

# Value is passengers' top improvement priority

Business travellers rank better Wi-Fi above more trains on time

## PASSENGERS

► New research by Passenger Focus has shown that the value for money of ticket prices is rail passengers' number one priority for the industry to improve on.

The research involved asking passengers to rank 31 potential areas for improvement in train performance, journey planning and experience at stations and on board trains.

After value for money, passengers viewed getting a seat, more frequent and punctual trains, and better information during disruption as the main areas where improvement is needed. For the first time, free Wi-Fi on board trains was among the top 10 priority improvement areas. It was particularly important to business

travellers who ranked it fourth in their priority list ahead of more trains arriving on time.

Other significant findings highlighted by Passenger Focus included customers in the north of England placing almost as

much importance on certainty of getting a seat as better value for money. The watchdog also made a point of noting that information for passengers at stations and during service disruption are both areas where improvements are important to passengers.

The research showed that better information about delays is slightly more important to customers than reducing the number of major incidents causing disruption.

Passenger Focus chairman Colin Foxall said the data provided a valuable means for the industry to analyse the improvements customers will value most and determine how investment can be directed to improve services for specific groups of travellers. The research shows priority improvement areas in a wide range of segments including by age, gender, region, length of journey and type of journey. ■

## TOP 10 PRIORITIES FOR IMPROVEMENT IN RAIL SERVICES

Source: Passenger Focus

1. Ticket offers better value for money
2. Passengers always able to get seat
3. Trains sufficiently frequent
4. More trains arrive on time
5. Train company keeps passengers informed about delays
6. Less frequent major unplanned disruptions
7. Fewer cancellations
8. Accurate and timely information at stations
9. Reduced journey time
10. Free Wi-Fi available on the train