



More than just a journey

Passenger Focus Board Meeting
Liverpool 16 December 2009

Overview

- The unique Merseyrail Concession
- Our priorities in the early years
- From Operational Excellence to Customer Service

The unique Merseyrail concession

- Partnership with Merseytravel
- Joint focus on passenger benefit
- Contract? What contract?
- 25 years; 19 years still to run
- Long term vision Merseytravel
- Local input is vital

Priorities in the early years

- Based on Merseytravel Survey (“Shaping the franchise”)
- Punctuality and reliability
- Cleanliness
- Personal Security

Operational Excellence

- PPM MAA now at 96,2 % and still rising
- Overall satisfaction in latest NPS at 91%
- 100% Secure Stations and 95% Secure Car Parks
- Above benchmark (and rising) in station and train cleanliness (Curser)
- Security is massively improved
- In summary: the best TOC on a lot of measures

Being the best amongst a pretty average bunch is not good enough;
Far more is needed to become an excellent service provider

Customer service

- Time to move on and address our weaknesses (as clearly shown in NPS)
- Get to know our passengers better and find out what they want:
 - More involvement from passengers via passenger panels
 - Information to passengers is key
 - Helpfulness of staff
 - “Fast Lane” involving front line staff at stations and on train
- Try out improvements
- Learn from the experience and formulate best practice
- Become an excellent service provider measuring up in “the real world”

Areas for improvement

- Liverpool Central
- Visibility of staff
- Helpfulness of on-train staff
- Consistency (“sublime to the ridiculous”)
- Information during disruption
- More awareness of our success to reach potential passengers