1.

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.

'Information when I need it'

On the Channel of your choice

Proactive Messaging

Timely, Accurate

Rail Delivery Group

National Rail

2.

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.

'All the information I need'

Information on the move

Disruption information

Consumer rights

3.

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.
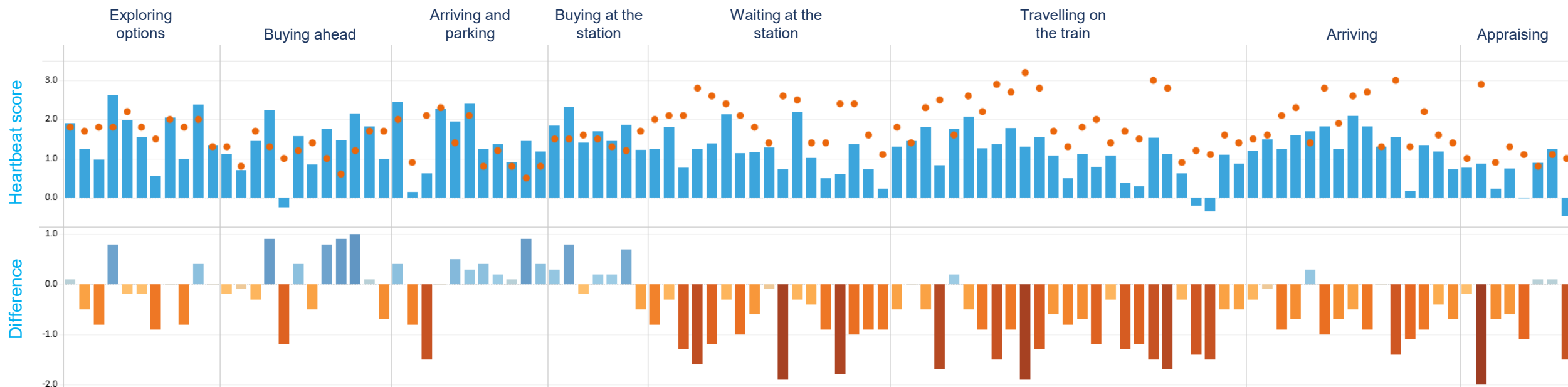
'Information personalised to me'
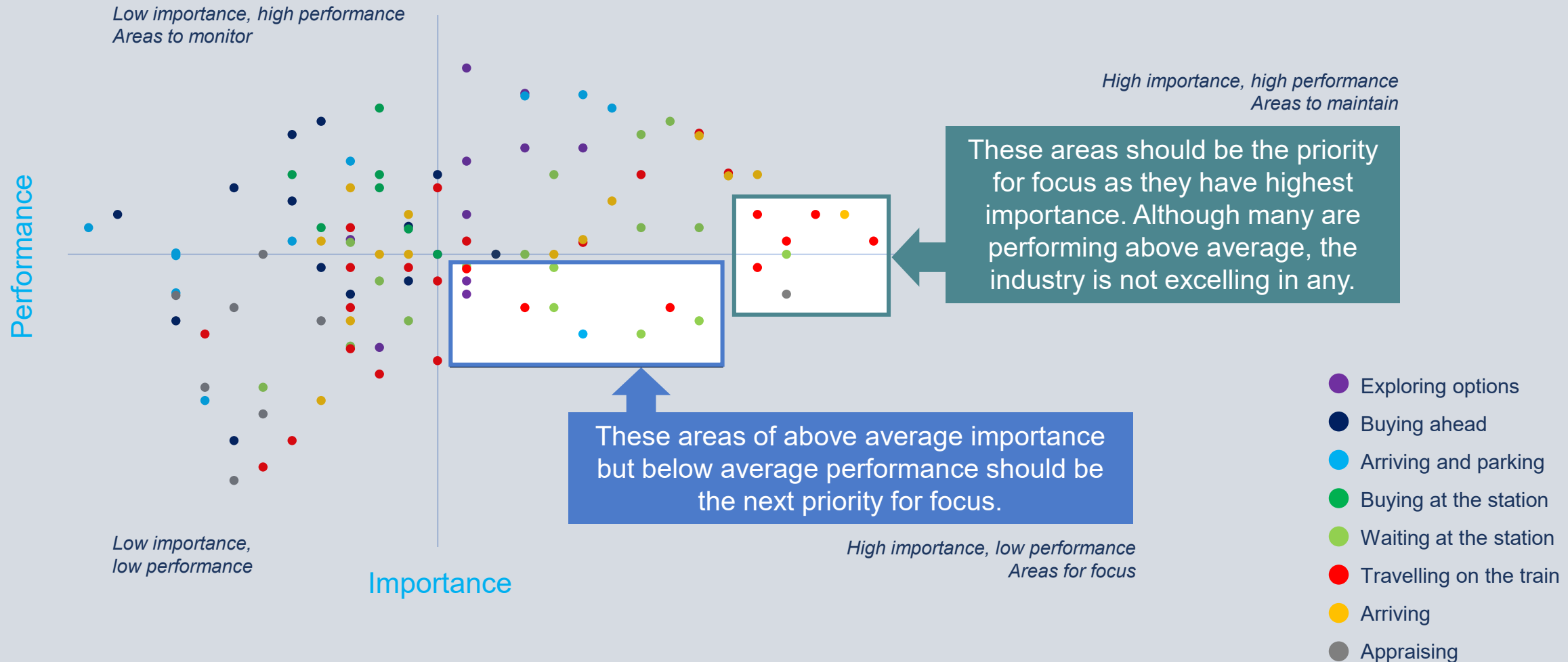
↓

Personalised messaging

Real-time facilities information

End-to-End Support

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.

Low importance, high performance
Areas to monitor

High importance, high performance
Areas to maintain

Performance

These areas should be the priority for focus as they have highest importance. Although many are performing above average, the industry is not excelling in any.

These areas of above average importance but below average performance should be the next priority for focus.

Low importance,
low performance

High importance, low performance
Areas for focus

Importance

- Exploring options
- Buying ahead
- Arriving and parking
- Buying at the station
- Waiting at the station
- Travelling on the train
- Arriving
- Appraising

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.

Rail Delivery Group

National Rail

Performance

Importance

Legend:
- Exploring options
- Buying ahead
- Arriving and parking
- Buying at the station
- Waiting at the station
- Travelling on the train
- Arriving
- Appraising

Staff are approachable and willing to talk to me

Staff are approachable and willing to help me

It's easy to understand different types of ticket

I can easily find out about the wider benefits of travelling by rail e.g. any offers available

It is easy to spot staff

I am not disturbed by other passengers

I can sit somewhere sheltered and warm

Staff are easy to spot or I know where they are

The station feels like a nice environment

I feel welcome when I enter the station

There is a comfortable place to wait

CASE STUDY

Project Victoria

One team.
One uniform.
One engagement plan.

Case study: Project Victoria

Rail Delivery Group
National Rail

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...

Rail Delivery Group

National Rail

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

Someone working in control

Board member within a TOC

Board member of Network Rail

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

Regular commuter

Infrequent traveller with a young family

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

Think.
Shout out.
Write down.
(Stay on task!)

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

Thank you.

Rail Delivery Group

National Rail