



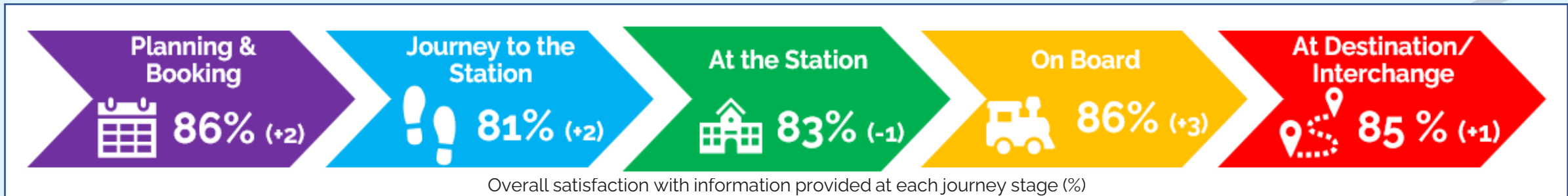
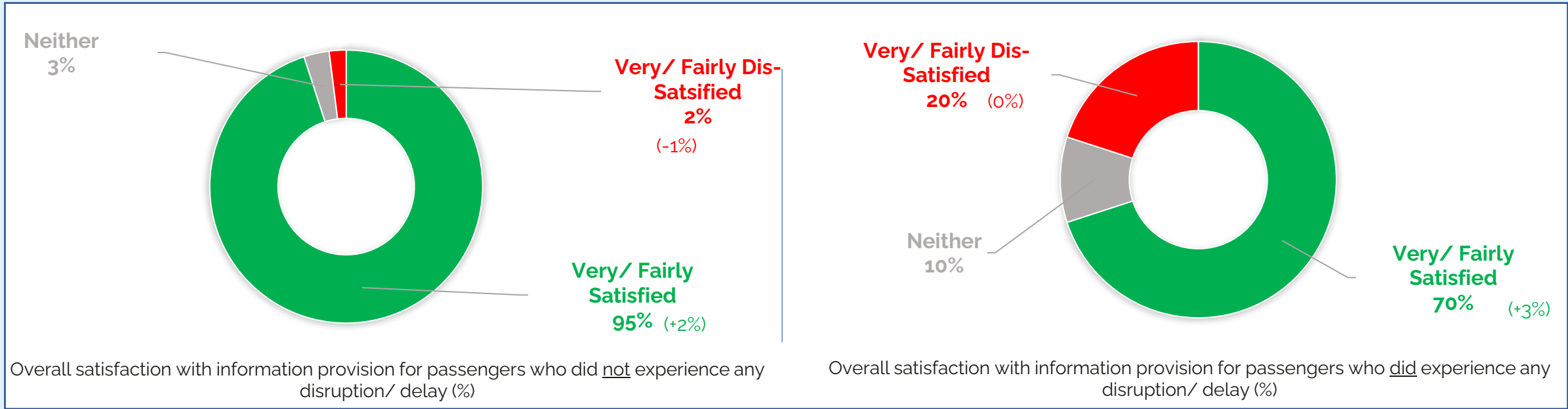
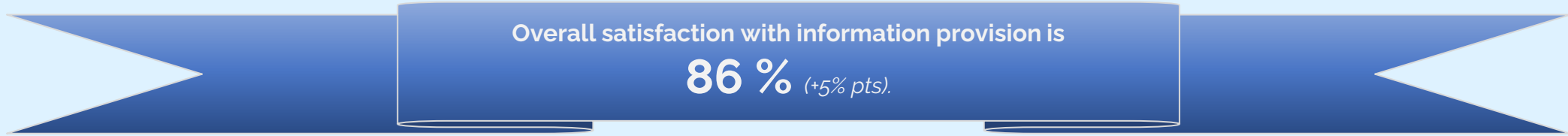
# A Customer View of the Programme

August 2023

Author: Mel Butler

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

This is a snapshot of the Q1 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, ORR<sup>1</sup>**




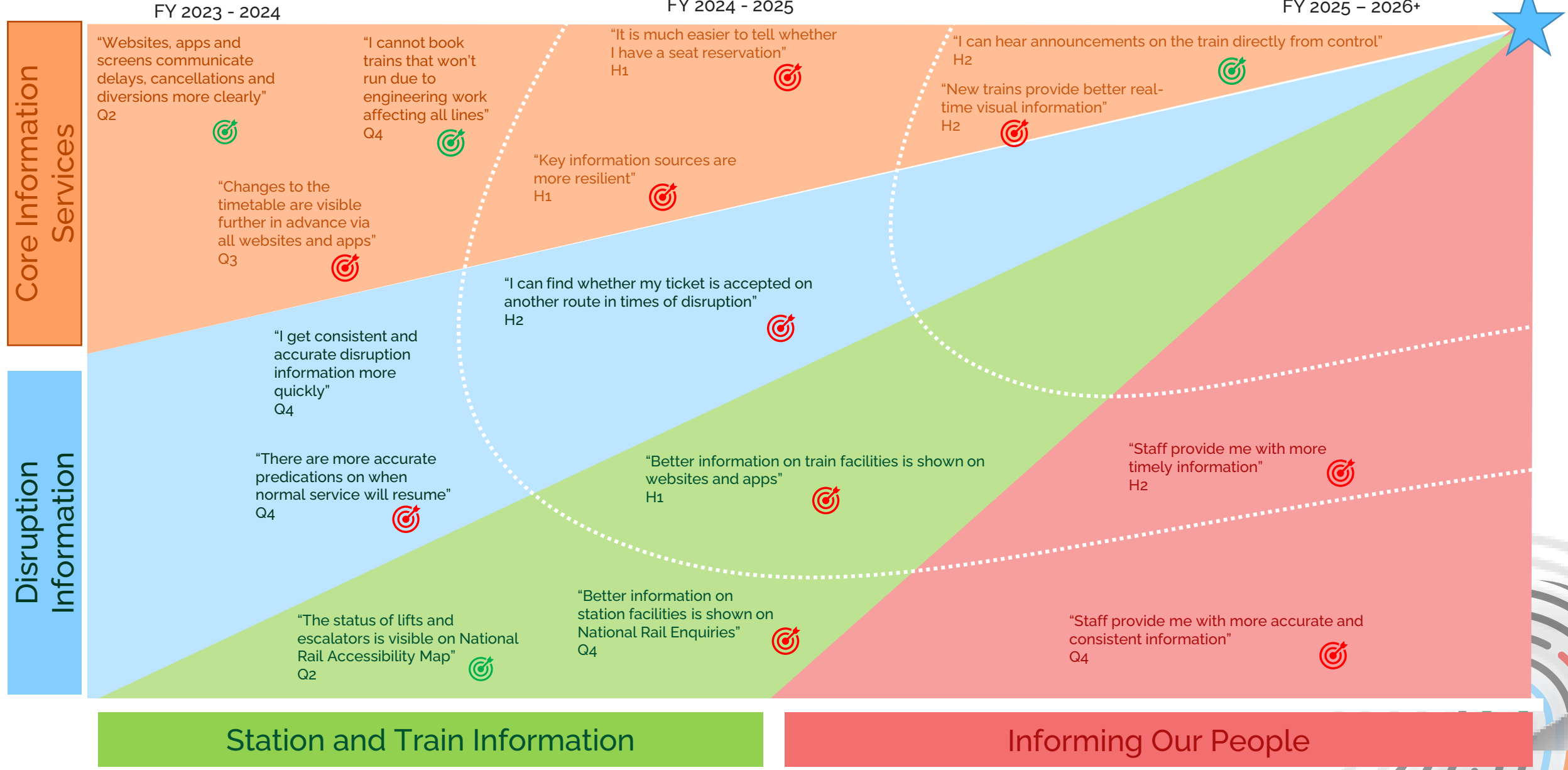
## CORE VALUES

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

# What will our Customers See?

**Key**

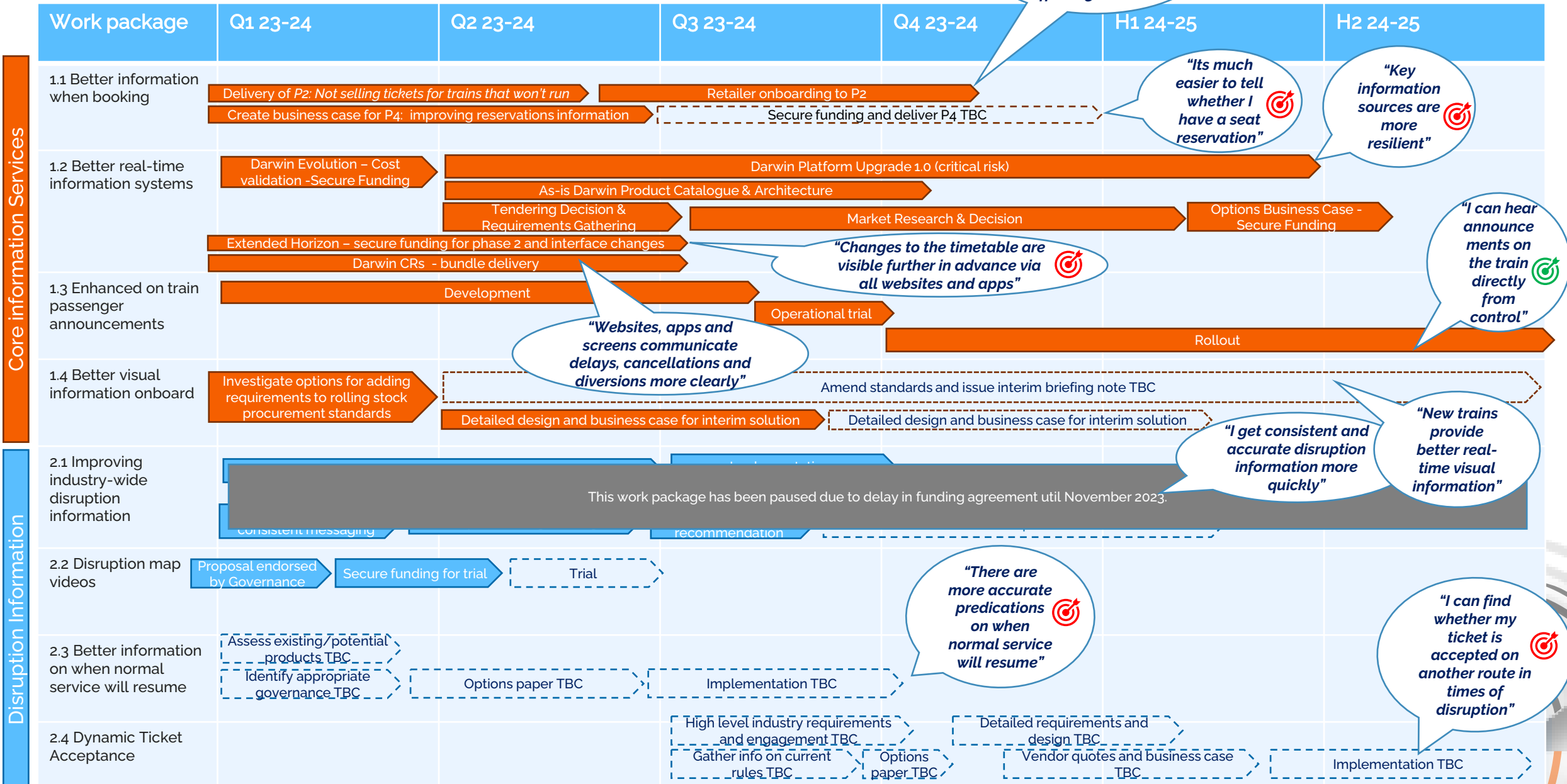
- ✓ Delivered
- 🎯 Funding secured
- 🔍 Unconfirmed scope
- 🎯 Requires funding
- 🔍 Dependent on NREM/data input from TOCs
- 🔍 Dependent on DfT priorities

Station and Train Information

Informing Our People

# Timeline for delivery



"I cannot book trains that won't run due to engineering work affecting all lines"

"Its much easier to tell whether I have a seat reservation"

"Key information sources are more resilient"

"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"

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

"I get consistent and accurate disruption information more quickly"

"New trains provide better real-time visual information"

"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"

# Timeline for delivery



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