



A Customer View of the Programme

January 2023

Version: 9

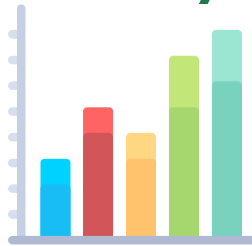
Author: Richard Sheircliff

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

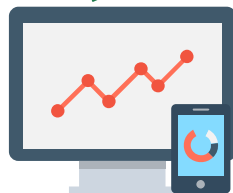
56% dissatisfied with how information is provided during disruption



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)

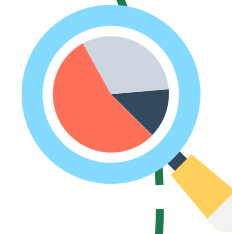


During disruption **43%** of customers believe the frequency of updates needs to be improved



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, 3rd 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, 3rd 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?

OFFICIAL

Key

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

2020-2021

2022

2023+

At home

"Some operators now inform me if the train I have booked has changed" ✓

"I now only see disruptions that are relevant to me on the National Rail Enquiries bulletin" ✓

"Problems known to the operator are now shown to me further in advance" **February 2023** 🎯

"I can check how many carriages my train has before I travel" **TBC 2023** 🎯

"The delay predictions on my phone and at stations are more accurate as they use GPS" ✓

"I see disruption information on the National Rail Enquiries and train company websites more quickly and see less irrelevant repetitive messages" ✓

"I am always notified if the train I have booked is cancelled or changed" **Q1 2023 (delayed due to conflicting priorities for TOCs)** 🎯

"I am no longer able to book tickets for trains that will not run as advertised" **TBC 2023 (Dependent on agreed upon technical solution)** 🎯

"Station announcements are better and more consistent" 🎯

"Live information on screens and websites is clearer" **Live Date: July 2023** 🎯

"Digital station screens meet my needs" 🎯

"I hear announcements about my service directly from the control centre" **From Jan 2024 to Jan 2026** 🎯

At stations

"The information on station screens is better and more consistent at NR managed stations" ✓

"More relevant information is shown on the TV/monitor style screens at stations" ✓

"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" **Live Date: TBC** 🎯

"Information on seat reservations is much clearer" **TBC 2023+** 🎯

"Staff are well informed and help me work out the best thing to do" **TBC** 🎯

"I can check what facilities are available at the station" **TBC 2023** 🎯

"The information on train crowding is more consistent" **TBC** 🎯

"I am clear on how I can travel via alternative rail routes if my route is disrupted" **Live Date: 31 Jan 2023** 🎯

"The information on station screens is better and more consistent at NR managed stations" ✓

"Announcements are more consistent and less repetitive" **Live date: 31 Dec 2022** 🎯

"I'm provided with clearer and more consistent guidance on what to do when there is major disruption" **Live date: 31 Jan 2023 (Ready for TOC implementation)** 🎯

"There is better information onboard for those that cannot hear announcements" **TBC 2023** 🎯

"My train company has published customer pledges for the information they will provide" ✓

"The delay estimates during disruption are more accurate now as it uses AI" ✓

"I hear announcements directly from control on some services" ✓

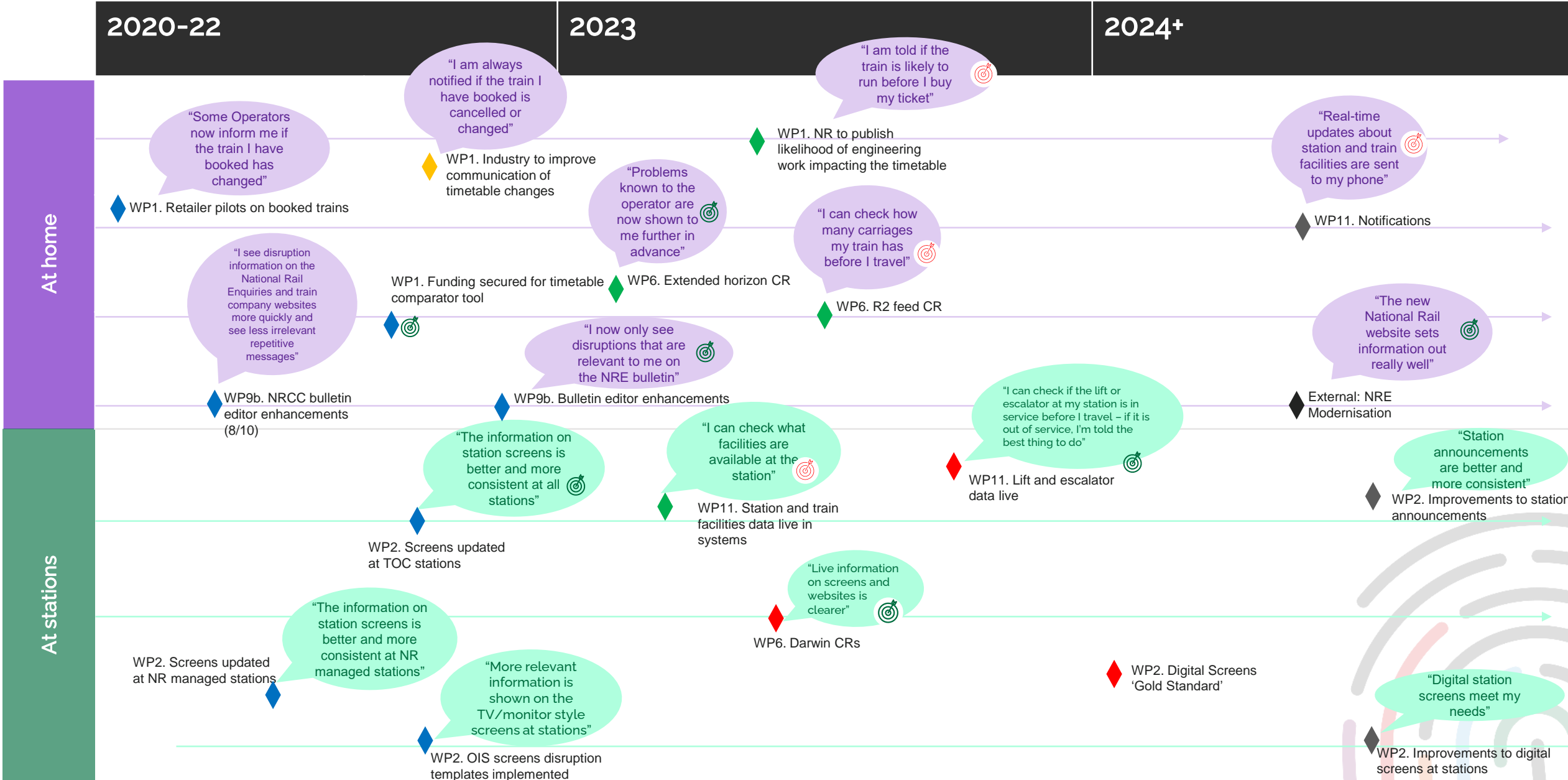
Onboard

When speaking to industry staff

How will we deliver this?

Key

Programme Milestones					Requires funding	Funding secured	External Milestones	Customer Statements
Complete	Issues	Blocked	On track	TBC				



How will we deliver this?

Key

Programme Milestones: Complete (blue diamond), Issues (yellow diamond), Blocked (red diamond), On track (green diamond), TBC (grey diamond)

Requires funding (red target icon), Funding secured (green target icon)

External Milestones (black diamond)

Customer Statements (purple speech bubble)

2020-22 **2023** **2024+**

