



August 2023

**Welcome to the Smarter Information, Smarter Journeys (SISJ) Newsletter**

At the heart of the SISJ Programme is the customer – the goal is to ensure customers consistently receive better customer information, irrespective of which train operator they use.

We are delighted to report we are progressing in the right direction to achieve this goal. This is evidenced in the latest InfoTracker results for **Q1 2023-24 (April – June 2023)** indicating there has been an increase in customer satisfaction with customer information during this period.

The latest results show 86% of customers are either very or fairly satisfied with the customer information they received during their journey. This is a +5% point increase compared to the previous quarter and the highest score since the survey began in August 2022.

**Overall satisfaction with information provision**

Passengers' satisfaction with information provision (i.e. very + fairly satisfied) has improved by 5% points to 86% in Apr-Jun 23. Overall, across the last 3 months passenger satisfaction remains high and mirrors the trends seen in Wavelength where journey satisfaction was at an all time high from a year ago. The majority disrupted saw a significant increase in their satisfaction in April, which remained stable the following months mirroring data trends in Feb 23.

Overall satisfaction with information provision by disruption (%)



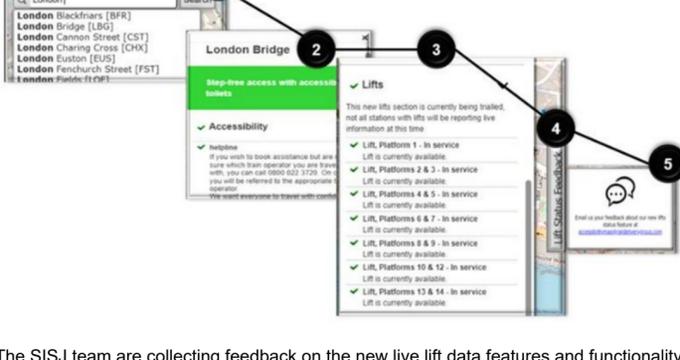
Overall: How satisfied: www.youwiththeinformation provided during your journey? (i.e. very + fairly satisfied) has improved by 5% points to 86% in Apr-Jun 23. Overall, across the last 3 months passenger satisfaction remains high and mirrors the trends seen in Wavelength where journey satisfaction was at an all time high from a year ago. The majority disrupted saw a significant increase in their satisfaction in April, which remained stable the following months mirroring data trends in Feb 23.

Initiatives delivered by the programme team are a contributing factor to this high score. Examples include:

**Live Passenger Lift Status information on National Rail Enquiries (NRE)**

Customers using the Accessibility Map on NRE can now see real-time information on the operational status of customer lifts across the network. Customers can check the status of 80% of lifts on the network, with this percentage set to increase over the coming weeks. By customers having such accurate information 'at their fingertips' it enables them to plan their journeys in advance more effectively.

Below is an example of the steps the customer follows to plan their journey using the accessibility map:



The SISJ team are collecting feedback on the new live lift data features and functionality directly from customers and stakeholders through a comment button included in the Accessibility Map. The feedback collected has been used to make improvements to the feature.

**National Rail Communications Centre (NRCC) updates:**

1. The NRCC has been federated on Teams which allows them to communicate easily and quickly with train operators and Network Rail's National Operations Centre via Microsoft Teams. This has been welcomed by train operators and helped with collaboration and the reduction of email traffic.
2. Recent functionality enhancements to the service disruption bulletin editor have resulted in c.80% reduction of duplicated bulletins and a c.45% improved accuracy of placement. In addition, there has been a 66% increase in information accuracy across train operator websites. All percentages are taken from NRCC's report data.

**New Work Package launched: Managed Stations – Customer Experience During Disruption**

Following recent incidents at Network Rail Managed Stations in Q1 of 2023, a new initiative has been launched with the objective to identify opportunities, plans, procedures and processes used for incident management (covering crowd management, service disruption and customer communications) at Network Rail managed stations.

The project outputs will support an improved incident management capability through the dissemination and promotion of best-in-class tools, templates, processes and standards via the Stations Toolkit.

The project outputs will decrease customer dissatisfaction during incidents and provide assurance to customers and the wider industry that there are plans and trainings in place to ensure incidents are dealt with safely and efficiently.



**SISJ initiatives positively reported in the ORR's Annual Consumer Report**

It is also good to see SISJ initiatives being positively reported in the ORR's Annual Consumer Report (April 2022 to March 2023) and that the ORR have endorsed the progress made on delivering against the commitments originally set in 2020.

**WHOOSH**

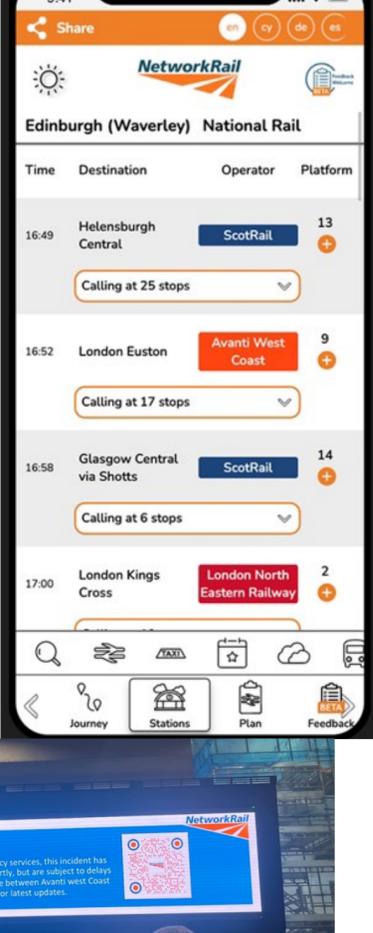
**Network Rail's Digital Information Dashboard**

Over the past eight months posters, stickers, digital screens and soon to be lanyards have been rolled out across sixteen Network Rail stations in prominent locations to encourage scanning of QR codes.

Each unique QR code contains the allocation to a specific Network Rail station. When customers scan the code using their smartphone, they are instantly directed (no app download required) to Network Rail's 'Information Digital Dashboard'.

**How does Whoosh work?**

On Tuesday 8<sup>th</sup> August there was significant disruption at Euston Station, and you will see from the picture below the QR code was displayed on the Customer Information Screen (CIS) at Euston.



The code was scanned by thousands of customers and assisted them during the disruption as they were able to quickly re-plan and monitor their journey.

During this disruption, scans increased by 600% with Page Views up by 800%. All this from a single QR code! Station staff commented that by customers scanning the code, it helped with crowd management as customers moved away from the CIS screens and took their journey information with them. By customers receiving the Network Rail Digital Information Dashboard it reduced the need for some customers to speak to staff, allowing station staff to divert their attention to those customers in need.

Whoosh and the QR codes are across most Network Rail managed stations in England. Whoosh are working with a number of TOCs to provide QR codes that access the dashboard at stations and on TOC trains.



**Customer Information Group (CIG) Brilliant Basics**

The SISJ team is delighted to support a new initiative developed by CIG (the Programme's predominant Governance group). 'Brilliant Basics' is an initiative that will see TOCs collaborating to deliver 'quick win' and cost neutral improvements to existing customer information systems and processes. This immediate-term, high impact initiative compliments SISJ well as SISJ focusses on the longer-term, strategic improvement of customer information.

Since Brilliant Basics launched last month there has already been an increase in the quantity of information provided to customers about the reason for their train being delayed or cancelled, and also a significant improvement in the quality of the reasons provided.

Thank you for reading!

SISJ Programme Team

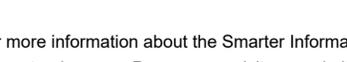
To hear more about SISJ V2 and its initiatives:

- Listen to the team's [podcast](#)
- Visit the [SISJ website](#)
- Contact a member of the SISJ Team: [SISJProgramme@raildeliverygroup.com](mailto:SISJProgramme@raildeliverygroup.com)

Look out for upcoming articles on SISJ and customer information in the following publications this month:

- Jacqueline Starr's (RDG Chief Executive) [Rail Director](#) column
- "Customer Information Developments" article, [Rail Engineer](#) magazine

Contact Us



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