

# Meeting the needs of customers: challenges and opportunities

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# National Express Coach

**1,000** UK destinations

- **1,400 services** each day
- **18 million** passengers each year
- **84 million** miles operated each year
- **529 coaches** on the road
- Services to all major **UK airports**
- **Festival** and **Wembley** networks
- **Kings Ferry** and **Eurolines**
- **1,700** employees



# The modern customer experience

Reclining, family friendly  
seats with seatbelts



Panoramic  
windows



A modern branded fleet  
of vehicles

Guaranteed seat

Comfortable leg room

Climate control

A safe mode of  
transport

WIFI

Toilet / washroom

Lift for wheelchair  
access



Secure luggage storage



# Our Proposition

## **Our Vision**

To earn the lifetime loyalty of our customers by consistently delivering frequent, high performing public transport services which offer excellent value

## **Our Purpose**

We help people have good times they might not otherwise be able to have - 'we don't sell travel, we sell smiles'

## **To achieve this, we will offer**

Competitive fares, with a consistent, friendly service - good value travel





# Our customers

Key market segments:

- Students and Youth (18%)
- Seniors (30%)
- Airport (38%)

Key features:

- great value product
- national network coverage
- competitive fares
- customer service
- trusted

Rank	Travel Purpose
1	Visiting friends/family
2	Travelling to / from an Airport
3	UK holiday break
4	Event
5	Day trip
6	Business
7	Travel to / from university
8	Shopping
9	Regular commute



## Customer satisfaction



# Challenges

Congestion and punctuality:

- 90% target
- Strategic roads and city centres

Station and stop infrastructure:

- Provision and Quality
- Accessibility

BSOG:

- Supporting lifeline routes





# Opportunities (1)

Organisational focus on customer satisfaction:

- Punctuality
- Driving standards
- On board environment
- Customer information
- Pricing

Ability to quickly adapt and change:

- Quick to mobilise to new opportunities

Airport expansion:

- Delivering more passengers to the UK's airports





## Opportunities (2)

### Technology:

- Attracting new customers

### Commuting:

- Kent, Bristol
- New opportunities



## Summary

- Proposition that meets customer expectations
- Current high levels of customer satisfaction
- Infrastructure and central support challenges
- Opportunities to use flexibility of coach network to meet passenger needs through focus on customer experience





