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OUTCOME MEASURES

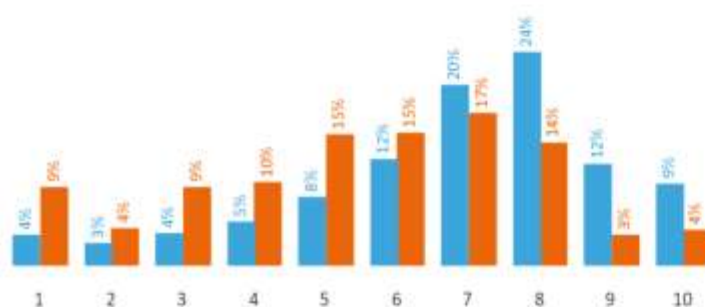
Compare user and non-user opinions in four key areas

TRUST ●●

All things considered and on balance, how much do you trust the Rail Industry in the UK on a scale of 1-10?

User average response
6.8

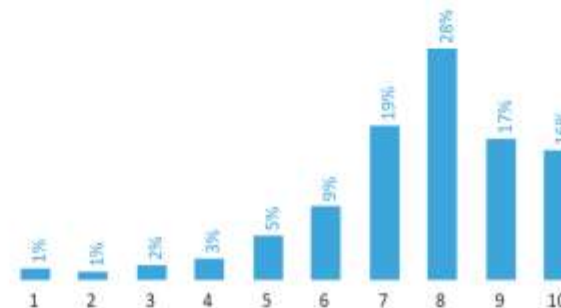
Non-user average response
5.5



SATISFACTION ●●

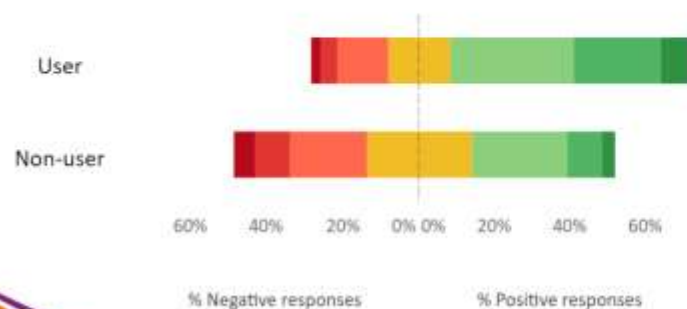
Overall, how satisfied were you with this particular journey on a scale of 1 to 10?

User average response
7.6



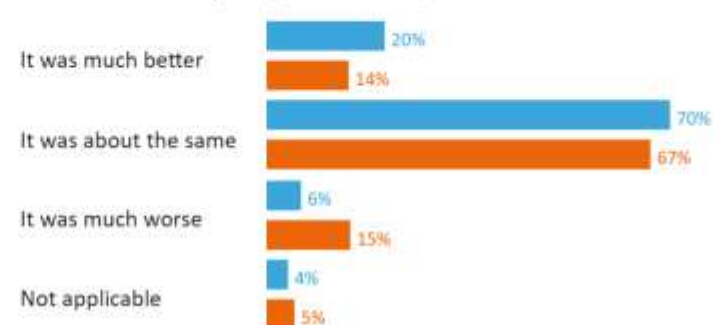
PERCEPTION ●●

On balance, what is your perception of the Rail Industry in the UK?



SERVICE COMPARISON ●●

How does a journey you've had compare with other services?



Travel date (users) or survey date (no...)

15/11/2018

01/08/2019



TOC ●●

All TOCs

Sector

[All]

Time of travel ●●

[All]





HEARTBEAT GAPS: USERS

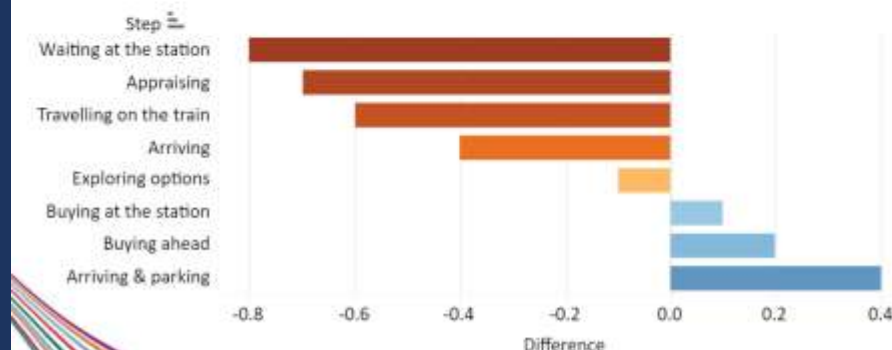
Most important interactions

Respondents said these were the most important interactions (correlated with their answers to "Overall, how satisfied were you with this particular journey?")

Rank	Interaction	Step	
1	I enjoyed the journey	Travelling on the train	3.2
2	My train arrives on time	Arriving	3.1
3	I feel satisfied the journey was money well spent	Appraising	3.0
	The train departs on time	Travelling on the train	3.0
5	I can sit or stand comfortably	Travelling on the train	2.9
	I feel at ease and not stressed	Waiting at the station	2.9
	The train is clean	Travelling on the train	2.9
8	I feel safe leaving the train	Arriving	2.8
	I feel safe on the train	Travelling on the train	2.8
10	I can spend time doing what I want	Travelling on the train	2.7

Largest gaps by journey stage

Journey stages ordered by difference between delivery and importance, with the worst performing at the top



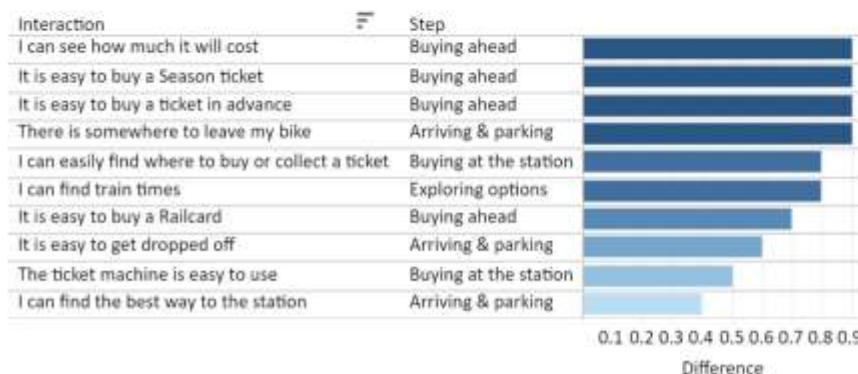
Largest negative gaps between importance and delivery

Improving these interactions is most likely to improve the overall satisfaction score



Largest positive gaps between importance and delivery

Delivery is already exceeding customer expectations in these areas



TOC parameter

All TOCs

Sector

(All)

Period

(All)

Week

(All)

Weekday Weekend

(All)

Travel Time

(All)

Origin Station

(All)

Destination Station

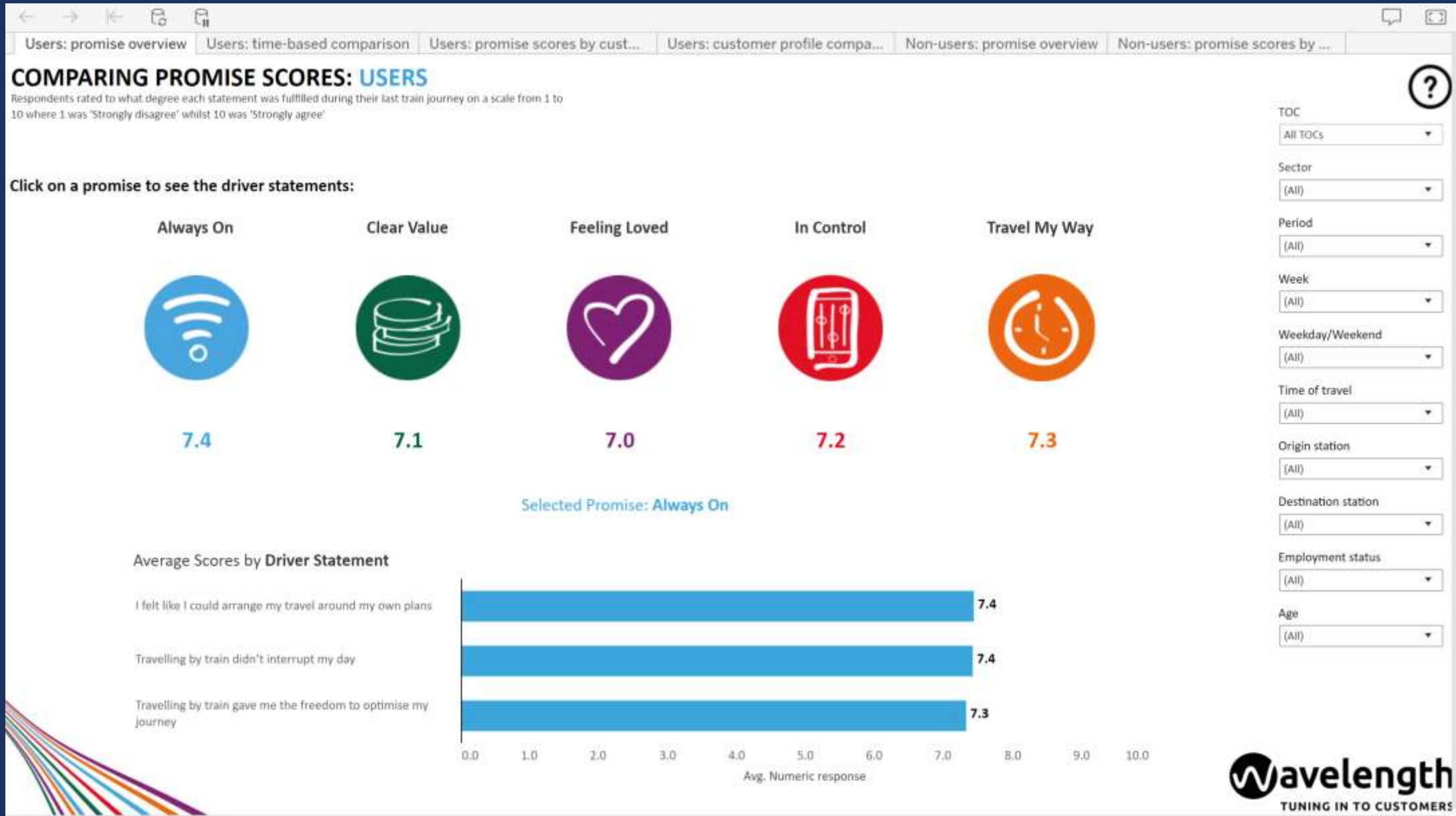
(All)

Employment Status

(All)

Age Category

(All)



Vision

For Rail to be the preferred way to travel

Level 1
Outcomes

I have a reliable
service

I feel safe and
comfortable

I am confident in
buying the right
option for my travel at
good value

I always have the right
information and
resources at the right
time

I trust that rail
industry and its staff
act in my best
interests

I have the right information
at the right time and receive
information in an efficient
way

I feel safe at the
station

I can get the right
media which is best
for my needs

I can access the right
information and resources
in the most appropriate
format before my journey

I trust railway staff to
act in my best
interests

Level 2
Outcomes

I have a punctual
service

I feel safe on the train

I feel the price I pay for my
travel is good value and all
customers have paid the
appropriate price for their
travel

I can access the right
information and resources
in the most appropriate
format during my journey

I trust the train operator
to act in my best interests

I have a timetable that
meets my needs

I am comfortable at
the station

I trust that I have bought
the right product for my
journey

I can access the right
information and resources
in the most appropriate
format after my journey

I trust the system
encourages my fellow
customers to behave in a
socially responsible way

I know what to expect on
my journey (e.g. Stock,
Loading, Facilities)

I am comfortable on
the train

I want paying for travel to
be as easy as paying for
other goods

I trust the rail industry to
act in the best interests of
the community, economy
etc.

I can make multi
modal journeys

I am guided away from
disruption

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