

InfoTracker & SISJ

September 2025 Update

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](#).



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).



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

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

InfoTracker and the SISJ Programme

Assessing SISJ through InfoTracker:

InfoTracker captures the difference that SISJ initiatives make to Customer Satisfaction (CSAT) with information (among other things!).



- We can use the results to:
 - Track the overall trend of CSAT improvements in information
 - Set a baseline for satisfaction with target areas
 - Assess how specific customer-facing initiatives impact CSAT with information once launched/implemented.

How has Customer Satisfaction (CSAT) performed since the last update?



- **Overall Information CSAT at 93%** (Up 3% from last Q and 7% YoY)
- **CSAT in major disruption at 77%** (Up 7% QoQ & 15% YoY)
- **CSAT in minor disruption at 92%** (Up 5% QoQ & 14% YoY)
- **CSAT up at every journey stage** QoQ, and by >5% YoY

RDG Board Priority KPI: Achieve 64% CSAT in major disruption

InfoTracker Refresh:

- Work was undertaken in Q4 of the 2024/25 period to update InfoTracker
- **Main Objective:** to better track future and current SISJ deliverables
- An exercise to establish requirements was carried out in Q4 2024/25.
- The initial set of new questions were launched in May 2025.
- Additional questions to be launched in line with new information roll-outs e.g. uncertain trains messaging.





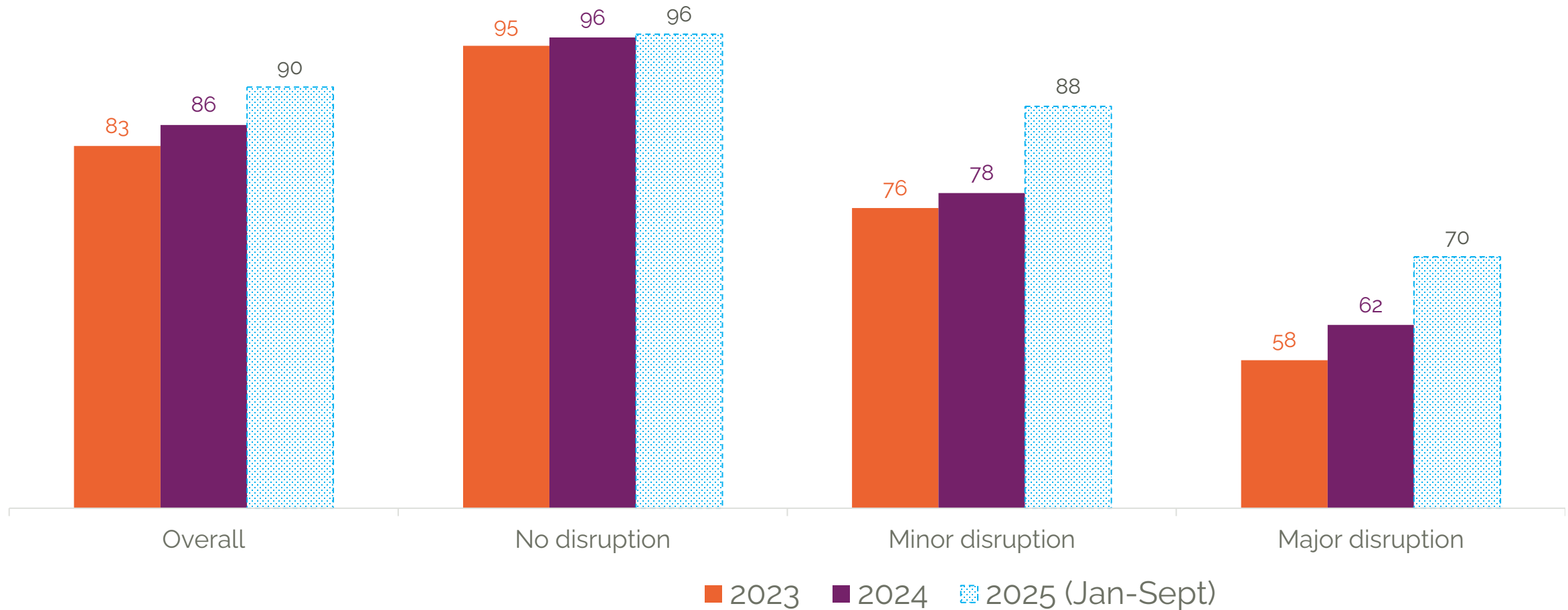
Overall satisfaction

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Overall satisfaction with information provision – year on year

Overall satisfaction with information provision by disruption (%) across each calendar year, by disruption type. 2025 data from January – September is shown using a dashed line to demonstrate that this AY is not yet complete.

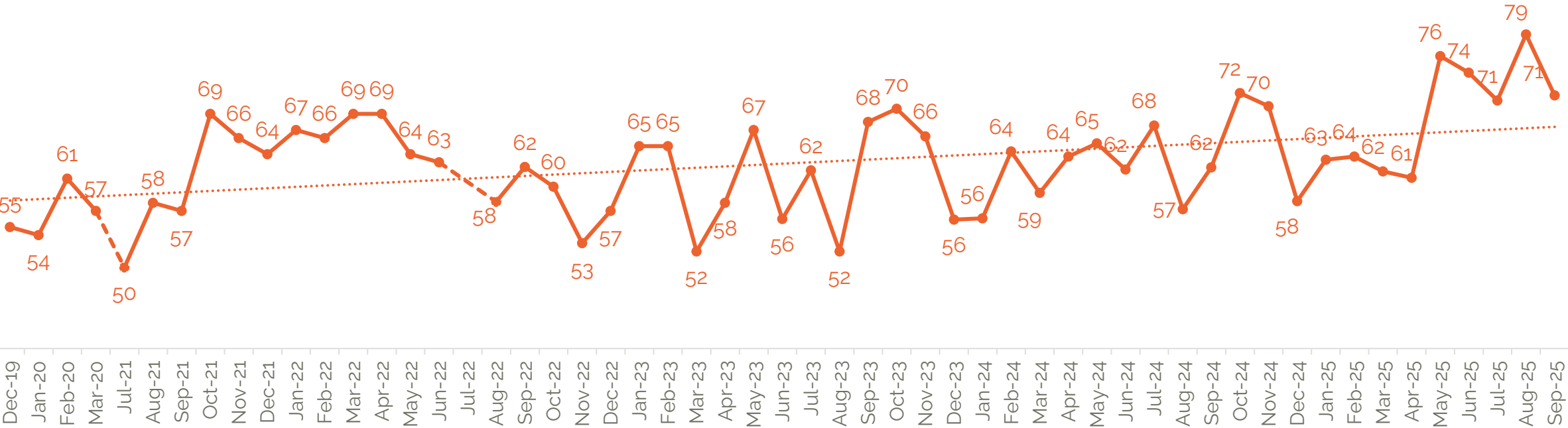


Overall rating of information provided about the delay (2/2)

Focusing solely on cancelled and majorly disrupted customers, figures are broadly in line what was reported last quarter. Figures are driven more so by delayed customers than cancelled, who are generally rating information more positively than a year ago. Interesting to note that a year ago was still amidst the strike period which will have likely impacted results.

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

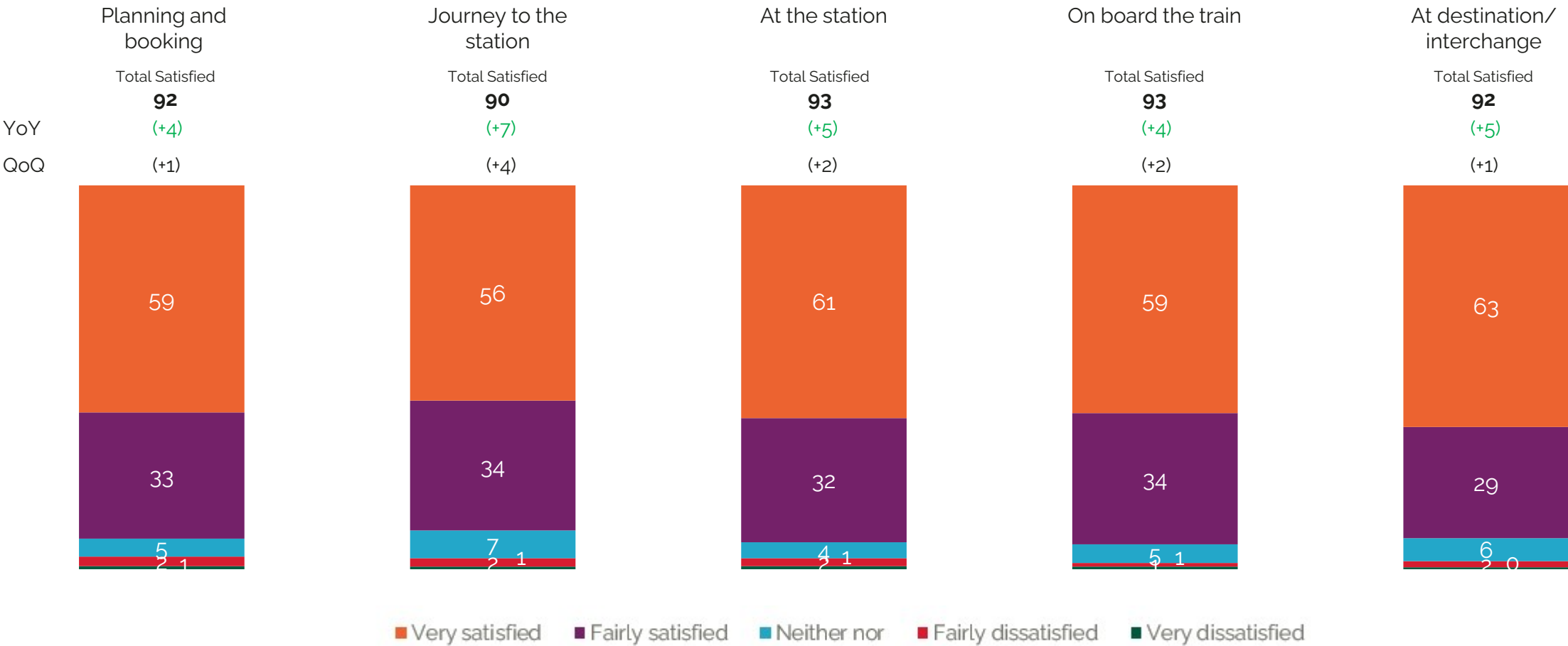
Total Well Trend



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, which typically performs lower than other stages in the journey but has almost drawn level.

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



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 for the journey to the station, at the station and then on-board – the latter of which receives the highest level of satisfaction.

Planning and booking

88%

YoY (+1) QoQ (+2)

No disruption

91% YoY (-4)
QoQ (0)

Minor disruption

90% YoY (+4)
QoQ (+6)

Major disruption

77% YoY (+6)
QoQ (0)

Journey to the station

87%

YoY (+7) QoQ (+4)

No disruption

89% YoY (+2)
QoQ (+1)

Minor disruption

90% YoY (+9)
QoQ (+4)

Major disruption

79% YoY (+11)
QoQ (+11)

At the station

91%

YoY (+6), QoQ (+4)

No disruption

94% YoY (+2)
QoQ (-2)

Minor disruption

93% YoY (+6)
QoQ (+9)

Major disruption

78% YoY (+12)
QoQ (+7)

On board the train

95%

YoY (+11), QoQ (+6)

No disruption

97% YoY (+7)
QoQ (+3)

Minor disruption

98%* YoY (+21)
QoQ (+16)

Major disruption

****** YoY (**)
QoQ (**)

At destination/interchange

87%

YoY (+4), QoQ (0)

No disruption

91% YoY (+1)
QoQ (-4)

Minor disruption

91% YoY (+10)
QoQ (+9)

Major disruption

65% YoY (-5)
QoQ (-12)

We'd now like you to think about the information you 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) (439/396/434/253/415)

*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

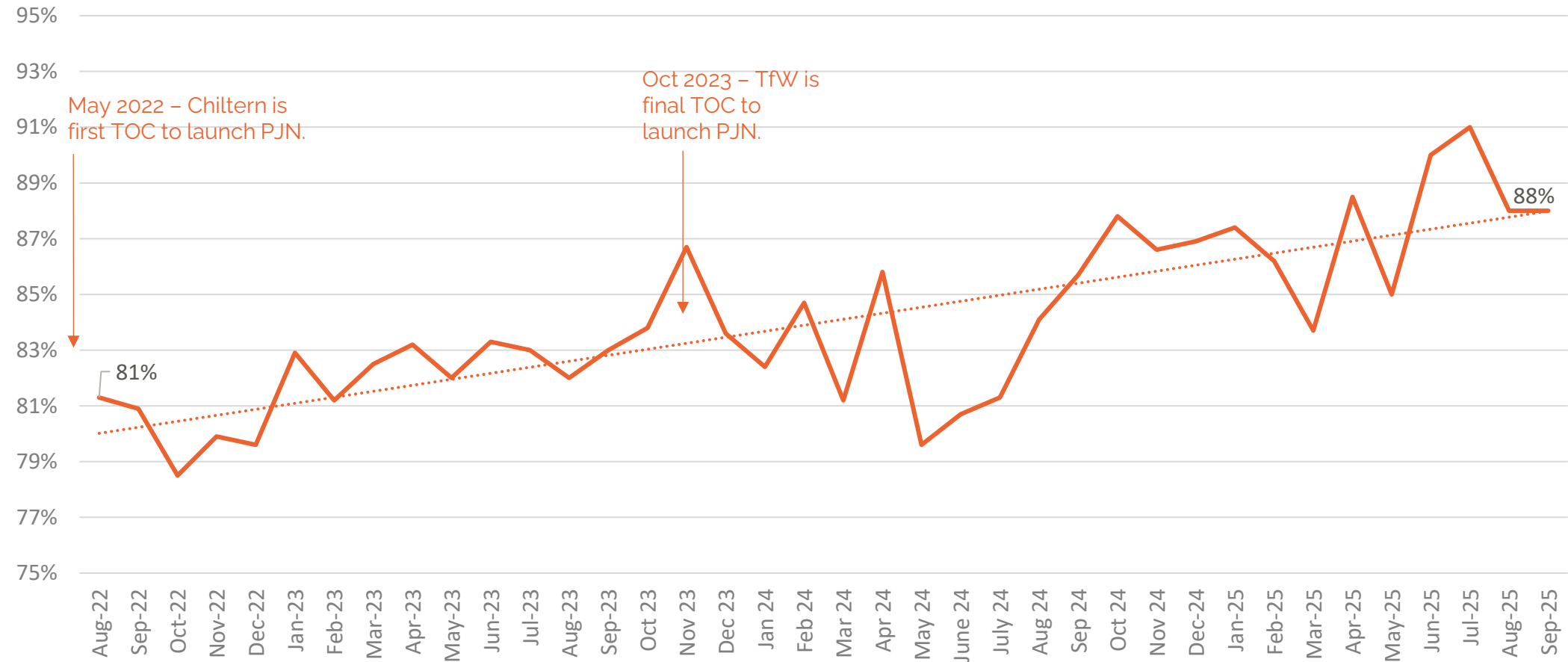
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Personalised Journey Notifications – timeliness of notifications

Customers who bought their train ticket online now receive personalised email/text notifications in case of any changes to their journey, thanks to SISJ information upgrades.

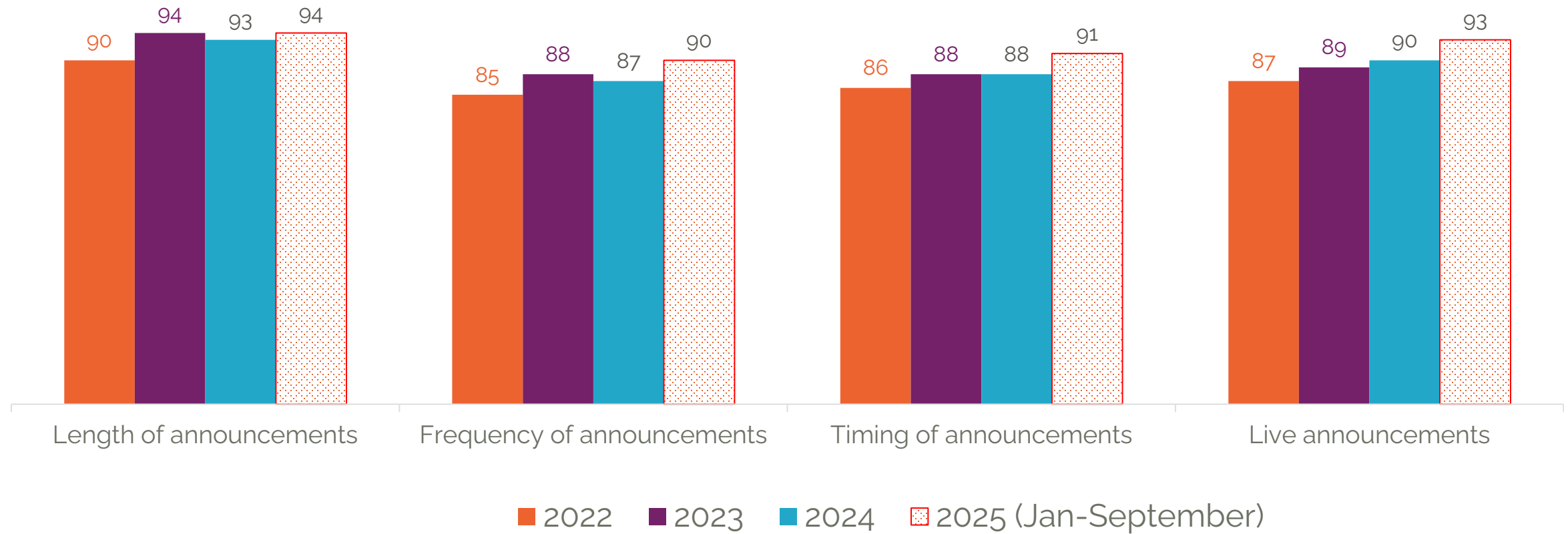
The below graph shows the % of customers satisfied (fairly + very) with how far in advance they were notified about changes to their train.



On board announcements

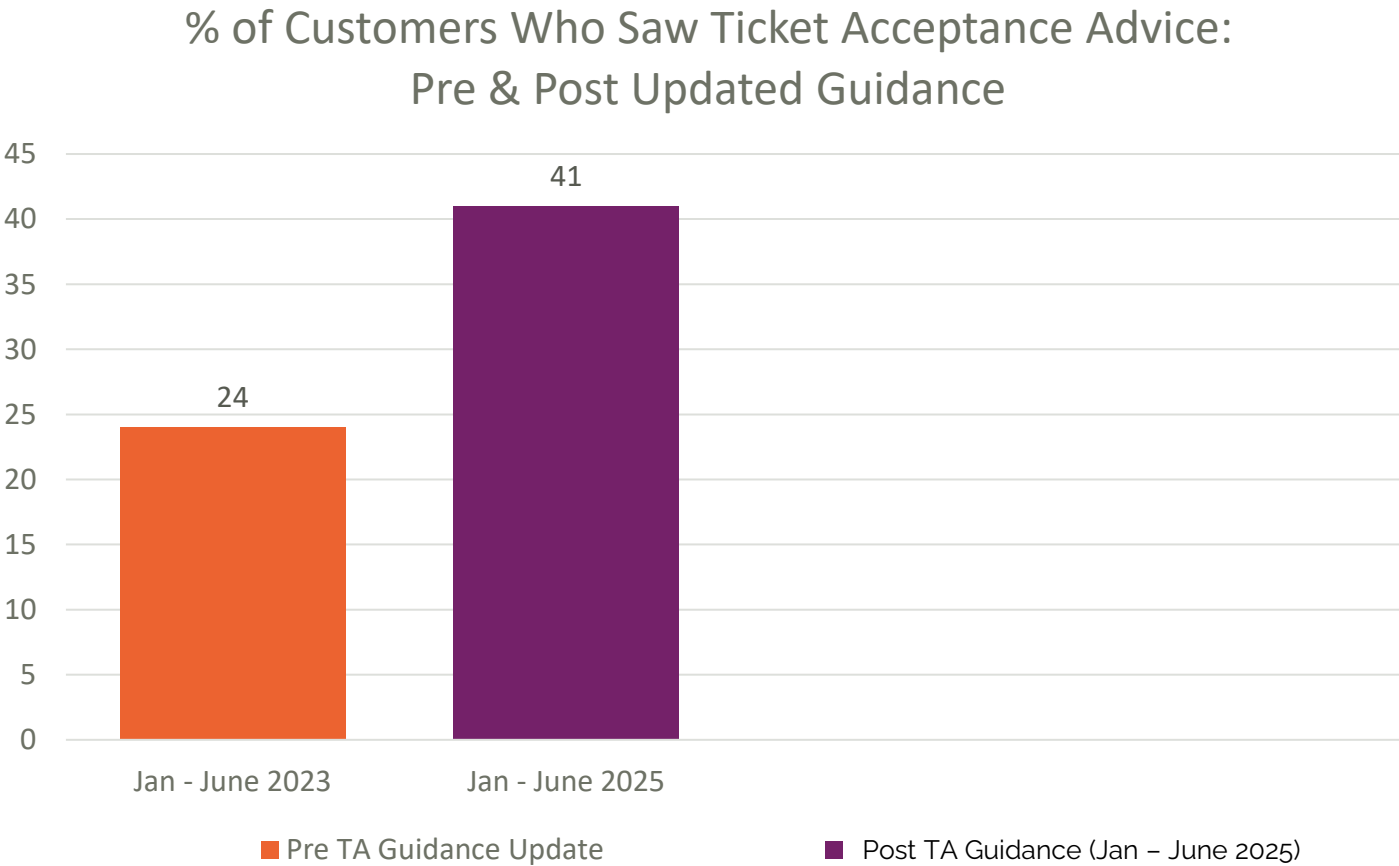
***Enhancements to on board announcements made in 2023**

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



Satisfaction with acceptance of tickets with alternative TOCs when disrupted: Pre and Post Updated Ticket Acceptance Guidance

In January 2025, SISJ implemented enhanced ticket acceptance guidance across the industry, adherence to which is measured through CIG's Brilliant Basics KPIs. Below is a comparison of how many customers recalled receiving this information before and after this was implemented.

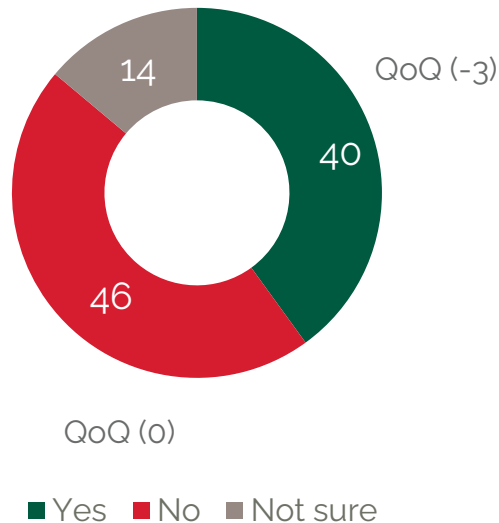


You stated you experienced a major disruption during your journey, do you recall seeing any information about your ticket being valid with alternative Train Operating Companies? InfoTracker reports Jan-Jun 25 (400/158/158)
VS You stated you experienced a major disruption during your journey, what messages do you recall seeing when either planning your journey, at the station or at any other point on your journey? InfoTracker reports Jan - June 2023 (388)

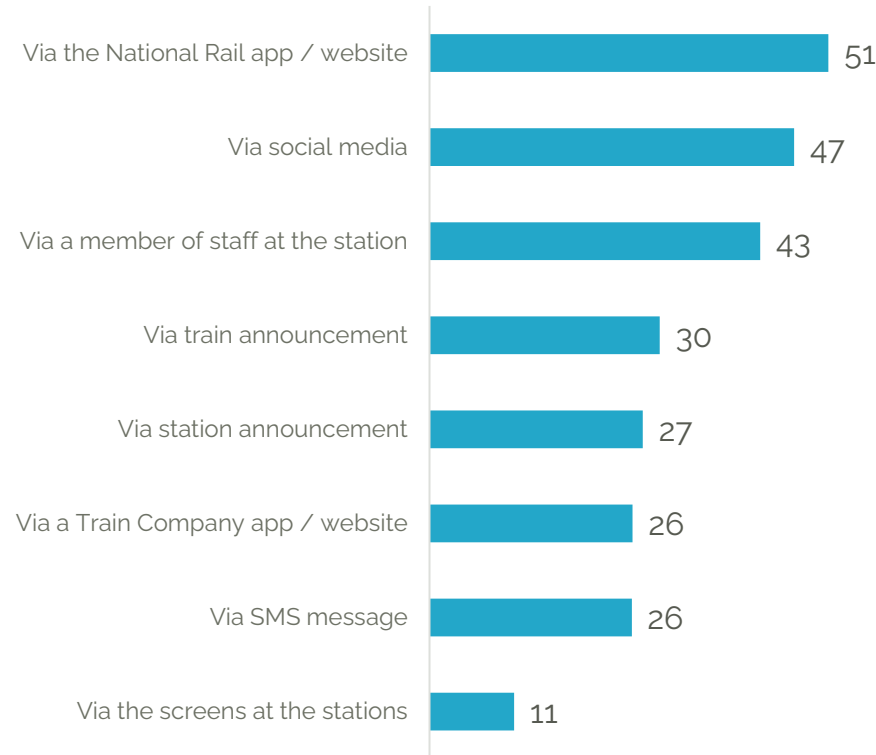
Validity of ticket with alternative TOCs when disrupted

2 out of 5 customers who experienced major disruption saw information about travelling with alternative TOCs. The majority received this information via the NR app or website, followed by social media. 91% of customers were satisfied with the channel used to receive this information – not too dissimilar to last quarter.

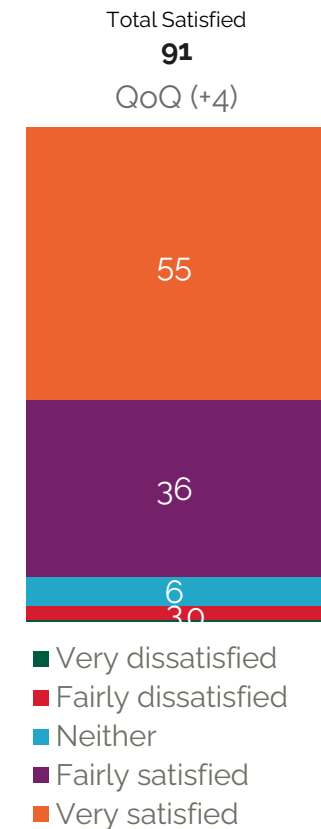
Saw information about ticket being valid with other TOCs during major disruption (%)



How the information was received (%)



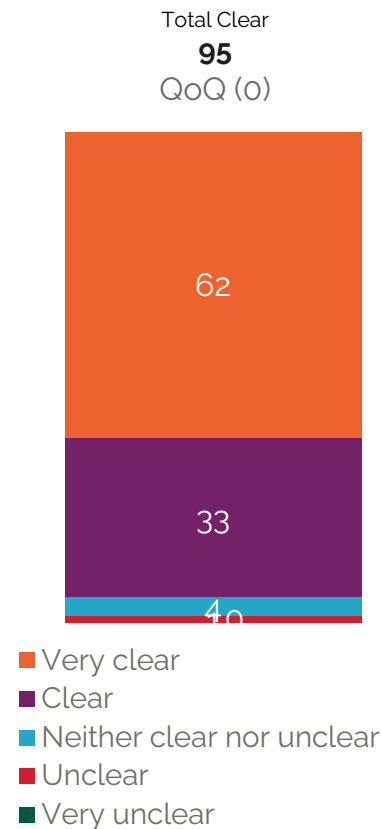
Satisfaction with how information was received (%)



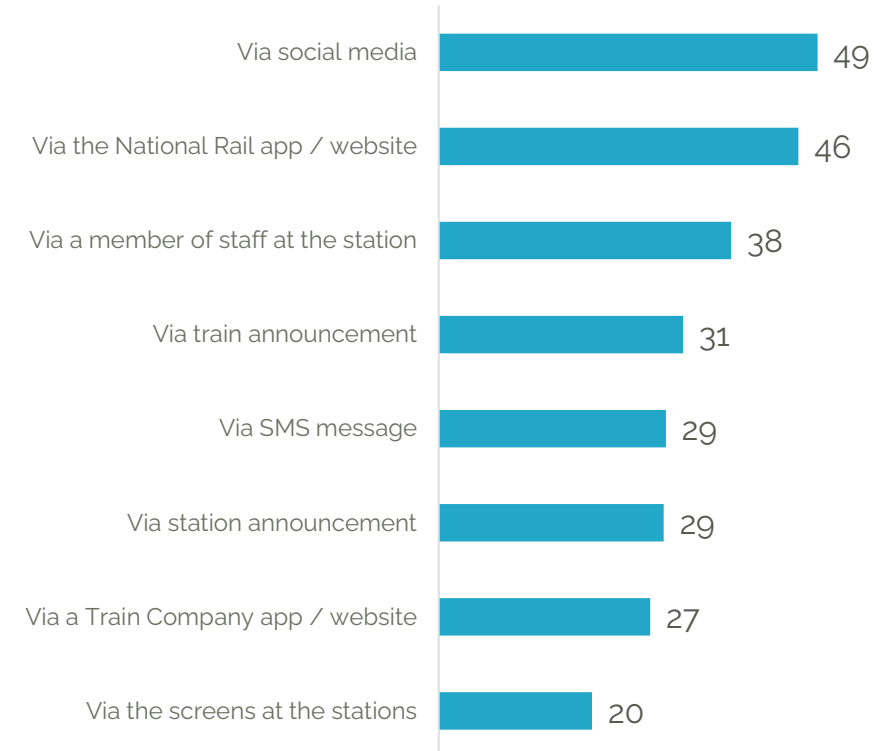
Validity of ticket with alternative TOCs when disrupted

95% of customers who were disrupted 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 or the NR app or website, consistent with the channels currently used.

Clarity of information (%)



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



Ratings of the video on disruption (July – Sept 2025)

Over two thirds of respondents said they would be likely to use and recommend to others to use the disruption video to stay informed about disruptions to their journeys. 90% were satisfied with the information provided in the disruption video and 81% said the video was useful All figures are in line with last quarter.



How likely are you to consider using a video such as this in the future to find out about disruption? (2571) How likely are you to recommend using a video like this to inform other passengers about service disruption? (2571) Overall, how satisfied are you with the information provided in the videos you have seen previously/just watched? (2515) And overall, how would you rate the usefulness of the information provided in the videos you have seen previously/just watched? (2571)

Please note: Last quarters data was only taken from the 9th of December



Customer 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 accessibility of facilities and platforms, access to toilets, places to wait and connectivity to Wifi.

“

Yes, information about accessible toilets, luggage storage, and nearby food options would have been useful but was not clearly available

Leisure Customer

“

It would be awesome to know more about the accessibility of each platform. Like, which ones have step-free access, where the accessible toilets are actually located (not just that they exist), and if there are any platform-specific mobility assistance

Commuter

“

Detailed platform accessibility information was missing.

Disabled Customer

“

Yes, it would have been helpful to have clearer information about the location of the toilets and whether they required payment, as well as more visible signage for lifts or step-free access, especially for passengers with luggage or mobility needs.

Leisure

“

Wi-Fi or charging stations: Connectivity options for travelers.

Commuter

“

Yes, information about available seating areas and nearby restrooms would have been useful but was not clearly provided.

Business

Best parts of information provision during the journey

Overall, customers appreciate the straightforward and clear information provided by the channels that is up to date and accurate during their journeys, which allows them to navigate with ease and confidence. Customers are given timely information, which is particularly crucial for disrupted customers. Real-time updates are beneficial to customers as it allows them quick access to information to plan the next steps of their journey.

Best parts of information provision during your journey



Clear instructions made journey stress-free and enjoyable.
Major disruption/East Midlands Railway/Business



The best part was how clear and easy the information was to understand, which made the process stress-free.
Minor disruption/Elizabeth line/Commuter



The best part was the clear and timely updates because they made the journey smoother and less stressful.
Major disruption/Southeastern/Leisure



The best part about the information provided during my train journey was the clear and timely announcements, which kept me informed about upcoming stops and any delays. This helped me feel confident and relaxed, knowing exactly when and where to get off
No disruption/Chiltern/Commuter



The best part of the information provided during the journey was the prompt communication about the smoke and evacuation procedures, which helped ensure passenger safety and reduce panic. Clear, timely updates are crucial in unexpected situations like this
Minor disruption/Greater Anglia/Business



Clear and timely updates—for example, announcements about the next station, expected arrival times, delays, and connections. Why? It helps passengers feel in control and reassured
Major disruption/SWR/Business



It was the clear and regular update on the situation this helped keep me informed about the delay duration and alternate route
Major disruption/Grand Central/Commuter



The real-time journey updates Because it reduced uncertainty and helped with planning
Major disruption/Heathrow Express/Commuter



The information for my journey was provided by email and it received quickly and I could access it quickly on my phone as needed..
No disruption/Southern/Leisure

Parts of information provision requiring improvement

Improvements considered by customer relate to making sure all information is as in-the-moment as possible to minimise inconvenience. Some ways of doing so are sending alerts to phone or making sure there are staff available for assistance.

Improvements needed for information provision based on your journey



The information could be improved by providing clearer signage and more staff assistance, especially during service disruptions, to reduce confusion and help passengers navigate more easily..

No disruption/Chiltern Railways/Business



Can be improved by sending the info on your phone so you can get it on time before the announcement

No disruption/Heathrow Express/Business



The information could be improved by passing information on time to avoid inconvenience.

Major disruption/Thameslink/Leisure



It could be improved by giving more frequent updates on delays or platform changes, so passengers can plan better and feel less uncertain

No disruption/GWR/Leisure



It could be improved with clearer announcements and more timely updates, especially during delays—so passengers aren't left guessing.

No disruption/LNWR/Business



Clearer, more reliable, and inclusive information helps passengers feel reassured, reduces missed connections, and makes the overall journey less stressful.

Major disruption/SWR/Business



I think the information could be improved by including more details about future service upgrades and disruptions, so travelers like myself can better plan their journeys and avoid unexpected delays.

No disruption/TfW/Business



Including more frequent updates and clearer announcements, especially about delays or platform changes, so passengers can adjust their plans quickly and confidently.

Minor disruption/Elizabeth line/Leisure



Real-time updates: Providing accurate and timely information about delays, cancellations, and disruptions can help passengers plan their journey better.

No disruption/Northern/Business

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. This came in a timely manner, which helped give them the impression that the train companies wanted to keep them informed as a priority.

How was information tailored to their needs?

“

Being clear, timely, and relevant to my specific journey
No disruption/Avanti West Coast/Business

“

The information felt tailored to my needs because it focused on the key details I cared about, like timings and platform changes, without overwhelming me.
No disruption/WMR/Commuter

“

It informed me of the next station's ahead of my journey and made me well prepared.
No disruption/C2c/Commuter

“

The information was tailored to my needs because it focused on the specific routes and stops relevant to my journey, which saved me time and avoided unnecessary details..
No disruption/Hull Trains/Leisure

“

Providing clear announcements about my specific route and upcoming stops, which helped me stay informed and prepared for my destination without confusion.
Minor disruption/Elizabeth line/Leisure

“

I felt it gave up to date info of my journey and came at times in my journey when I needed it most
No disruption/Chiltern Railways/Leisure

“

The train info felt personal. I got live updates for my route, and it was easy to find accessibility options..
No disruption/Transpennine Express/Leisure

“

The information was tailored by addressing my specific questions and concerns directly and providing options that matched my situation, making it easier for me to understand and act on.
Major disruption/Heathrow/Commuter

“

Notifications about delays or platform changes specific to my route or tickets
Minor disruption/Great Northern/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, particular during times of disruption when tailoring the information is paramount.

How was information not tailored to their needs?

It was generic announcements and displays

No disruption/Avanti West Coast/Business

It didn't really cover connections

No disruption/Greater Anglia/Leisure

Infrequent updates about train arrival

Major disruption/LNER/Business

My direct train had been cancelled, necessitating changing to a slower service at Birmingham, and the same on return. At no time was anything helpful provided to the inconvenienced passengers.

Major disruption/CrossCountry/Leisure

Because it lacked personalized alerts or details about alternative options during disruptions, making it less helpful for planning

Major disruption/East Midlands Railway/Business

Generic and not personal to me

Major disruption/Gatwick Express/Leisure

Messages that do not address my specific route or delays affecting my journey.

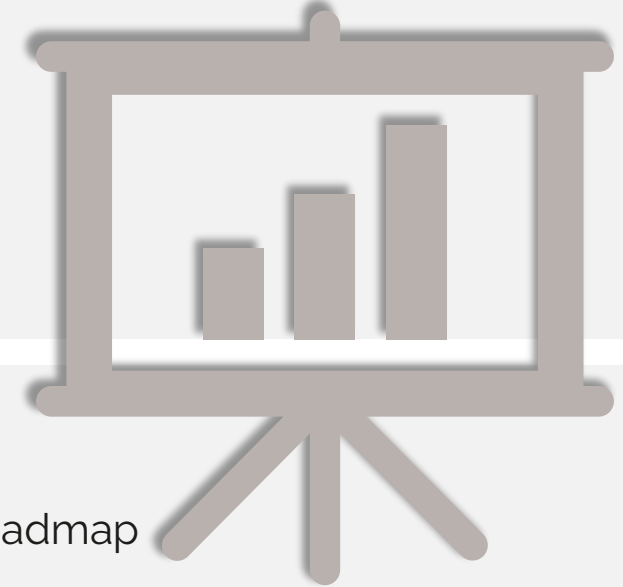
Minor disruption/Great Northern/Leisure

Feeding Insights back to SISJ

Tracking and Reporting on Performance



- Each quarter, the full report is released by BVA BDRC and sent to the distribution list.
- Bi-annual summary is created tracking SISJ deliverables & presented at SISJ team meetings.
- This is added to the SISJ web page on RDG website



Using InfoTracker to Inform Strategy:



- Open-ended answers gathered via InfoTracker help to inform roadmap
- Collecting baseline data via InfoTracker can help set SISJ KPIs.
- Customer insights can:
 - Help inform strategic conversations
 - Support businesses cases by quantifying the customer impact of our work.



Any questions?

Contact:

Adam Blower

adam.blower@raildeliverygroup.com

Catherine Livesley

catherine.livesley@raildeliverygroup.com

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