



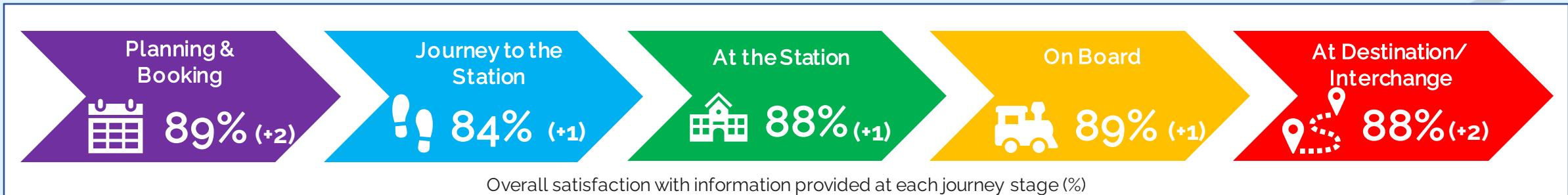
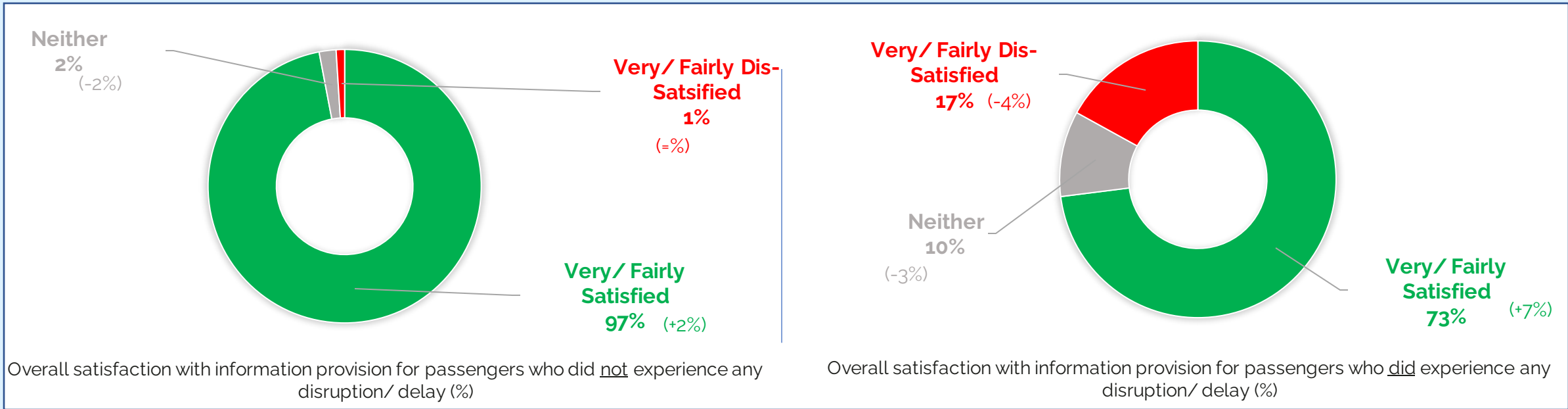
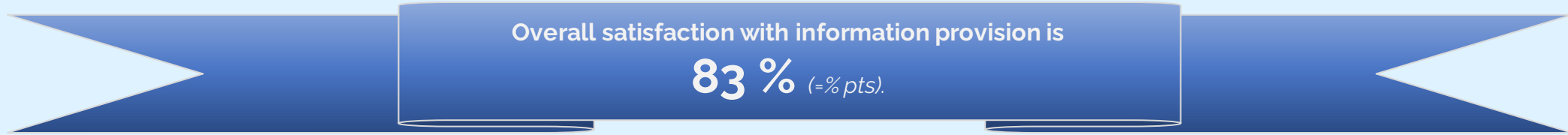
A Customer View of the Programme

November 2023

Author: Isaac Bassey

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):



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 MISSION

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



OUR VISION

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

- ✓ Delivered
- 🎯 Funding secured
- 🔍 Unconfirmed scope
- 🎯 Requires funding
- 🔍 Dependent on NREM/data input from TOCs
- ⚠️ Dependent on DfT priorities

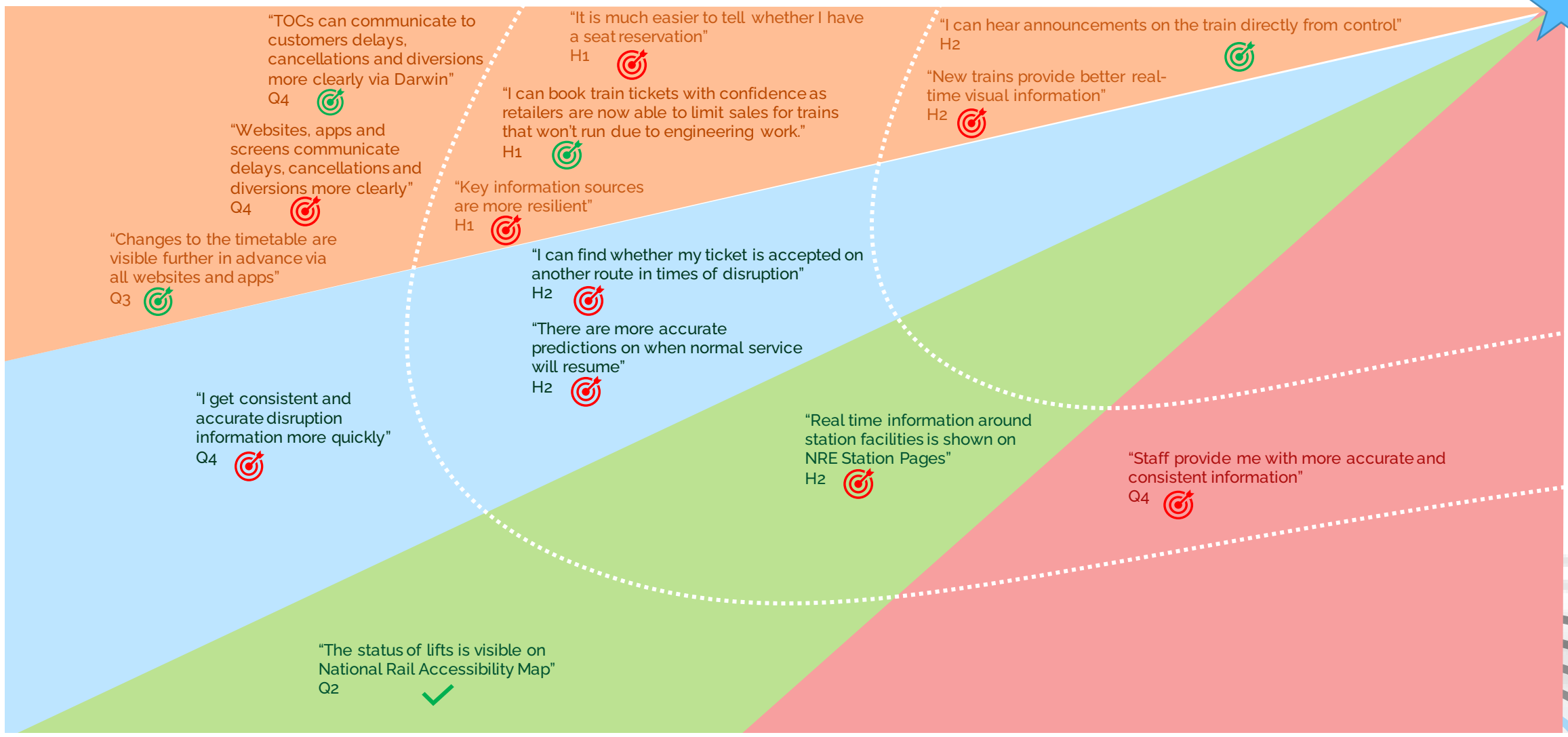
FY 2023 - 2024

FY 2024 - 2025

FY 2025 - 2026+

Core Information Services

Disruption Information



Station and Train Information

Informing Our People

