

Our approach to customer experience and railway operations



Whether you plan to use the new rail service to get to work, for business, leisure activities or to visit family and friends, we want you to have the best possible experience as a customer. That includes not just the journey itself - ensuring fast, punctual services that you can rely on - but the wider end-to-end experience.

We know that people travel for many reasons and of course have different priorities. For some people access to wi-fi - for work or leisure purposes - will be top of the list. For people with accessibility needs, it might be a comfortable, inclusive area with dedicated facilities. The right spaces make all the difference to the quality and comfort of your journey - as many parents, carers and those travelling with luggage or a bike will know. Likewise, available refreshments, clean toilets, bike racks at stations, clear information and a helpful team can also impact on your journey.

Shaping customer experience and railway operations

As a brand new railway company, we have a real opportunity to shake things up. We're planning to use your feedback, alongside international best practice across a range of sectors, to deliver truly excellent customer service.

We've already commissioned some research to inform our planning in this area and, even though we're not running train services or operating stations yet, we're keen to gather your views at an early stage to inform our plans.

What does the research tell us?

Not surprisingly, industry research indicates that punctuality, cleanliness and having the right information are key to a quality customer experience. Our research also shows that a lack of control overall causes stress for customers, and that customers' decision-making on travel is often based on comfort, health and wellbeing, sustainability and the time taken for the whole journey, rather than just the part of their journey while they are in a station or on a train.

The research also suggests that there are certain parts of the customer journey where particular attention may be required. These include the experience on the platform, getting on and off the train and changing from one type of transport to another. We will consider all these factors as we develop our plans.

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Key customer experience factors

A rail service is also much more than the on-train experience. It encompasses stations, information, value for money and a range of other considerations. We're committed to providing and supporting excellent customer service across the whole journey that includes the following areas:

- The train service
- Your experience at stations
- Your experience on the train
- Interaction with colleagues at stations and on board
- The journey to and from the railway including active travel and connectivity with other forms of transport
- Customer information
- Inclusivity of stations, trains and our digital services and experiences
- Value for money.

Get involved in shaping your railway

You can find out more about these factors, and how you can share your views on them during the 2021 non-statutory consultation, on the website – www.eastwestrail.co.uk [link to CE document tbc].

Get in touch

You can email, call or write to us

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