A Customer View of the Programme

July 2023

Author: Mel Butler
What do our customers think about how we provide them information?

This is a snapshot of the Q4 2023 InfoTracker results, measuring customer satisfaction with information provision (where +/ - % from the previous set of quarterly results):

Overall satisfaction with information provision is 86% (+5% pts).

Overall satisfaction with information provision for passengers who did not experience any disruption/delay (%):
- Very/Fairly Satisfied: 95% (+2%)
- Neither: 3%
- Very/Fairly Dissatisfied: 2% (-1%)

Overall satisfaction with information provision for passengers who did experience any disruption/delay (%):
- Very/Fairly Satisfied: 70% (+3%)
- Neither: 10%
- Very/Fairly Dissatisfied: 20% (0%)

Overall satisfaction with information provided at each journey stage (%):
- Planning & Booking: 86% (+2)
- Journey to the Station: 81% (+2)
- At the Station: 83% (-1)
- On Board: 86% (+3)
- At Destination/Interchange: 85% (+1)

Sources: InfoTracker Survey Results Apr-Jun 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.

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

OUR MISSION
Achieve a sustainable step-change in customer experience through the provision of better customer information, especially during disruption.

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

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, ORR

1 SISJ Network Rail conference, Oct. 21
What will our Customers See?

**FY 2023 - 2024**

**Core Information Services**
- "Websites, apps and screens communicate delays, cancellations and diversions more clearly" Q2
- "Changes to the timetable are visible further in advance via all websites and apps" Q3
- "I get consistent and accurate disruption information more quickly" Q4
- "There are more accurate predictions on when normal service will resume" Q4
- "The status of lifts and escalators is visible on National Rail Accessibility Map" Q2

**Disruption Information**
- "I cannot book trains that won’t run due to engineering work affecting all lines" Q4
- "It is much easier to tell whether I have a seat reservation" H1
- "Key information sources are more resilient" H1
- "I can find whether my ticket is accepted on another route in times of disruption" H2
- "The status of lifts and escalators is visible on National Rail Enquiries" Q4
- "Better information on train facilities is shown on websites and apps" H1
- "Better information on station facilities is shown on National Rail Enquiries" Q4
- "Staff provide me with more timely information" H2
- "Staff provide me with more accurate and consistent information" Q4

**FY 2024 - 2025**

- "I can hear announcements on the train directly from control" H2
- "New trains provide better real-time visual information" H2
- "I cannot book trains that won’t run due to engineering work affecting all lines" Q4
- "It is much easier to tell whether I have a seat reservation" H1
- "Key information sources are more resilient" H1
- "I can find whether my ticket is accepted on another route in times of disruption" H2
- "The status of lifts and escalators is visible on National Rail Enquiries" Q4
- "Better information on train facilities is shown on websites and apps" H1
- "Better information on station facilities is shown on National Rail Enquiries" Q4
- "Staff provide me with more timely information" H2
- "Staff provide me with more accurate and consistent information" Q4

**FY 2025 - 2026+**

- "I can hear announcements on the train directly from control" H2
- "New trains provide better real-time visual information" H2
- "I cannot book trains that won’t run due to engineering work affecting all lines" Q4
- "It is much easier to tell whether I have a seat reservation" H1
- "Key information sources are more resilient" H1
- "I can find whether my ticket is accepted on another route in times of disruption" H2
- "The status of lifts and escalators is visible on National Rail Enquiries" Q4
- "Better information on train facilities is shown on websites and apps" H1
- "Better information on station facilities is shown on National Rail Enquiries" Q4
- "Staff provide me with more timely information" H2
- "Staff provide me with more accurate and consistent information" Q4

**Key**
- ☑ Delivered
- ○ Unconfirmed scope
- ✷ Requires funding
- △ Dependent on DfT priorities
- ○ Funding secured
- ○ △ Dependent on NREM/data input from TOCs

**Station and Train Information**

**Informing Our People**
Timeline for delivery

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<tbody>
<tr>
<td>11 Better information when booking</td>
<td>Delivery of P2: Not selling tickets for trains that won't run</td>
<td>Retailer onboarding to P2</td>
<td>Secure funding and deliver P4 TBC</td>
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<td>13 Enhanced on train passenger announcements</td>
<td>Extended Horizon – secure funding for phase 2 and interface changes</td>
<td>Secure funding for trial</td>
<td>Darwin CRs – bundle delivery</td>
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<td>14 Better visual information onboard</td>
<td>Investigate options for adding requirements to rolling stock procurement standards</td>
<td>Amend standards and issue interim briefing note TBC</td>
<td>Detailed design and business case for interim solution</td>
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Core Information Services

Disruption Information

- “I cannot book trains that won’t run due to engineering work affecting all lines”
- “I get consistent and accurate disruption information more quickly”
- “There are more accurate predications on when normal service will resume”
- “I can find whether my ticket is accepted on another route in times of disruption”
- “I can hear announcements on the train directly from control”
- “Key information sources are more resilient”
- “Changes to the timetable are visible further in advance via all websites and apps”
- “I can make decisions with better real-time visual information”
### Timeline for delivery

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<tr>
<td>3.1 Better Information about Station Facilities</td>
<td>Agree cost &amp; delivery timeframe with NREM TBC</td>
<td>Benefits assessment and business case TBC</td>
<td>Secure funding and implementation TBC</td>
<td>L&amp;E API – Go live on NRE Station Pages TBC</td>
<td>Phases 1 &amp; 2 of downstream system - Secure funding &amp; implementation TBC</td>
<td>Phases 1 &amp; 2 of downstream system - Secure funding &amp; implementation TBC</td>
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<td>3.2 Better Information about Train Facilities</td>
<td>Receive &amp; Agree cost for R2 CR</td>
<td>Benefits assessment and business case</td>
<td>Secure funding for R2 CR</td>
<td>Develop standardised approach</td>
<td>Run POC</td>
<td>Secure funding and implementation TBC</td>
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<td>4.1 Consistent standard of information for our people</td>
<td>Capture requirements and prioritise scope</td>
<td>Engagement with regulators &amp; DfT</td>
<td>Gain industry support</td>
<td>Assess business readiness</td>
<td>Develop business case</td>
<td>Secure funding and implementation TBC</td>
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<td>4.2 Better notifications for our people</td>
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**Benefits assessment and business case TBC**

**L&E API – Go live on NRE Station Pages TBC**

**L&E API – Go live on NRE Station Pages TBC**

**Secure funding for NRE Station Pages TBC**

**Secure funding and implementation TBC**

**Phases 1 & 2 of downstream system - Secure funding & implementation TBC**

**Run POC**

**Secure funding and implementation TBC**

**Update standards and specifications**

**Phases 1 & 2 of downstream system - Secure funding & implementation TBC**

**Secure funding and implementation TBC**