



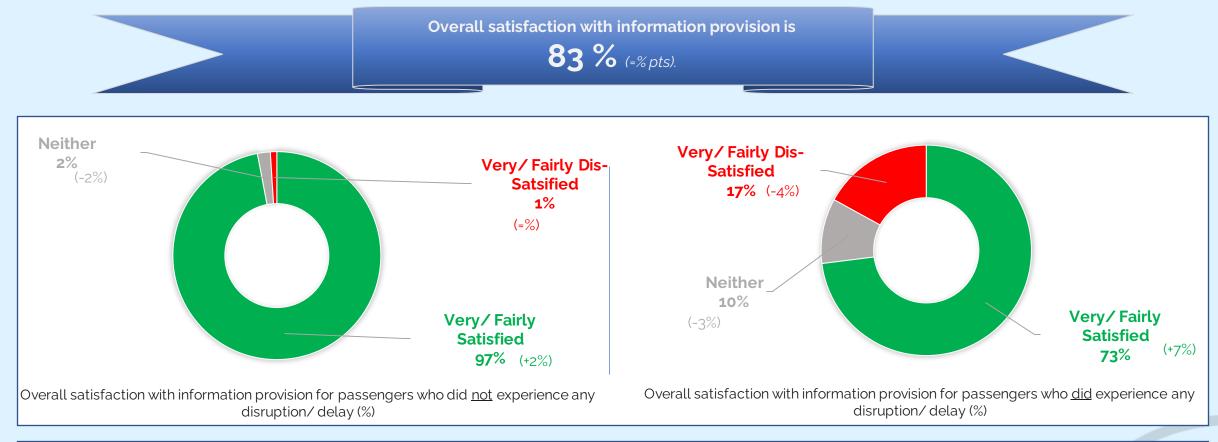
A Customer View of the Programme

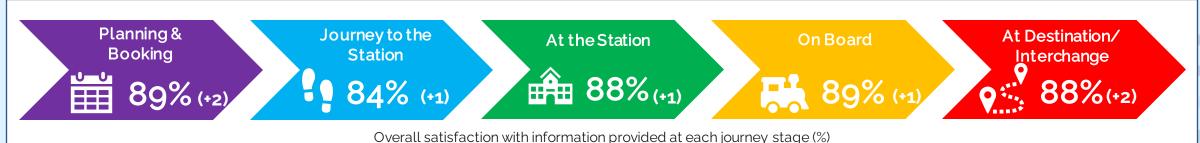
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What do our customers think about how we provide them information?

This is a snapshot of the Q3 2023 InfoTracker results, measuring customer satisfaction with information provision (where +/- % from the previous set of quarterly results):





Sources: InfoTracker Survey Results (Oct-Nov 2023)

Delivering Customer Information enhancements in the rail industry

The **Smarter Information Smarter Journeys** (SISJ) programme is **the** industry catalyst for **delivering** better and simpler customer information to our people and our customers, on Great Britain's Railways.



To provide customers with all the information they want, when and how they want it

Before SISJ, there wasn't an overriding 'here is what we are doing to address issues with customer information', there wasn't any energy being put in to drive improvements. What we see now with SISJ is the biggest programme of customer information that we have in the industry. Stephanie Tobyn, ORR¹

CORE VALUES

- Insight driven and customer led thinking
- Whole industry collaboration
- Alignment with other industry initiatives
- Transparency & openness

What will our Customers See?

Key ↑ Dependent on NREM/datainpu Delivered Funding secured Unconfirmed scope Requires funding \bigwedge Dependent on DfT priorities

"Staff provide me with more accurate and

consistent information"

FY 2025 - 2026+

FY 2023 - 2024 FY 2024 - 2025

> "TOCs can communicate to customers delays, cancellations and diversions more clearly via Darwin"

"Websites, apps and screens communicate delays, cancellations and diversions more clearly"

"Changes to the timetable are visible further in advance via all websites and apps" Q3 (**6**)

> "I get consistent and accurate disruption information more quickly" Q4 **Ø**

"It is much easier to tell whether I have a seat reservation"

H1

"I can book train tickets with confidence as retailers are now able to limit sales for trains that won't run due to engineering work."

"Key information sources are more resilient"

H1

"I can find whether my ticket is accepted on another route in times of disruption"

"There are more accurate predictions on when normal service will resume"



"Real time information around station facilities is shown on NRE Station Pages"

H2 (%)

"New trains provide better real-

"I can hear announcements on the train directly from control"

time visual information"

H2 (%)

"The status of lifts is visible on National Rail Accessibility Map" Q2

Station and Train Information

Informing Our People

