A Customer View of the Programme

November 2023
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):

Overall satisfaction with information provision is **83% (+2%)**

Overall satisfaction with information provision for passengers who did **not** experience any disruption/delay (%):
- Very/Fairly Satisfied: 97% (+2%)
- Neither: 2% (-2%)
- Very/Fairly D Dissatisfied: 1% (-3%)

Overall satisfaction with information provision for passengers who **did** experience any disruption/delay (%):
- Very/Fairly Satisfied: 73% (+7%)
- Neither: 10% (-3%)
- Very/Fairly D Dissatisfied: 17% (-4%)

Overall satisfaction with information provided at each journey stage (%):
- Planning & Booking: 89% (+2)
- Journey to the Station: 84% (+1)
- At the Station: 88% (+1)
- On Board: 89% (+1)
- At Destination/Interchange: 88% (+2)

Sources: InfoTracker Survey Results (Oct-Nov 2023)
Delivering Customer Information enhancements in the rail industry

**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

*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.*

*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

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

**Core Information Services**

**FY 2023 - 2024**

- TOCs can communicate to customers delays, cancellations and diversions more clearly via Darwin
  - Q4
- Websites, apps and screens communicate delays, cancellations and diversions more clearly
  - Q4
- “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
- “The status of lifts is visible on National Rail Accessibility Map”
  - Q2

**FY 2024 - 2025**

- “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”
  - H1
- “Key information sources are more resilient”
  - H1
- “I can find whether my ticket is accepted on another route in times of disruption”
  - H2
- “There are more accurate predictions on when normal service will resume”
  - H2
- “Real time information around station facilities is shown on NRE Station Pages”
  - H2

**FY 2025 - 2026+**

- “I can hear announcements on the train directly from control”
  - H2
- “New trains provide better real-time visual information”
  - H2
- “Staff provide me with more accurate and consistent information”
  - Q4

**Disruption Information**

**FY 2023 - 2024**

- “Websites, apps and screens communicate delays, cancellations and diversions more clearly”
  - Q4
- “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
- “The status of lifts is visible on National Rail Accessibility Map”
  - Q2

**FY 2024 - 2025**

- “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”
  - H1
- “Key information sources are more resilient”
  - H1
- “I can find whether my ticket is accepted on another route in times of disruption”
  - H2
- “There are more accurate predictions on when normal service will resume”
  - H2
- “Real time information around station facilities is shown on NRE Station Pages”
  - H2

**FY 2025 - 2026+**

- “I can hear announcements on the train directly from control”
  - H2
- “New trains provide better real-time visual information”
  - H2
- “Staff provide me with more accurate and consistent information”
  - Q4

**Station and Train Information**

**Informing Our People**

- Funding secured
- Requires funding
- Dependent on DfT priorities
- Dependent on NREM/data input from TOCs
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**Customer Benefit**

- "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."
- "It’s much easier to tell whether I have a seat reservation."
- "The improved resilience of the industry’s real-time system has increased customer trust."
- "Changes to the timetable are visible further in advance via all websites and apps."
- "Websites, apps and screens communicate delays, cancellations and diversions more clearly."
- "TOCs can communicate to customers delays, cancellations and diversions more clearly" via Darwin
- "I can hear announcements on the train directly from control."
- "New trains provide better real-time visual information."
- "I get consistent and accurate disruption information more quickly."
- "There are more accurate predictions on when normal service will resume."
- "I can find whether my ticket is accepted on another route in times of disruption."
3.1: Better Information about Station Facilities

- L&E API – Go live on NRE Maps
- Benefits assessment of Station Facilities
- Increase the number of lifts and escalators that are reporting their status correctly
- Rescope Station facilities CR
- Development & Delivery on station Pages

4.1: Consistent standard of information for our people

- L&E API – Agree delivery timeframe with NREM TBC
- Agree cost and delivery timeframe with NREM TBC
- Capture requirements and prioritise scope
- Gain industry support
- Engagement with regulators & DfT
- Develop standard and implement TBC

**Customer Benefit**

- "The status of lifts is visible on National Rail Accessibility Map"
- "Real time information around station facilities is shown on NRE Station Pages"
- "Staff provide me with more accurate and consistent information"