



# Passenger Information, Ticketing and Promotion The Passenger View



Anthony Smith **Passenger Focus**

# What I'll be talking about....

- 
- A group of passengers is waiting at a train station platform. They are sitting on their luggage, which includes suitcases and large bags. The passengers are dressed in winter clothing, suggesting a cold environment. In the background, there are green metal structures, likely part of the train or platform infrastructure, and other people walking. The overall scene is a busy, everyday travel scenario.
- A bit about Passenger Focus
  - Passenger research and analysis
  - What passengers want...

# Passenger Focus: how we work



- **Consumer organisation.** Not rail or bus lobby group but pro passenger
- **Evidence.** We use evidence, including passenger research, to drive improvements
- **Useful.** We aim to help governments and the industry take better decisions which are more likely to meet passenger aspirations

# Our Evidence



- **National Rail Passenger Survey ('NRPS')** – 65,000+ questionnaires each year. Official Statistic. Widely used by the rail industry
- **Bus Passenger Survey ('BPS')** – 45,000+ questionnaires this year. Used to benchmark performance among bus companies and local authorities, supports investment and business plans
- **Tram Passenger Survey** – 5000+ questionnaires completed. Again used to benchmark performance
- Numerous other projects around various issues, e.g. punctuality, information, smart ticketing
- All published on our website  
[www.passengerfocus.org.uk](http://www.passengerfocus.org.uk)

# Our three large surveys show overall satisfaction with journeys is high across the three modes we measure



**Tram 90%**

**Train  
83%**

**Bus  
88%**

But there is room to improve and inconsistency between providers

# But mixed satisfaction with information & ticketing



Value for money

46%

Value for money for price of your ticket (GB)

Information before boarding

81%

Provision of information train times/ platforms (GB)

Information on board

69%

Provision of information during journey (GB)

Autumn 2014



61%

Value for money (All operators average)

73%

Information provided at stop (Centro)

65%

Information provided on bus (Centro)

Autumn 2013



60%

Value for money (All networks)

77%

Information provided at stop (All networks)

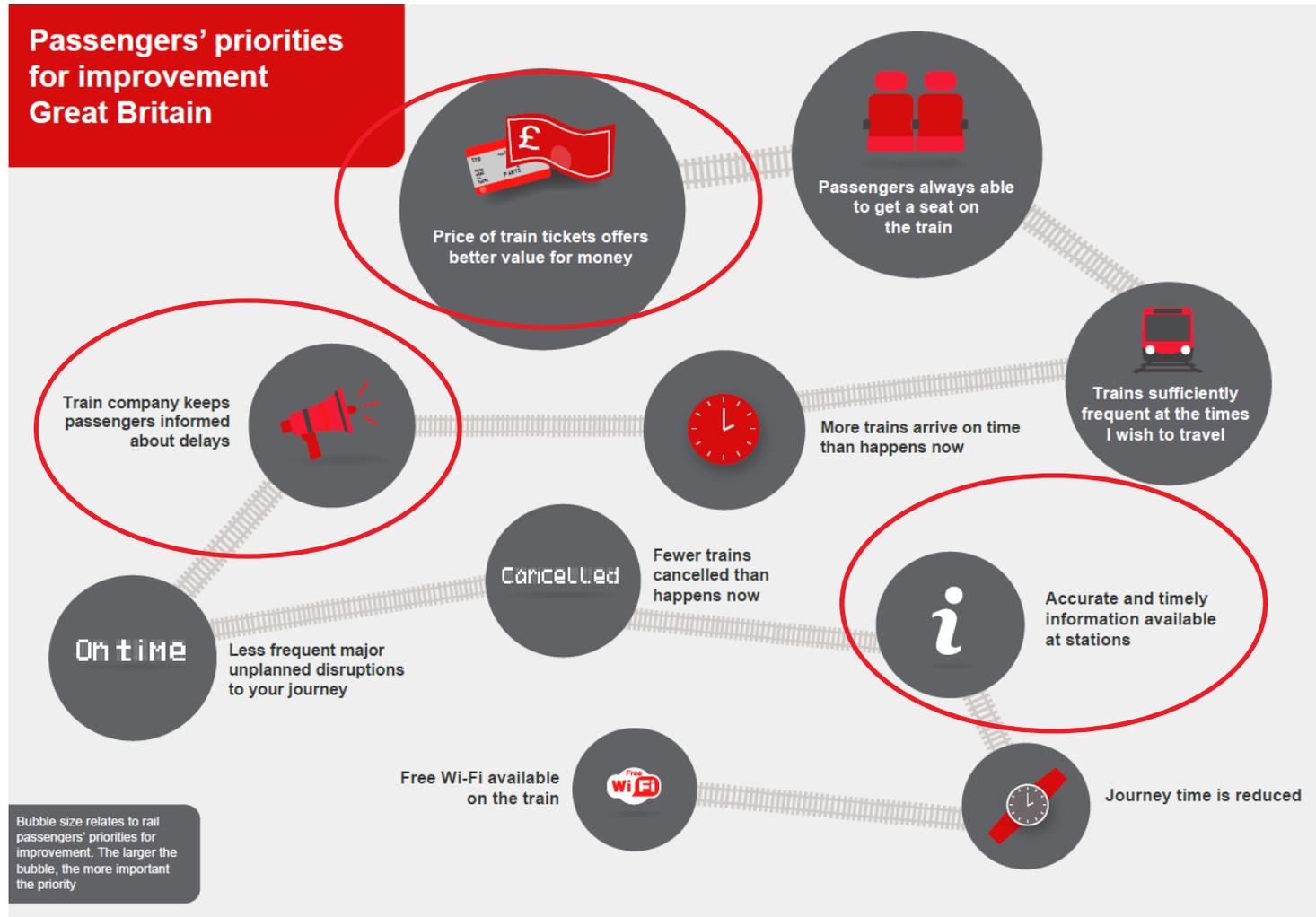
82%

Information provided inside tram (All networks)

Autumn 2013

# Value of tickets and Information

## key priorities for improvement on rail



# Top priorities for bus passengers

1

More buses on time or within five minutes of schedule

2

All passengers are able to get a seat for the duration of journey

3

Buses run more frequently at times you want to use them

4

All bus drivers are helpful and have a positive attitude

5

Buses go to a wider range of destinations in your local area

6

Tickets & passes for all bus services in local area, not just specific company

7

Bus fares, tickets and passes offer better value for money

8

Personal security onboard the bus (CCTV cameras on all buses)

9

Personal security while waiting for the bus (CCTV cameras at all bus stops)

10

All bus stops have a well-maintained shelter

11

Accurate timetable and route information available at all bus stops

12

Route number & destination clearly displayed on outside of bus

# Information is particularly important during disruption. Two-way dialogue?

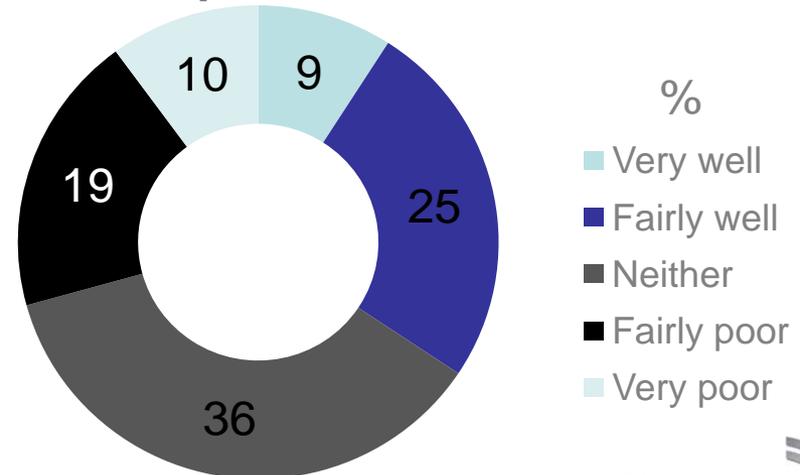


*"They should have apologised first and foremost...I do not think it should be up to the customer to investigate why the train is delayed. It is very frustrating to have no information. The tone of the social media staff could also better managed. I have often been told that they understand my problem - frankly I find that irritating."*  
(Commuter, online forum)

*"I saw [Twitter] reports of the delays early into my journey, but this wasn't announced over the Tannoy system until we pulled into Bolton half an hour later."*  
(Commuter, online forum)

*"They should have provided up-to-date information as soon as they had it. It is very frustrating to have no information."*  
(Focus group, Birmingham)

## Overall how well was the disruption dealt with?



# Good communication is key to building trust

EMOTIONAL

Personalisation /  
feeling valued

Feeling in  
control

Staff  
excellence

Going the  
extra mile

Honesty and  
transparency

Visible choice

Good  
product

Good value  
for money

Consistent &  
predictable

Effective  
problem  
resolution

DIALOGUE  
WITH  
CUSTOMER

EMOTIONALLY  
ENGAGING

PRACTICAL

RATIONAL

Role in building trust

# Joint research programme with DfT



**smarter travel**  
research programme



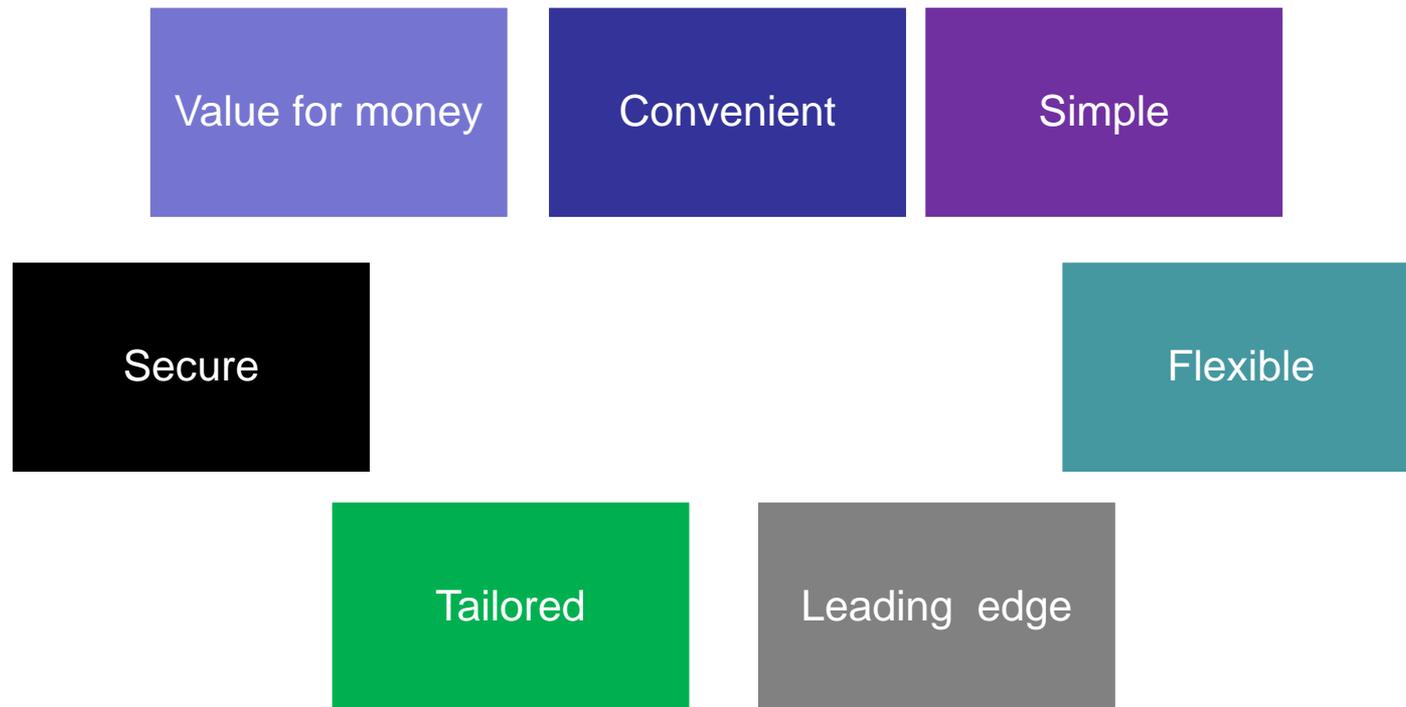
- Multiple publications
- Ongoing programme
- Separate section on website
- <http://www.passengerfocus.org.uk/research/smarter-travel>



# Flexible programme of research covering a number of themes since 2012

- Smart & Integrated ticketing on rail
  - **Passenger requirements of smart ticketing** – published 2013
  - **Use of Contactless cards for rail travel** – published 2014
  - **Advance on the Day tickets** to be published March 2015
  - **Passenger innovation in ticketing** to be published 2015
  - **C2C smartcard pilot** to be published 2015
  - **South East Flexible Ticketing on Rail (SEFT)** proposition testing to be published 2015
- Smart & Integrated ticketing on bus
  - **Oxford SmartZone** evaluation – published 2013
  - **Norfolk Managed Service pilot** – ongoing work first report to be published March 2015
- Apps
  - Initial work to understand current use – published 2013
  - New project to understand and test future developments – published February 2015

# Passenger requirements of smart ticketing...has become a useful checklist



# Some passengers see real benefits in using smart



We don't have a cash point in the village, or in the next door one, so one of the reasons I go into town is to get cash. This would be a great help for me  
*(Male, 45)*

Its going to be quicker to get on and in turn the whole journey should be quicker, it streamlines the whole thing  
*(Male, 52,)*

You're not carrying money. You're not waiting for a ticket. You're not going to the machine. It's speedy. *(Female, 60+)*

The idea of a paper ticket is a bit old now compared to everything else. It would make things more modern and more appealing to people my age  
*(Female, 19)*

Its just so easy and you get used to these things very quickly, they aren't hard once you get the hang of it  
*(Male, 50)*

They can be quite funny on the buses about having the right change so you'd avoid those situations with contactless.  
*(Female, 18-25)*

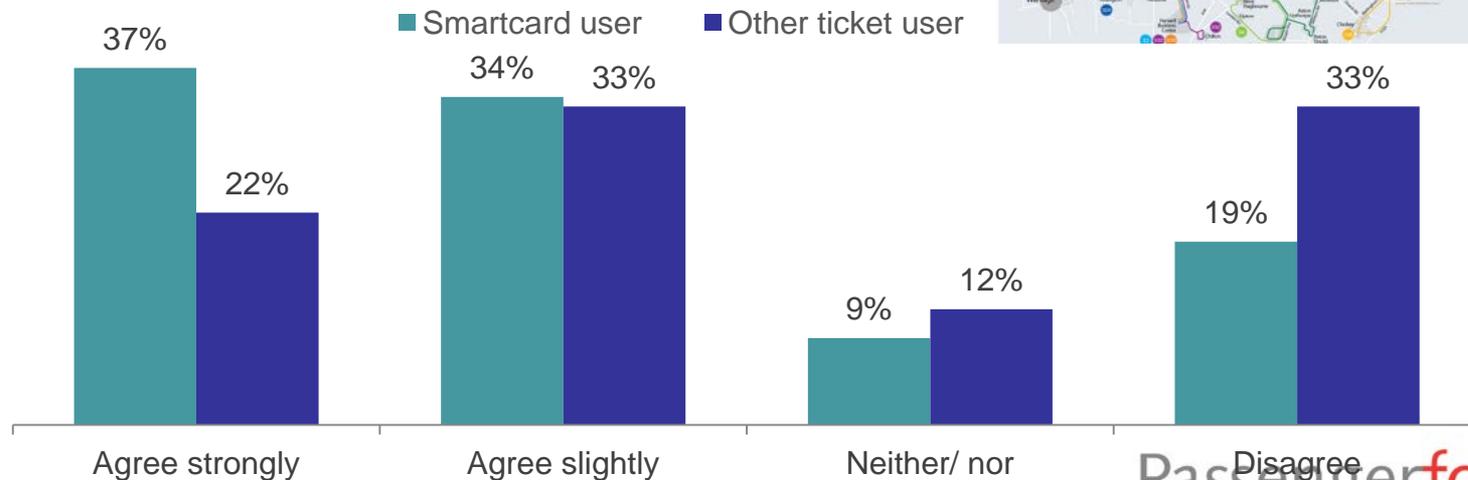
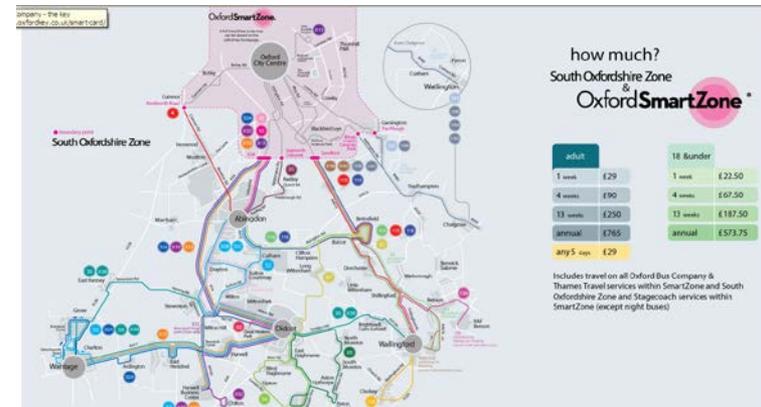
If you pre-load it online, you don't have to stand in queues.  
*(Female, 30)*

# Using smart can improve passenger perceptions

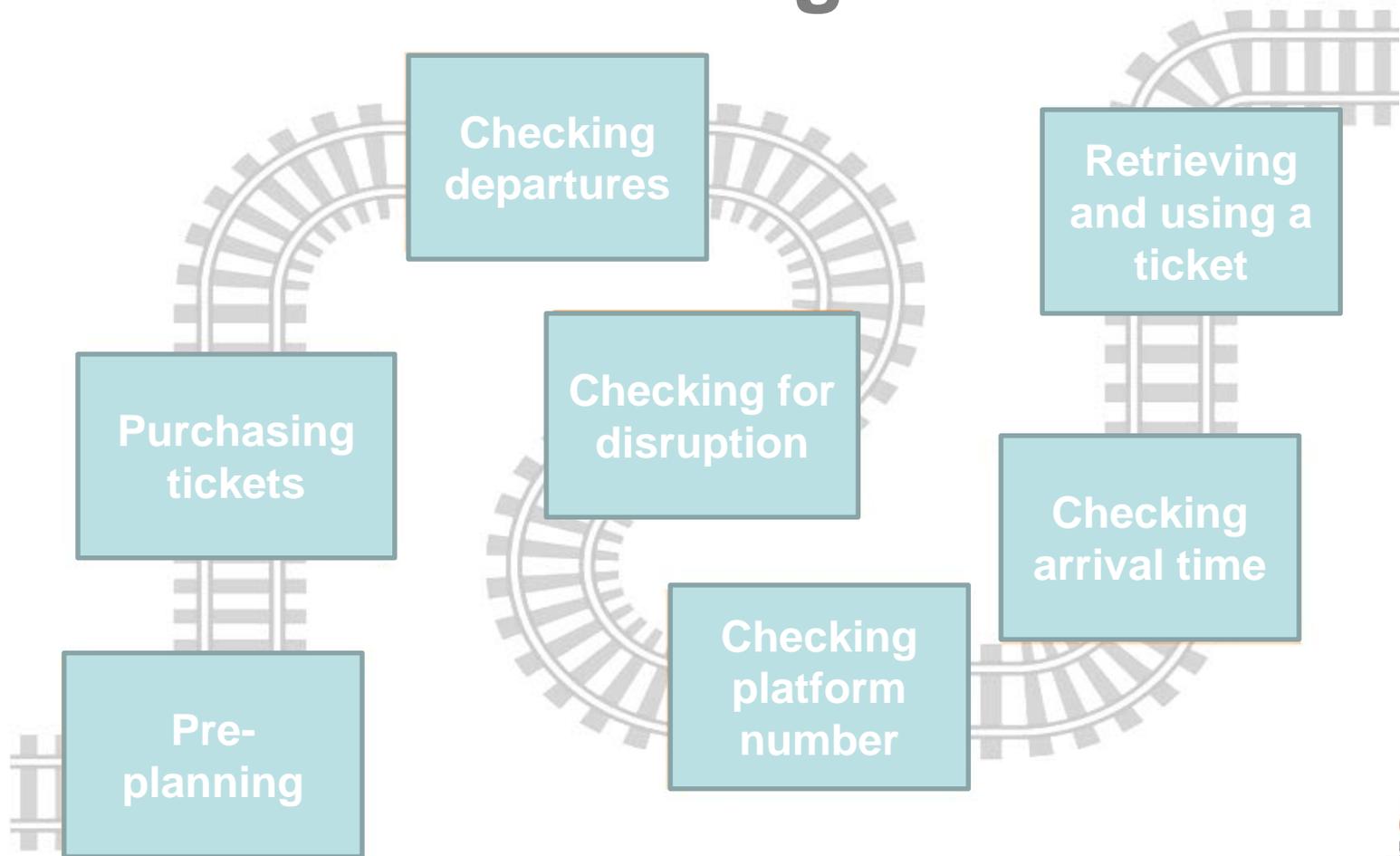
London, Oxford Smartzone and others show how when a scheme (whether smartcards, EMV or even innovation on paper) is well-designed and works: take-up is good and improved perceptions of public transport can be a result.

Smartcard holders in Oxford more likely to agree bus service provides VFM

- Introducing smart means better value products and additional journeys made



# Apps can be used to enhance the journey experience – improving information and ticketing



# Passengers are interested in new App developments to improve journeys

**Highest appeal, exciting prospects**

- End to end journey planning
- Offline mode
- Smartphone as a ticket

**High appeal, functional / useful**

- Push notifications
- Delay / disruption information
- Faster ticket purchasing
- Information retention

**High appeal, meet the needs of certain users**

- Ticket management
- Oyster card management
- Utilising other Apps
- Reserving car parking
- Alternate routes in case of disruption

**Limited appeal, limited utility**

- Train occupancy information
- Advice on where to stand on a platform
- Rail line status map
- Train punctuality information
- Reserving specific seats

**Actively rejected, barrier to use**

- Learning from other Apps

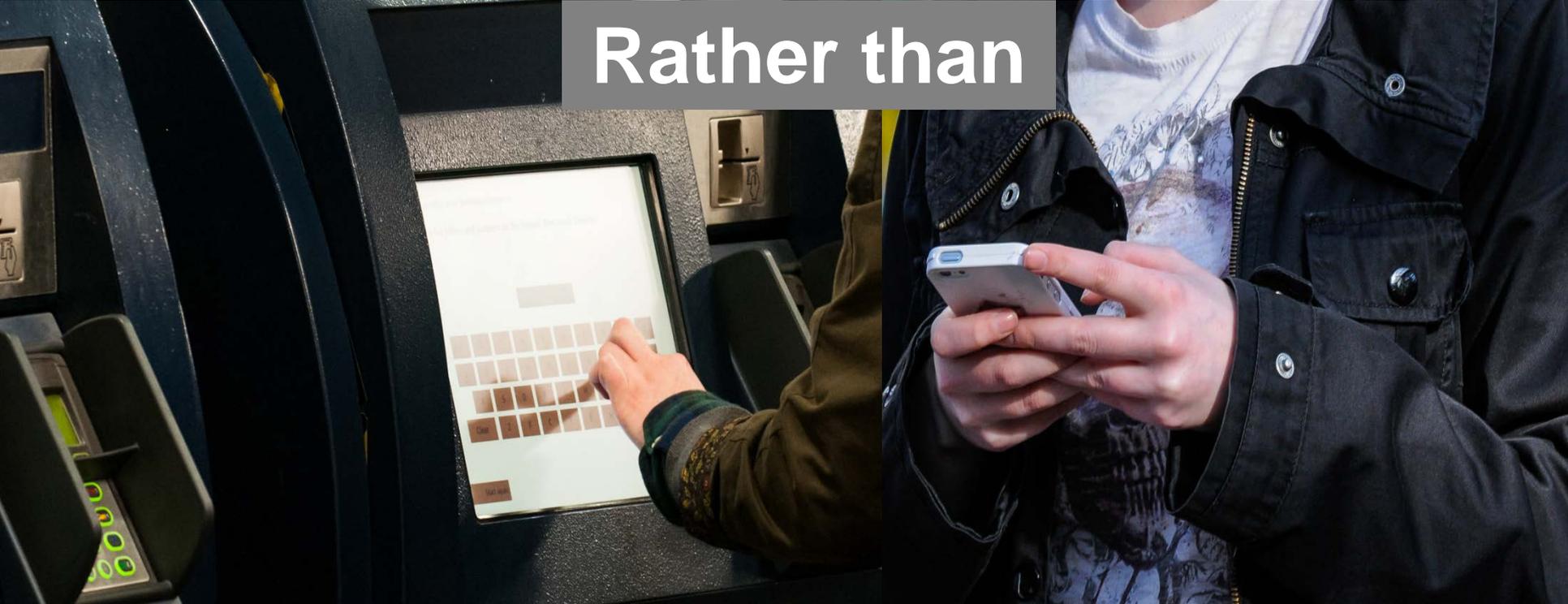
Source: Ongoing Smarter Travel research programme 2012 onwards – Smart Ticketing – ‘Mobile Apps’ 2013 and ‘Rail passengers and Apps: what next?’ 2015

# Potential outcomes of making improvements to information & ticketing

- Passengers able to make better decisions, more easily
- The experience of the entire journey improves: value & enjoyment
- More journeys: new and existing passengers
- Improvement in trust – better relationship between passengers and operators
- Management information for operators: - to assist with decision-making, business planning, marketing and relationship-building



Rather than



# Thank you



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