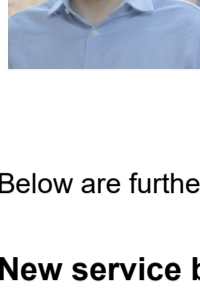




25 November 2024

Welcome! to the Smarter Information, Smarter Journeys (SISJ) Newsletter

Supporting the customer to 'travel their way'



ADAM BLOWER
Head of Customer Information,
Rail Delivery Group

"We want the customer to be able to travel their way"

[Find out more](#)

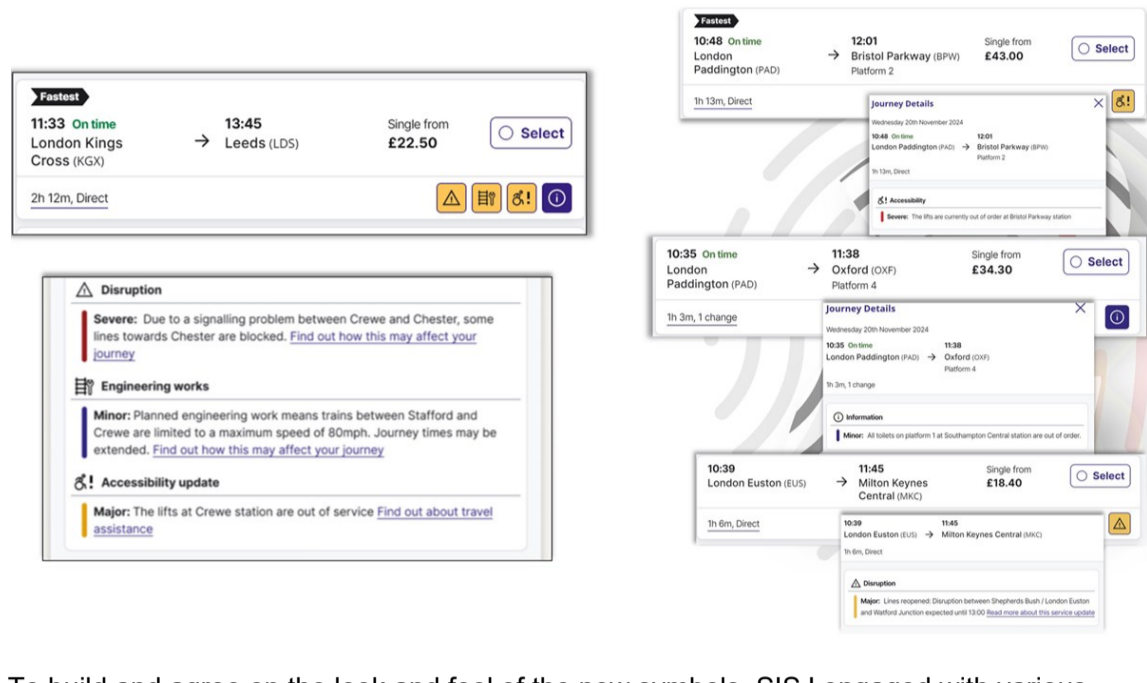
The SISJ team continues to deliver innovative ways to keep the customer informed when travelling by rail. This results in the customer being able to 'travel their way.' Adam Blower, RDG's Head of Customer Information recently highlighted these innovations, in a customer experience and information article published in Rail Director.

Below are further updates on SISJ projects:

New service bulletin symbols

In collaboration with National Rail Enquiries (NRE), the SISJ team have developed new service bulletin symbols. These new symbols for 'Disruption', 'Engineering Work', 'Accessibility' and 'Information' went live on Wednesday 20th November together with a severity level of three for each category.

The new symbols have replaced the service bulletin triangle previously shown on the NRE website journey planner and app. These symbols provide a clearer and more effective way to represent various types of disruptions, journey status changes, and advance notice of upcoming events. Below is an example of how the new service bulletin symbols are officially displayed on NRE Journey Planner.



To build and agree on the look and feel of the new symbols, SISJ engaged with various groups, including Accessibility and Inclusion TOC leads, Customer Information Group representatives, the Office of Rail and Road (ORR), and Transport Focus. This collaborative approach addressed all feedback, ensuring the symbols are fit for purpose for all customers.

To ensure industry-wide consistency, the symbols will be available to third-party retailers and train operating companies (TOCs) to use on their own digital channels. Related communications will follow in due course.

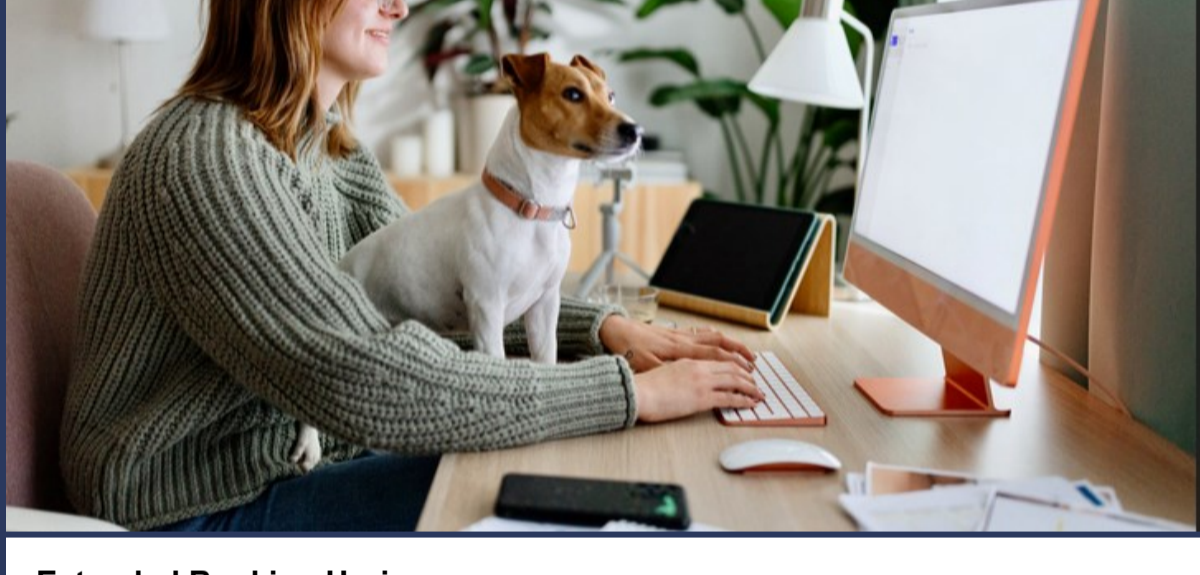
Visual Disruption Maps

Initially disruption map videos were successfully trialed by Network Rail in the Wales and Western region, with support from Great Western Railways. After this success, the SISJ team were asked to look at the scalability of disruption map videos being a national proposition. In response, the SISJ team delivered a trial for the Anglia and North-West region. Following positive customer feedback and the SISJ trial's success, the team are now working to roll-out and fund the production of disruption videos on a permanent basis.

A new team, now in post based at the National Rail Communications Centre in Doncaster, will create disruption videos for preplanned disruption only, such as engineering works and major events. The team will create videos from a new dedicated studio pictured opposite.



The videos will help customers better understand and manage planned disruption. They will be available from early December for customers to view and will include subtitles and British Sign Language. After go-live, we will start to investigate how going forwards videos could be made available for unplanned disruption events.



Extended Booking Horizon

The Extended Booking Horizon programme is investigating the potential to enable the customer to be able to book their ticket further in advance than they can do today. By engaging with Network Rail, the Rail Delivery Group, Great British Railways Transition Team, TOCs, third-party retailers and the Department for Transport, extended booking horizon options are being included in the programme's business case, which will be completed in March 2025.

Key areas of investigation include establishing the strategy and customer proposition, providing the required timetable data, designing a robust customer aftersales proposition, and understanding TOCs and suppliers increased requirements should this be taken forward. In addition, should a customer's journey change through no fault of their own (for example, due to engineering works), the team are investigating solutions to mitigate the impact this would have on the customer.



Increased booking limits

Some TOCs limit the number of tickets they sell for services to manage capacity and prevent overcrowding. This can result in services showing as "Sold Out" or "Not Available" when booking, which prevents customers from travelling when they want to. To help manage this situation, SISJ have worked closely with TOCs, Transport Focus and the ORR to increase the number of spaces available on trains meaning more tickets can be purchased and more customers can travel at the time they want to. This helps to manage the customer experience and means that when trains do sell out, they will be genuinely full.



Better Visual information onboard

By engaging stakeholders, including industry contacts and D/deaf passengers, priorities for providing better real-time visual information onboard have been identified, particularly to help passengers who are deaf or have a hearing impairment. We are continuing to work with the Rail Safety and Standards Board to incorporate the findings into guidance that can help to inform procurement for new trains or the installation of new passenger information systems onboard.

Thank you for reading!

SISJ Programme Team

Get in touch!

We, as a team, are proud of the impact the SISJ programme is having in the industry and want to share our story. We would be happy to share developments with you either face-to-face or virtually. Please do contact us if you would like to hear more. Please do also let us know if you have any feedback on this newsletter – we welcome your thoughts.

For more information about the Smarter Information, Smarter Journeys Programme, visit our website or contact us

Contact Us

SISJ website

