

Anthony Smith  
Transport Focus

By email

29<sup>th</sup> November 2019

Dear Anthony,

**Informed Traveller, T-12, additional information**

Thank you for your letter dated 15 November following our response to the original issue regards the situation with the opening of reservations and ticket sales for LNER services, and your follow-up observations and comments.

I have looked to cover each point in turn, outlining what we have, and are doing, to address them.

**1) Customer Communications - The 'we can't complete that search' message**

We have taken a number of steps to increase the visibility of the 'Tickets for future travel' page on our website. This page being our dedicated location for information relating to why tickets are not on sale and when they will be available, with the option to sign-up for ticket alerts so the customer is proactively informed when the tickets they are interested in go on sale.

We have added a 'pod' to the homepage of our website with a direct link to the above web page (see Appendix 1). We know from our analytics data that these pod links are well used by our website visitors and as such is one of the most prominent locations for this information to be situated (this is live)

We have also added the above web page to the 'Travel Information' primary navigation on the website, with a direct link to the 'Tickets for future travel' page (see Appendix 2) (this is live)

Additionally, as you highlight in your letter, we have taken the step to add a link to the future travel dates information within the pop-up that appears should a user search for tickets not yet on sale (see Appendix 3). This pop-up now more clearly outlines when they should have been on sale, and as above, directs them to more information on why they are not and when they will be (this is live)

**2) Information across retail sites - NRE yellow triangle messages**

Bulletins are now in place for the unopened weekends, and these are pulling through to NRE and the Trainline, two of the key customer contact points / channels other than our own website. Additionally, the bulletins are also being displayed by other TOCs / retailers, including Hull Trains, Grand Central, and GTR

We are keeping these bulletins under on-going review and have already amended specific bulletins as the anticipated opening date changes to ensure the customer always sees the very latest information

The bulletins are one of the only ways we can directly influence the information provided on third party websites. Some retailers choose not to take all or any information / engineering bulletins. Obviously, these bulletins are displayed as a yellow or red icon (either '!' warning triangles or 'i' info circles depending on the website), and in most cases the customer has to hover over or click on the icon to reveal the message. Therefore, the message is not