



# Post-travel

Insights from HS2 online panel



# Task:

- Do you interact with any brands on social media (for example, Facebook, Twitter, LinkedIn, YouTube, Instagram)? By 'interact' we mean any form of contact, such as following, liking, reading posts or posting comments.
- If so, which brands do you interact with? Any travel brands? What types of interactions do you have? What are your reasons for interacting with them and what are the benefits?
- As a customer of HS2, would you want to interact with them on social media? What should HS2 be doing on their social media pages and what would you expect to be the benefit of interacting with them? For example: offering discounts and/or promotions, responding to customer comments, updates on services, information on delays.

Task 21 & 22, posted 26/09/14 and 03/10/14

# Most interact via social media

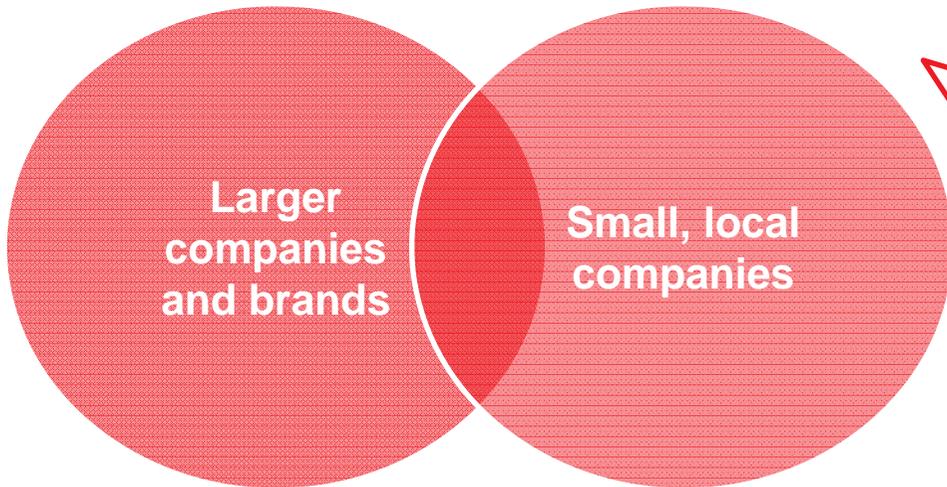
- Around two thirds use social media to 'follow' brands and companies.
- This is through three main sharing platforms: Twitter, Instagram and Facebook.
- Of those who did not use social media to 'follow' brands, many viewed the messages as spam, an invitation for invasive marketing or simply preferred to use social media to interact with friends and family only.

*"I follow quite a lot of brands on Facebook and some on Instagram. I'm really liking Instagram at the moment as it's picture based and so there's a lot less waffle." (Commuter, Manchester, 18-30)*



*"I do not interact with any of these social media as find them all too intrusive and loathe wasting time on them." (Business, Birmingham, 61-70)*

# Interaction with brands big and small



*"I interact in two different ways with certain companies on Facebook: there are a few large companies, such as Lindt, Cult Beauty, Liberty and Whistles, whose posts I either follow or like in order to obtain discounts, enter competitions or find out about new products. The second category of companies includes small businesses, some local and some not, that I want to support and encourage others to try."  
(Commuter, Manchester, 18-30)*

## Food and Drink



## Travel and Transport



## Fashion



## Sport



# Purpose of following companies

- There are three main reasons why people follow companies and brands on social media:



## Promotion

- To benefit from offers, discounts.
- To enter competitions.
- To hear about latest news, trends and products from the company.

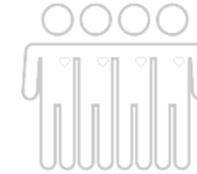
*“Whose posts I either follow or like in order to obtain discounts, enter competitions or find out about new products.” (Leisure, Nottingham, 41-50)*



## Communication

- To make a complaint.
- To ask a question.
- To leave positive feedback.

*“I do quite often use social media to moan about Virgin’s service. It’s an instant way for me to vent my anger and I think if everyone else can see it they are more likely to get in touch.” (Commuter, Manchester, 18-30)*

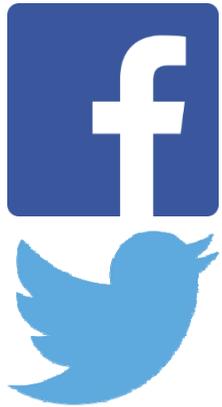


## Show support

- To show support for a local company.
- To help build publicity for them.
- To create publicity and awareness.

*“Companies includes small businesses, some local and some not, that I want to support and encourage others to try. These might be independent food or chocolate producers and retailers.” (Leisure, Nottingham, 41-50)*

# Interacting with HS2 on social media



- It's vital for HS2 to achieve the right balance on social media.
- Too little information risks not achieving its purpose.
- Too much information will be seen as a nuisance, as spam.
- Type and quantity that can be customisable (discounts, travel news).
- Customisable – able to choose what information they get via social media.
- Needs to be an incentive for following HS2 – a benefit to the consumer.

*"I follow and interact when I want something, usually useful info or to get something for free - e.g. enter a competition." (Leisure, Nottingham, 41-50)*

## Follower expectations

- Engaging posts.
- Proactive in seeking feedback.
- Real-time response to any questions.

*"There is a fine line to cross between interesting and endearing and annoying spam, that line is probably quite different between customers." (Commuter, Manchester, 18-30)*

*"I would like interaction from HS2 via social media but I would want it to be quite personal to me. After 'liking' certain companies I then get loads of boring info about services that are not suitable or of interest to me. Social media gives companies so much information about the consumer that maybe they could specify things for certain customers, those with kids vs those without." (Commuter, Manchester, 18-30)*

# What HS2 should communicate



- HS2 communications through social media should advance as completion draws closer.

**2014**

## Development fully approved

- Updates on progress made as HS2 is approved, parliamentary bills passed.
- Positive Public Relations.
- Communicating the benefits HS2 will bring.
- Polls and surveys to gather consumer inputs.

**2017**

## Physical work starts

- Updates on construction work (in your area).
- Videos and pictures of the line taking shape.

**2026**

## Open to Birmingham

- Updates on construction of the line.
- 'How to' videos for purchasing tickets.
- Interactive view of stations and trains.
- Offers, promotions, discounts for HS2.
- Information about disruption or delays.
- Weather warnings affecting the service.
- Warnings about increased capacity.
- Ability to leave feedback, ask questions.

**2033**

## The 'Y' complete

# Task:

- What do you think of Loyalty schemes? Are there any loyalty schemes that you think are particularly good and why? (e.g. Tesco, Sainsbury, Boots, Nandos)
- Would you like there to be a loyalty scheme for travelling on HS2 and how do you imagine this loyalty scheme working? What would you receive in return for travelling on HS2? e.g. free journeys, points to be spent on board HS2 etc?

Task 25, posted 24/10/2014

# Consumers savvy to loyalty schemes

Panellists particularly vocal about this topic. More contributions and discussion than ever.

- There's a lot of loyalty schemes used across all sectors. Shoppers have a good ability to distinguish between schemes and understand the best deals.

	Can use points outside of Tesco i.e. for days out, restaurants, bars etc.
	Generous reward scheme where building up 'points' is quick and easy.
	Cashback on a diverse and wide-ranging array of items and websites. Little effort required to get money back from an item that would have been purchased anyway.
	Receive coffee and cake just for being a customer. Not even required to make a purchase in store at the time of redemption.
	Receive vouchers for money off fuel when purchasing gift cards (from a range of retailers) in store.

# But some skepticism creeping in

## Complicated process to sign-up or redeem

### Morrisons have found a way to match Lidl's prices\*

- \* Go to the Morrisons website
- \* Find the new 'loyalty card scheme' page
- \* Set up your online account
- \* Create memorable password
- \* Confirm memorable password
- \* Hand over some 'minor details' about yourself such as name, last name, email and post code
- \* Remember to un-tick the "Would you like to receive spam?" box
- \* Hand over some more 'minor details' about yourself such as post code (again), DOB, mobile number and double check you're definitely the gender you think you are
- \* Tell them how many people live in your household and choose from an endless list of dietary requirements.
- \* Request a card
- \* Wait around for the card to turn up
- \* Sign back into your account
- \* Try to remember your memorable password
- \* Enter your 19 digit card number onto the website
- \* Then enter the CORRECT 19 digit card number
- \* Realise the price match difference is given to you in points
- \* Learn that 1p = 10 points
- \* Then realise you can only start saving when you have your first 5,000 points
- \* Practise your mental arithmetic and work out that 5,000 points is £5
- \* Go into your M local store and discover you can't use your loyalty card here
- \* Head to a big Morrisons
- \* Find out your basket must include one product that is comparable to another supermarket's to make a saving
- \* Pick up some beans and realise they aren't part of the deal
- \* Try and find the beans that are part of the deal
- \* Wonder if that applies to beans with sausages?
- \* Search for other applicable items so your shop exceeds the £15 required spend
- \* Finally, receive your £5 voucher after you've paid for your stuff
- \* Get told you can only spend the £5 voucher on your next shop

Or you could just go to



## Schemes being pulled/expiring

### So much for loyalty! John Lewis axes free coffee and cake for members

- . Loyalty card holders previously received free coffee and cake worth £5
- . The perk will now depend on how frequently they visit John Lewis stores
- . Bosses claim it is to restrict congestion in the run-up to Christmas

## Move from in-store to on-line use



Our Miles scheme will be ending on 30th November 2014. This is because we have launched our Morrisons Match & More Card. Our new Match & More Card replaces your Miles Card and lets you collect points in our petrol stations as you did with Miles, but it can also be used in store. [Click here](#) to find out about all the benefits of Match & More.

### Boots launches new app linked to Advantage Card loyalty scheme

24 June 2014 | By Tiffany Holland

Boots has launched an app to send customers offers linked to their Boots Advantage Card accounts rather than through paper coupons.

The 'My Offers' app rewards customers of its loyalty scheme with personalised offers, such as money off or opportunities to earn points, based on their purchase history.

Usually, Boots customers rely on paper vouchers through the post.

Boots UK director of loyalty and multichannel Ruth Spencer said: "We know that our customers love to receive personalised offers on the products they use the most and 57% of our customers use the coupons they receive in their quarterly mailings."

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Analysis: Why understanding data is key to winning and retaining customers  
24 November 2013

## Schemes being scaled back

### Customers' fury after Sainsbury's bosses announce by email they are to cut the value of their loyalty card points by HALF

- . Next year shoppers will only get one point per pound instead of two
- . It has also scrapped points for customers who bring their own bags
- . Furious shoppers say 'utterly bonkers' decision will see them go elsewhere
- . Sainsbury's says points reduction will mitigated with regular 'bonus events'

# 'Best value' is still king

- There was a recognition that loyalty schemes do act as encouragement to purchase from a particular outlet. However, the outlet still needs to be the best value in the market. The loyalty scheme is superfluous if there are better deals.
- HS2 needs to be the best value in terms of cost of travel, speed, comfort, choice and convenience regardless of any loyalty schemes in place.



amazon

*"Amazon continue to be competitive on most products, which wipes out the thought of using other places, whether or not those places have schemes." (Commuting, Birmingham, 31-40)*



*"As Aldi is the cheapest Supermarket we've pretty much resigned ourselves to 'no loyalty points' because they don't offer a scheme." (Commuting, Birmingham, 31-40)*

# Desires for an HS2 loyalty scheme

- Any HS2 loyalty scheme should be fast and straight forward to set up and be simple to use, for example, contained within the ticket purchasing process with no additional steps.
- Passengers want instant redemption of rewards and for them to be tangible, so 50% off next journey or free coffee. Different levels of rewards so all passengers benefit.

## Suggested rewards for HS2 scheme

- High street shopping vouchers.
- Restaurant or days out vouchers.
- Food and drink on board.
- On board features such as free WiFi.
- Future travel tickets like "rail miles".
- Free upgrades on special occasions.

*"For HS2, I would use points towards my next journey- somehow there's a real thrill getting a freebie. We once used AirMiles to upgrade to Business Class on a flight to Verona - that was great and made our holiday just a little more special." (Business, London, 51-60)*

*"I do think points to be spent on-board (perhaps on food, drink or entertainment) is a great idea too." (Leisure, Nottingham, 41-50)*

*"Perhaps people could choose how to use their loyalty points, some may prefer to spend them on board, while more frequent users might wish to 'save up' for free journeys." (Business, Leeds, 61-70)*

