



60 Seconds with Jacqueline Starr

Hi Jac, tell us a bit about your role and what you're working on?

As Managing Director for Customer Experience, I am accountable for the performance of the end to end customer journey and the products and services within it.

What are your key priorities for the next 3 months?

That's easy... Retailing (to include Fares and Ticketing), getting industry endorsement on an agreed strategy and ensuring the application of ongoing rigour to our major projects and programmes.

What do you feel will be the biggest challenge for you / your project in the next 3 months and how do you plan to work through this?

The biggest challenge is delivering at pace whilst satisfying the needs of our members and stakeholders. Good old-fashioned structure and effective communications go a long way.

As a customer, what would be the one piece of innovation you'd like to see in the rail industry and why?

I commute from Nailsea & Backwell to Paddington (2 hours) 4 times a week, every week (minus the odd session in the sun). Only twice has anyone acknowledged that I'm the customer that gets on at 6:45 and travels back at 17:30... forget innovation, let's get Digital sorted so you know who I am and make sure that all important skinny latte is waiting!

Where will you be for Christmas this year?

I will be at home as my husband is a real homebird and I just love Christmas Eve with Love Actually and a plate of pickles. I will however be jetting off to a hopefully snowy Whistler, Canada for a week's skiing with my husband, children and brother.