

Passenger Facing Work – Q3 Passenger Link Activity

Quarter 3 - for Board Meeting

APPENDIX

Examples of passenger 'wins' achieved this quarter:

Title	Ticket Restriction information available on fast ticket machines
Date	29/05/2009
Who	Julie Warburton
Stakeholder	Virgin trains
What was the issue?	<p>Passengers buying tickets using Virgin's "fast ticket" machines were unaware of what restrictions applied to their tickets as no information was available on the ticket machines or on posters close by. Passengers booking tickets using the machines were given the message 'not valid on certain off-peak trains, please check for details ' and advised to ask at the booking office about what restrictions applied. This therefore defeats the purpose of using "fast ticket" machines.</p>
What did we do?	<p>Our Passenger Manager, Julie Warburton met with Virgin Trains Communications Director and raised this issue asking whether information about restrictions could be uploaded onto the "fast ticket" machines or put onto posters.</p> <p>Given that off-peak restrictions differ by flow it was obvious that different information was required depending on the journey being booked. Virgin decided that posters wouldn't be appropriate as they would need different versions that could be confusing to passengers.</p> <p>Constraints within the industry system meant that ticket machine displays could only show 50 characters.</p> <p>Virgin designed a spreadsheet of data showing how the restrictions data would be displayed and then uploaded the copy to their "fast ticket" machines.</p>
Outcome for Passengers?	<p>Although not possible in 50 characters to detail in full the off-peak restrictions, the details now given on the "fast ticket" machines are intuitive and consistent in style and content giving passengers basic details of restrictions that apply</p> <p>e.g. no arr in Ldn Eus pre 1005 M-F</p> <p>These details will clarify off-peak restrictions and save the passenger time in not having to check the validity of their ticket at the booking office.</p>

Title	Availability of tickets from vending machine
Date	07/12/2009
Who	Simon Pickering
Stakeholder	ATW
What was the issue?	<p>Passenger Link Manager, Simon Pickering attempted to purchase an Off-Peak return to London from Newport station around 20 minutes before the departure of the first available service. This option was not available on the ticket vending machine (TVM). Our Passenger Link Manager consequently had to go to the ticket office at front of station (having parked in station car park at rear) and queue to purchase from ticket window - which took around 15 minutes.</p>
What did we do?	<p>Our Passenger Link Manager was aware that the lack of options on the Ticket Vending Machine (TVM) was due to a change in Off Peak restrictions introduced by First Great Western at the previous fares round which had not filtered through to Arriva Trains Wales (ATW).</p> <p>Our Passenger Link Manager contacted ATW highlighting issue and suspected cause. This was confirmed and TVMs were re-programmed accordingly.</p>
Outcome for Passengers?	<p>Passengers can now access Off-Peak tickets more easily and quickly, particularly if using the station car park. It also promotes greater confidence in the TVMs.</p>

Title	School children left stranded at Torre station, Devon
Date	22/12/2009
Who	Michael Greedy
Stakeholder	First Great Western
What was the issue?	<p>It was reported that schoolchildren were unable to access the 1620hrs Torre to Exeter train due to short forming on a regular basis. As a result many had to wait for up to 45 minutes in the dark on an unstaffed station for the next train.</p>
What did we do?	<p>Our Passenger Link Manager made enquiries with First Great Western and ascertained that the level of service being provided fell well below that which would be expected. A meeting was held with the FGW Managing Director and the full implications of short forming this particular service discussed.</p>
Outcome for Passengers?	<p>As a result, operational instructions have been issued within the company to prioritise this service to avoid short forming whenever possible. A performance monitoring regime has been put in place to ensure that this instruction is carried out for the future. This issue will be reviewed again in 12 weeks time.</p>