the insights gathered are to do with trust and perception.

Customers are reluctant to trust the information provided, instead trusting other social media. This means even when information is accurate, customers perceive it is inaccurate.
53% suggest supporting the customer’s end-to-end journey.

Customers experience stress when they need to make a decision that may impact their journey.

Information to support the end-to-end journey is often inconsistent or inadequate.

- Personalised messaging
- Real-time facilities information
- End-to-End Support

‘Information personalised to me’
We’ve been tuning into our customers.
Most of the key areas of focus relate to travel on the train. Touchpoints of next priority are mostly related to waiting at the station, and exploring options.
Of secondary priority are touchpoints related to comfort and staff while waiting at the station, staff onboard and understanding ticket types and offers when planning.
Case study: Project Victoria

One team. One uniform. One engagement plan.
Case study: Project Victoria

**CHALLENGE**
- Low CSat Scores at London Terminals
- Lack of empowerment
- Conflicting priorities
- NRPS scores very challenging and below the national average
- Little or no joint working between industry stakeholders
- No common targets to encourage team-working with front-line colleagues
- Capacity challenges with LUL interchanges at peak times

**SOLUTION**
- Create ONE TEAM
- Proactively engage with customers
- Enhance CEX with every transaction
- Role model behaviours
- Identify, meet and resolve issues at first point of contact
- Everyone pulling in the same direction...together
- Set new standard for “how railway stations should run”
- People at the heart – colleagues and customers

**RESULTS**
- **Increased satisfaction score**
  ‘Availability of Station Staff’
  Spring 18 score improved 17.5% vs Spring 17
  Autumn 18 wave improved 8.7%
- **Rise in ‘Attitude and Helpfulness of Staff’ score**
  Spring 18 score improved 9% vs Spring 17
  Autumn 18 improved 10%
- **20% Reduction in complaints**
Over to you...
What 3 things would you want from the One Team approach?

1. 

2. 

3. 

What 3 things would make it a great experience for all customers?

1. 

2. 

3. 

Someone working at the station

Board member within a TOC

Key stakeholder (Transport Authority / DfT / Passenger champion organisation / ORR)

Regular commuter

Infrequent traveller with a young family
Think. Shout out. **Write down.** (Stay on task!)

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15 minutes at your tables → 5 minutes for the whole room

Table Captains tell us the **one thing** you’re team is most excited about.
Thank you.