



# A Customer View of the Programme

February 2022

Version: 6

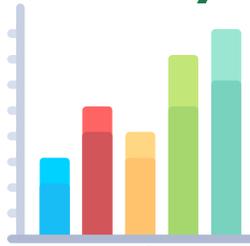
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# What do our customers think about how we provide them information?

**56%** dissatisfied with how information is provided during disruption



**44%** dissatisfied with how well they are kept informed



Whilst **38%** feel they trust the rail industry, it remains one of the least trusted industries (only utility companies and the airline industry scoring lower)



During disruption **43%** of customers believe the frequency of updates needs to be improved



## Our customers

The top areas important to our customers (outside of performance) are **accuracy, consistency, trustworthiness and usefulness** of information



Rail travellers are **more likely to feel worried, frustrated and stressed** compared to a year ago

# What is the Smarter Information Programme?

*Our vision is "providing customers with all the information they want, when and how they want it"*

The ultimate goal is to achieve a sustainable step-change in customer experience through the provision of better customer information



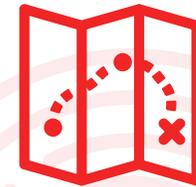
## WHAT IS THE SMARTER INFORMATION PROGRAMME?

- Industry collaborative effort
- Opportunity to fix long-standing issues, including information inconsistencies, technical deficiencies and process inefficiencies
- A programme of activity to enhance all aspects of customer information and put it at the top of the industry agenda



## WHAT DOES PROGRAMME SUCCESS LOOK & FEEL LIKE?

- Delivering a collaborative industry plan that responds to known customer pain points and removes duplication
- Enhancing the customer experience, with personalised and real time information
- Measurable impact and benefit to customers and the industry, including improved accuracy, consistency and continuity
- Establishing and increasing industry capability and continuous improvement



## WHAT IS THE FUTURE VISION & AMBITION?

- Creating a self-serve and real-time customer offering
- Building a culture of industry change, insight driven decisions and investment for customer information
- The whole network and multi modal working together for the customer
- Customers get answers and resolution first time, every time
- We measure ourselves and are transparent with performance

# Why will it be different this time?

Previous programmes have tried to transform customer information and not been successful; we have taken significant steps to address this:

## We know why we are doing this

- We have a **clear mandate** from the reports published by the ORR and RDG in 2019
- We have made a series of commitments to the ORR and they are **holding us to account**
- Everything we are doing is based on **extensive customer research** and insight

## We have set it up the right way

- The programme is **cross-industry led**, by RDG, TOCs and NR
- We have identified the **root cause of issues** and set-up a wide range of work packages across **people, process and technology**
- We have a **lean and effective project management approach** that is focused on value rather than reporting

## We are clear on the challenges we face and are mitigating risks

- We are clear that in order **to deliver on the mandate we will require funding** and are engaging with the DfT
- Across the many TOCs, owning groups, 3<sup>rd</sup> party suppliers and retailers and NR Regions and Routes, we are aware of **the need to build a consensus** and are engaging widely accordingly

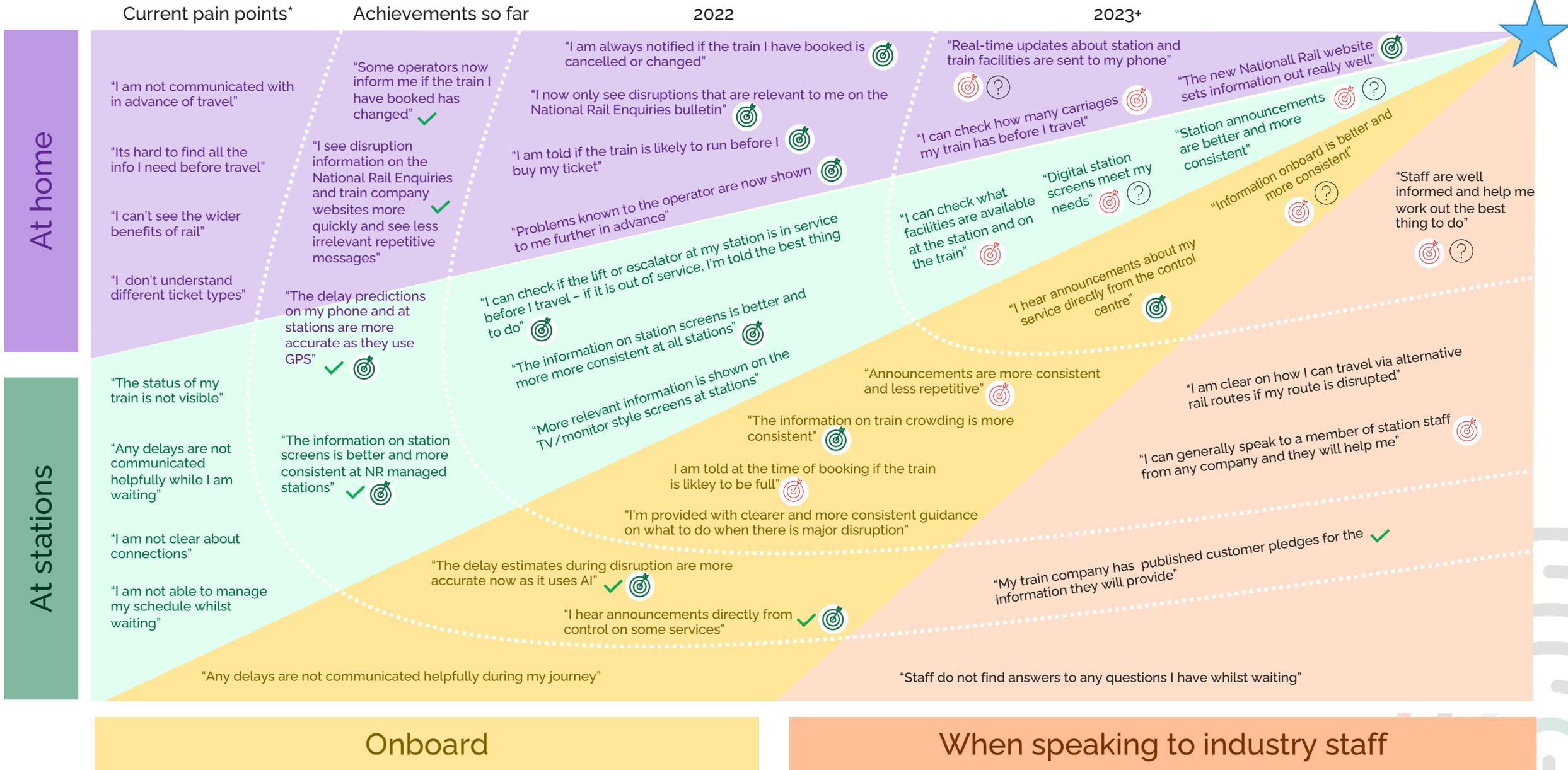
## We are bringing the industry with us

- We have **extensive stakeholder engagement** at a work package level with TOCs, 3<sup>rd</sup> Party Retailers, Transport Focus, ORR, RDG and NR
- We are **connected in with other industry initiatives** and understand the dependencies
- We are accountable to **multiple industry governance forums** to ensure alignment and control

# What will our Customers See?

**Key**

- ✓ Delivered
- 🎯 Funding secured
- ❓ Unconfirmed scope
- 🎯 Requires funding



At home

At stations

**Current pain points\***

- "I am not communicated with in advance of travel"
- "Its hard to find all the info I need before travel"
- "I can't see the wider benefits of rail"
- "I don't understand different ticket types"
- "The status of my train is not visible"
- "Any delays are not communicated helpfully while I am waiting"
- "I am not clear about connections"
- "I am not able to manage my schedule whilst waiting"
- "Any delays are not communicated helpfully during my journey"

**Achievements so far**

- "Some operators now inform me if the train I have booked has changed" ✓
- "I see disruption information on the National Rail Enquiries and train company websites more quickly and see less irrelevant repetitive messages" ✓
- "The delay predictions on my phone and at stations are more accurate as they use GPS" ✓ 🎯
- "The information on station screens is better and more consistent at NR managed stations" ✓ 🎯

**2022**

- "I am always notified if the train I have booked is cancelled or changed" 🎯
- "I now only see disruptions that are relevant to me on the National Rail Enquiries bulletin" 🎯
- "I am told if the train is likely to run before I buy my ticket" 🎯
- "Problems known to the operator are now shown to me further in advance" 🎯
- "I can check if the lift or escalator at my station is in service before I travel – if it is out of service, I'm told the best thing to do" 🎯
- "The information on station screens is better and more more consistent at all stations" 🎯
- "More relevant information is shown on the TV/monitor style screens at stations" 🎯
- "The information on train crowding is more consistent" 🎯
- "I am told at the time of booking if the train is likley to be full" 🎯
- "I'm provided with clearer and more consistent guidance on what to do when there is major disruption" 🎯
- "The delay estimates during disruption are more accurate now as it uses AI" ✓ 🎯
- "I hear announcements directly from control on some services" ✓ 🎯

**2023+**

- "Real-time updates about station and train facilities are sent to my phone" 🎯 ❓
- "I can check how many carriages my train has before I travel" 🎯 ❓
- "I can check what facilities are available at the station and on the train" 🎯
- "Digital station screens meet my needs" 🎯 ❓
- "Station announcements are better and more consistent" 🎯 ❓
- "Information onboard is better and more consistent" 🎯 ❓
- "I hear announcements about my service directly from the control centre" 🎯
- "Announcements are more consistent and less repetitive" 🎯
- "I am clear on how I can travel via alternative rail routes if my route is disrupted" 🎯
- "I can generally speak to a member of station staff from any company and they will help me" 🎯
- "My train company has published customer pledges for the information they will provide" ✓
- "Staff do not find answers to any questions I have whilst waiting"
- "The new National Rail website sets information out really well" 🎯
- "Station announcements are better and more consistent" 🎯 ❓
- "Information onboard is better and more consistent" 🎯 ❓
- "Staff are well informed and help me work out the best thing to do" 🎯 ❓

Onboard

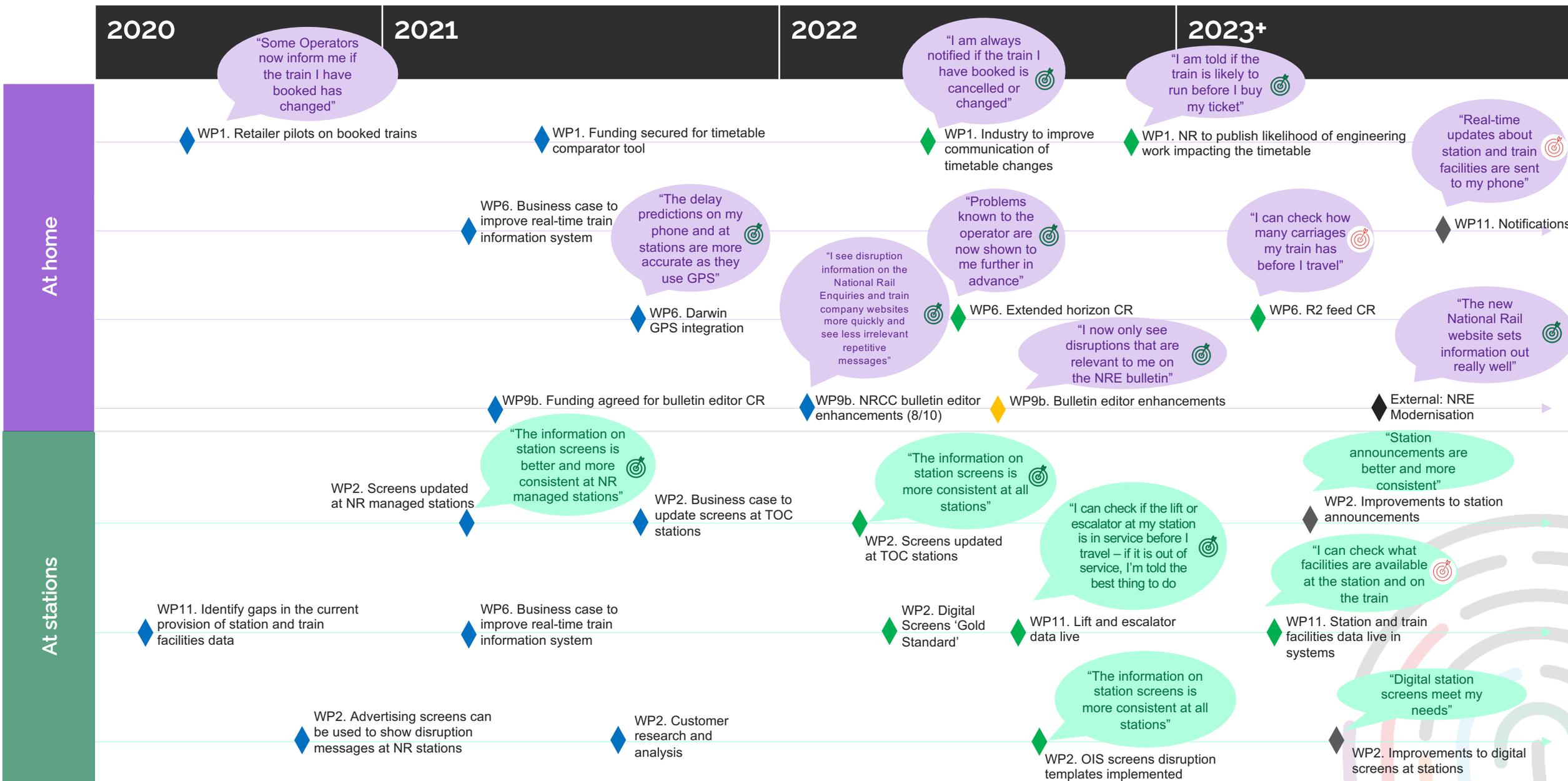
When speaking to industry staff

\*Taken from industry Wavelength programme 📻

# How will we deliver this?

**Key**

Complete	Issues	Blocked	On track	TBC	Requires funding	Funding secured	External Milestones	Customer Statements
◆	◆	◆	◆	◆	🎯	🎯	◆	🗨️



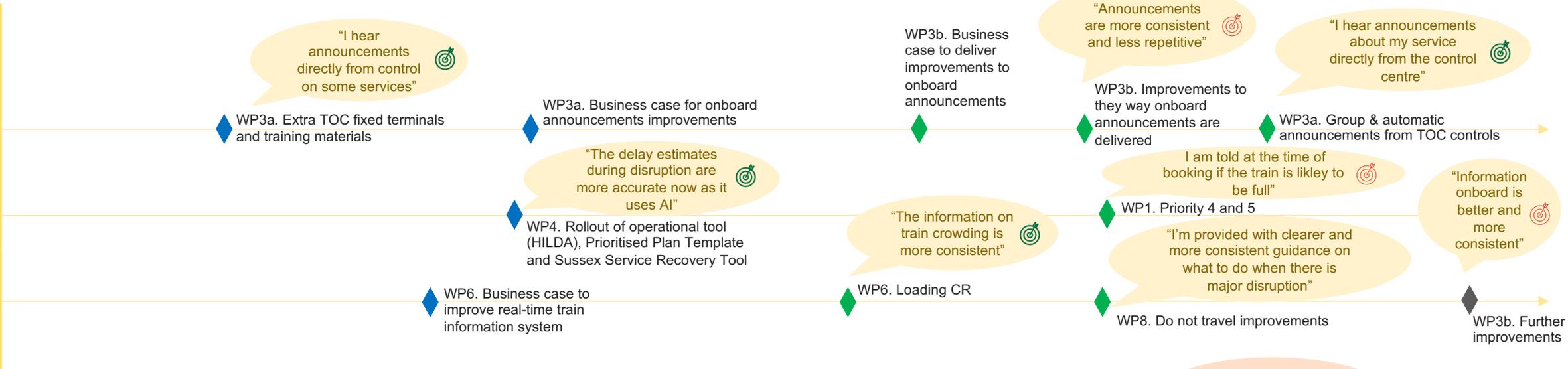
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Onboard



When speaking to industry staff

