



HS2 Passenger panel

June workshop debrief

12th July, 2016

HS2 workshop 18th June, 2016

Agenda

10:00 Arrive – sign in & breakfast
10:30 Welcome
10:50 Panel Management
11:00 Q&A
11:25 Existing panel experiences
11:40 Getting to know each other
12:10 HS2 session 1
12:45 Lunch
13:45 HS2 Session 2
14:15 HS2 Session 3
14:45 HS2 Session 4
15:15 Tea and Coffee
15:25 Feedback and questions
15:45 Thank you & group photo
15:55 Sign out
16:00 Panel leave

Chris Kimberley
Ian Wright & Ping Teo
All
Susan, James & Lexi
Mini groups
4 groups

4 groups
4 groups
4 groups

All



Introduction and
Q&A



Innovation



The Big
Experience



EDI



Information Design



Information Design

A refreshed panel



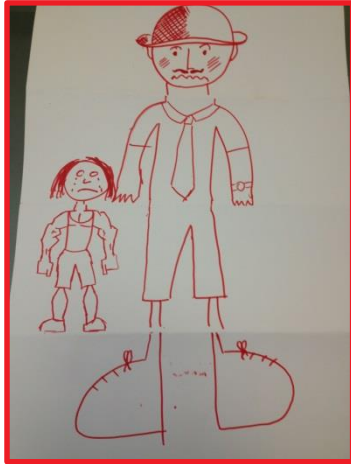
Panel breakdown

North	15
Midlands	11
South	13
Business	13
Commuter	12
Leisure	14
Male	22
Female	17
18-30	13
31-40	5
41-50	5
51-60	7
60-70	8
70+	1

AB SEG	11
C1 SEG	16
C2 SEG	7
DE SEG	5

Overweight	2
Wheelchair user - powered	1
Wheelchair user -self propelled	1
Sight impairment	1
Hearing impairment	2
Arthritis/mobility	1
Autism	1
70+	1
Ethnic minorities	8

The typical HS2 customer



Overview

- The respondents are **BLOWN AWAY** by HS2

- Both new and old
- The vision of positive change
 - Which will impact the industry as a whole
 - Goes beyond rail travel
- The spirit, enthusiasm and authenticity of HS2 staff
 - Echoed by existing panellists
- The genuine interest in customers
 - So far in advance of launch
 - Manifested in running the panel & workshops
 - Examples of insight already being applied
- The desire to collaborate widely

*I was energised and excited
by the scale of HS2*

*I found it so eye-opening
and awe-inspiring*

*Can I have a
job at HS2?*

- **HS2 should lead with pride**

- The vision and ambition appeals to consumers across many elements – EDI, customer focus, consideration of the overall customer experience, door to door...

This is felt to be unique and powerful – especially
in the world of trains!

The workshop was a great success!

Very inspirational and realistic EDI speaker. Loved it!

Dr Ian is the real deal. Terrific at enthusing and getting his ideas across

Mark is so engaging

I found the passion and thought behind this project to be the most interesting thing I learned

I really enjoyed the workshop on Saturday – it was so much more than I was expecting

...It reinforces that they want to get it right and are not simply thinking just about getting a super long train on some updated rails

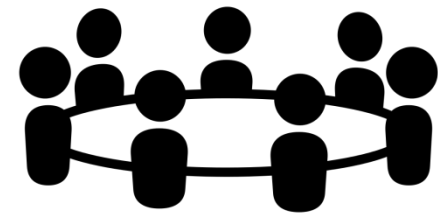
Jeremy got us to post what information we would want at every step of a journey with HS2 ... there was a real range

I loved Mark's session – he was a terrific presenter! His session was a great blend of being thought provoking and entertaining

I was impressed by how much thought had gone into the day to help us all feel at ease. A fine example of the focus on customer service that it seems HS2 are following

Each speaker has the audience fully engaged, made it interactive and the other panel members were all so welcoming

The surgeries enthused and inspired the panel



Innovation



The most interesting part for me was learning about the innovation strategy. It was interesting to see how something so creative was applied in a scientific and methodological way and how much thought and long term forecasting is being put forward

I haven't stopped thinking about innovations for the future and I have had several interesting conversations since, it's mind boggling to think 10-15 years ahead at what the public might be needing

EDI



I would certainly be interested to learn more about HS2's EDI efforts. I'm staunchly in favour of equality - particularly from a female aspect but also with regard to under-represented groups

I particularly liked the equality surgery with Mark, such a great speaker, animated and passionate about the subjects he spoke about

HS2 wanting a diverse set of employees and reaching out to include all possible customers was very refreshing

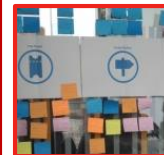
Big Experience



I thought the surgery in which the trainers put forward completely opposite views was very interesting and brought out some great points, by getting us all involved

I thought the fake discussion or debate was quite useful and could have gone on longer and worked well to get people talking

Information Design



Jeremy got us to post it what information we would want at every step of a journey with HS2. Given there were 10 or so stages this was an opportunity to get loads of ideas down. Given our varied backgrounds and desires there was a real range

Very passionate and engaging

Overview

Priorities for the customer experience



Fix the basics before trying to aim higher; but do aim high



Simplicity and clarity should underpin all initiatives



Don't lose the human touch



Use technology as an enabler, not a replacement



Provide a personalised experience

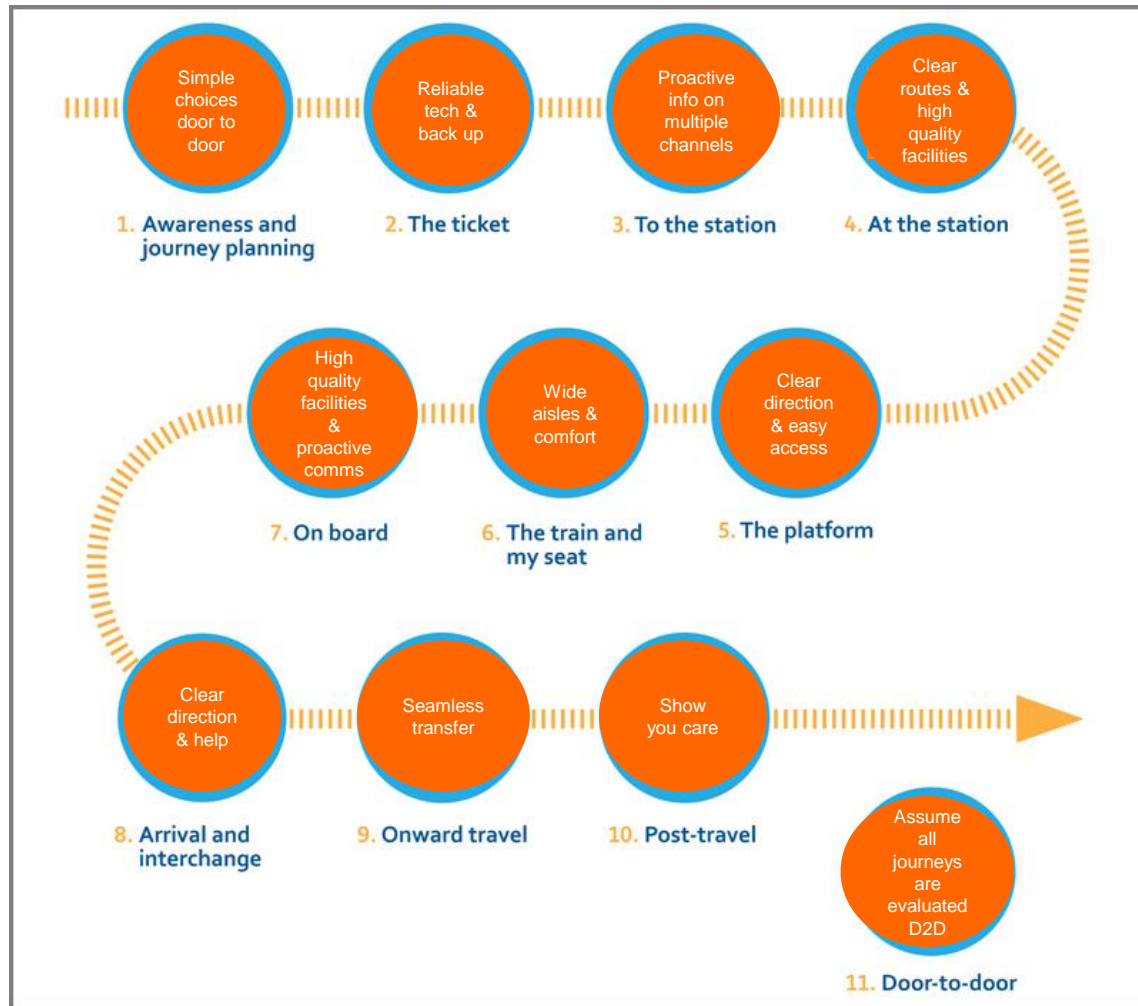


Proactive communication throughout the journey is key



Comfort and quality of the experience is as important as speed

Overview – what the panellists want



Continually
improve on
the basics

Get the basics right first
Human touch enabled with technology

Key Themes

Pride

World Class

For everyone

By everyone

Designed for
the customer

Customers
come first

Right for me

Engage with
me

Value for
Money

Brilliant basics

It's worth it

Makes me
feel loyal

Door to door

Planning the
whole journey

Making it
happen

Seamless
flow

Key panel sentiments

Pride

World Class

For everyone

By everyone

The panel feel they are already proud, based on what they heard / know about HS2:

- Creating a unique culture, where placing customer needs at the heart of decision making is central to the HS2 philosophy
- Listening to customers 10 years before launch
- Aiming high; setting new standards for the UK
- Enthusiastic, authentic, dedicated HS2 staff
- Pioneers in EDI
- Gathering ideas & expertise from widest sources

Key comments

Pride

World Class

For everyone

By everyone

Innovation

- *Delighters may result in more cost but that will likely be balanced out by increasing number of passengers wanting to use the service because they are delighted*
- *Good enough is not good enough; continuous innovation means it can never be good enough*
- *Get young people, local communities and engineering students involved for fresh ideas*

EDI

- *Be a world leader in EDI and be proud of it*
- *HS2 leading as a diversity employer*
- *HS2 as an exemplar*
- *Really pleased to hear that HS2 is giving so much thought to EDI / getting an equal & diverse workforce*
- *Improving things for people with certain needs almost always results in improvements for everyone*

Big Experience

- *HS2 are really keen to balance time element with quality of journey experience, which is great!*
- *Having on the ground staff sharing the same passion and enthusiasm as those presenting today*
- *Great experience is not just a technical solution*

Information Design

- *By [HS2] embedding the best [ideas] in its philosophy and outcomes*
- *Creating a climate where we are positive about public transport*
- *No monopoly of wisdom*

Key questions / issues to address

Pride

World Class

For everyone

By everyone

Innovation

- *Delighter – how will you keep me happy when I'm in a tunnel for most of my journey?*
- *Can train travel evolve to incorporate a chill out lounge, reading areas and children's play area?*
- *How far away from core ideas will HS2 go before the innovation and delighters become compulsory?*

EDI

- *Actually follow through with clear ideas and actions*
- *Ensure HS2 doesn't waiver from this*
- *Keep thinking the way you do – accepting change, diversity, social and economic impacts, being flexible*
- *What about ex offenders to eliminate discrimination?*

Big Experience

- *Will accommodating every need be too expensive?*
- *How can you reconcile the needs and priorities with financial constraints?*
- *How can HS2 / the operator guarantee quality of experience?*
- *Is HS2 targeting at all? Does it mainly expect to attract business people?*
- *Sometimes in first class, I feel I've been conned ; other times, it's SO worth it!*

Information Design

- *Have one class of ticket*
- *Human service should be a basic, not an add-on*
- *Have you consider volunteer staff like in the Olympics?*

Key Themes

Designed for
the customer

Customers
come first

Right for me

Engage with
me

The panel appreciate how much effort is being taken to put the customer at the heart of the design of HS2

- The genuine interest in customer views
- Demonstration of how that insight is being used to help decision making
- Understanding that passengers have different needs
- The ability to tailor the experience to meet individual needs / different needs states / occasions

Key comments

Designed for the customer

Customers come first

Right for me

Engage with me

Innovation

- *HS2 should go on the front foot*
- *HS2 can be different by building innovation into everything*
- *Being a customer focused project is a delighter*
- *Wear a wristband / wearable ticket to be scanned in order to personalise factors*
- *Personalisation is an important factor in delighting*

EDI

- *How important EDI is ; commitment to diversity*
- *How EDI is being embedded in HS2*
- *The many different aspects already being considered*
- *How diversity fits into design*

Big Experience

- *Make the passenger, each and every one special at all times*
- *Don't forget human touch in experience*
- *Give the customer more freedom for their choice in comfort and price – let them stand for cheaper!*

Information Design

- *We are multiple personas in one person – e.g. commuter, leisure traveller with kids, business traveller ...different priorities on different days*
- *One size does not fit all – individual differences rock!*

Key questions / issues to address

Designed for the customer

Customers come first

Right for me

Engage with me

Innovation

- *What innovation will cleverly keep luggage out of the way?*
- *Delighters will change as tech does – how to keep abreast of innovation?*
- *Can you change whoever builds HS2 and maintains it?*

EDI

- *2 minute dwell time!? That's a BIG concern*
- *How will HS2 communicate to every customer in their language or format effectively?*
- *What about learning disability passengers (e.g. Autism) with train atmosphere & interaction?*
- *Don't forget 90 year old ladies without lots of tech – they need communicate & help*
- *What facilities for children /babies on trains?*

Big Experience

- *Let me tailor all aspects of my journey*
- *How can we make the experience we've talked about work for all customers?*
- *I want to be able to choose what I do on the train – sit in peace and quiet (properly monitored) be entertained on my device or yours...but don't penalise people for not having the latest tech*
- *Maybe have an on-board shop with cheap radios/ headphones?*

Information Design

- *Better communication on stations / platforms*
- *Knowledgeable informed staff with customer care skills and confrontation management skills*

Key Themes

Value for
Money

Brilliant basics

It's worth it

Makes me
feel loyal

The panel feel that HS2 has the potential to provide value for money, but have to fix the basics as a priority

At this stage, panellists find it hard to look ahead to anything beyond the basics as the fundamentals are so consistently not being met by existing TOCs

Until these are addressed, they are the consumer priorities

They wonder how the operational TOCs will maintain these quality standards over time

Key comments

Value for Money

Brilliant basics

It's worth it

Makes me feel
loyal

Innovation

- *We need to innovate to get the basics right*
- *Getting the basics right is key to satisfaction*
- *Take the best basics from a cross section of trains and ensure these are on HS2*
- *Innovation is a process and discipline*
- *Transformational innovation applied to solving the level entry problem at platforms*

EDI

- *HS2 could have seats or carriages for parent and child, for those with disabilities or special needs*

Big Experience

- *Get the basics right for everyone*
- *Make symbols easy to understand for everyone*

Information Design

- *Be careful not to raise expectations too high vs meeting the BASIC needs first*
- *Get the balance right between delighters and basics*
- *Punctuality and comfort are paramount*
- *Pay more for better service*

Key questions / issues to address

Value for Money

Brilliant basics

It's worth it

Makes me feel
loyal

Innovation

- *Reliability!*
- *How will trains beat cars to be the preferred methods of transport?*
- *How to measure and monitor goals and progress?*
- *Speak to Europeans / Asian counterparts to find out lessons learnt*
- *Design 3D printed devices to descend from the train*

EDI

- *How are you managing your supply chain to ensure their focus on?*

Big Experience

- *What is the benchmark for quality? I know we are meant to be aiming high but how high?*
- *Fast, free wifi & charging points that WORK for all – even in tunnels*
- *How can you stop people banging into me with big bags as they go down the aisles??*

Information Design

- *Bells and whistles are great but just get the basics done well to a high standard*
- *Special small rewards when delayed (retention is higher when issues are addressed well)*

Key Themes

Door to door

Planning the
whole journey

Making it
happen

Seamless
flow

The panel feel that that different modes of transport can only be compared if the whole journey is mapped out, in terms of

- Time (travel / transfers / waiting)
- Cost
- Convenience

Most panellists expect that paper tickets will be replaced with smart technology; but they want to know there is a reliable back-up, and options for those who are not tech savvy

Many passengers expect their door to door journey to be mapped out, and ticketed as one, with information clearly and proactively provided about each stage, to allow a seamless journey

Key comments

Door to door

Planning the whole journey

Making it happen

Seamless flow

Innovation

- *Oyster [style] thumb print tickets*
- *Local info as passing through*

EDI

- *Vital to have clear instructions to the seats for all people – blind, disabled etc*

Big Experience

- *Asking customers how they want information of journey via text / email even post*
- *An app which can work on all platforms*
- *There are definitely different needs for refreshments depending on the travel time*

Information Design

- *Transport onward journey and connected local transport make all the difference*
- *Free shuttle between stations*
- *Wide aisle space*

Key questions / issues to address

Door to door

Planning the whole journey

Making it happen

Seamless flow

Innovation

- *I want to judge how busy the train is*
- *Register online options*
- *What about UV protected glass in windows?*

EDI

- *How will workplace diversity be implemented with the use of technology?*
- *How can EDI in HS2 be translated into non-HS2 stations?*
- *Design stations so a blind person has an audio route to their platform / seat*

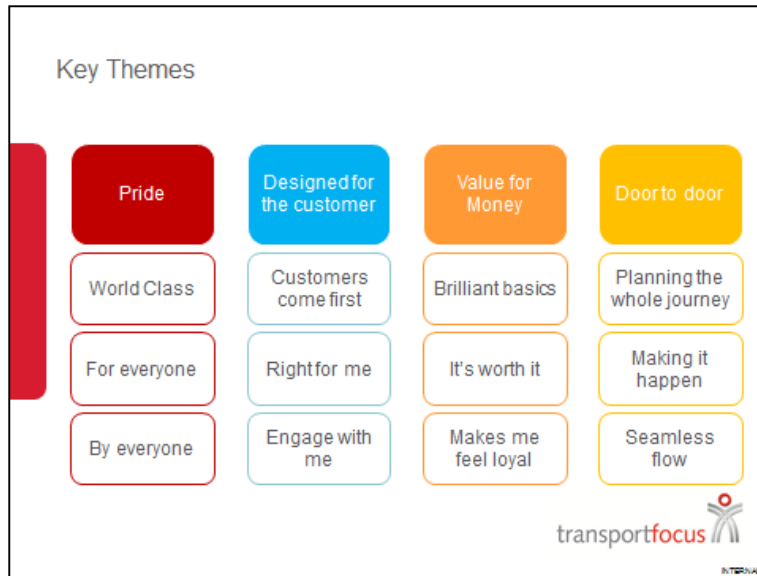
Big Experience

- *Ensure that all ticket options are given on every journey search*
- *Announcements on and off the trains – please make them understandable!*
- *There's a lot we can learn from airline booking – visual representation of seats*
- *Padded head supports!*

Information Design

- *How will HS2 keep personalised information / data separate from other networks and rail links*
- *What happens if technology around my ticket & proof of purchases fails? e.g. I lost my phone*
- *I want joined up and correct info shared between (rail) staff*
- *Seeing how busy the train is at different times*

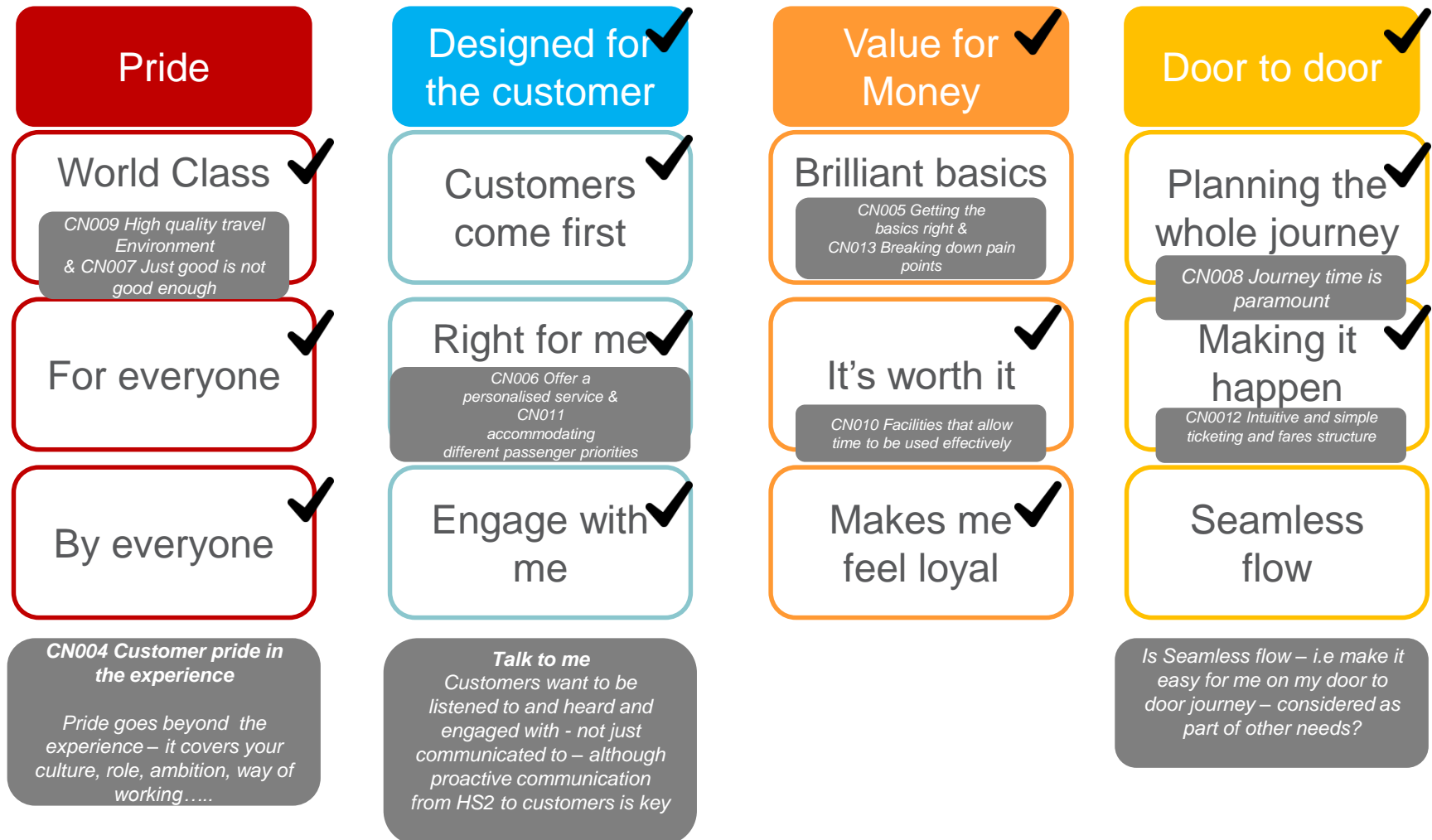
Marrying Key Themes & Customer Needs in Service Prospectus



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Ref:	Customer Need	Reference
CN001	Consideration of the journey from door to door <ul style="list-style-type: none"> - Plan the journey that is right for me - Make it happen 	Passenger Panel
CN002	Value for money <ul style="list-style-type: none"> - Designed for real lives - It's worth it - Makes me feel loyal 	Passenger Panel
CN003	Designed for the customer <ul style="list-style-type: none"> - Customers come first - Right for me - Talk to me 	Passenger Panel
CN004	Customer pride in the experience <ul style="list-style-type: none"> - World class - For everyone - By everyone 	Passenger Panel
CN005	Getting the basics right	Market Characteristics
CN006	Offer a personalised service	Market Characteristics
CN007	Just good enough is not good enough	Market Characteristics
CN008	Journeytime is paramount	Market Characteristics
CN009	High quality travel environment	Market Characteristics
CN010	Facilities that allow time to be used effectively	Market Characteristics
CN011	Accommodating different passenger priorities	Market Characteristics
CN012	Intuitive and simple ticketing and fares structure	Market
CN013	Breaking down pain points	Market Characteristics

Marrying Key Themes & Customer Needs in Service Prospectus



Feedback on Customer needs from Service Prospectus

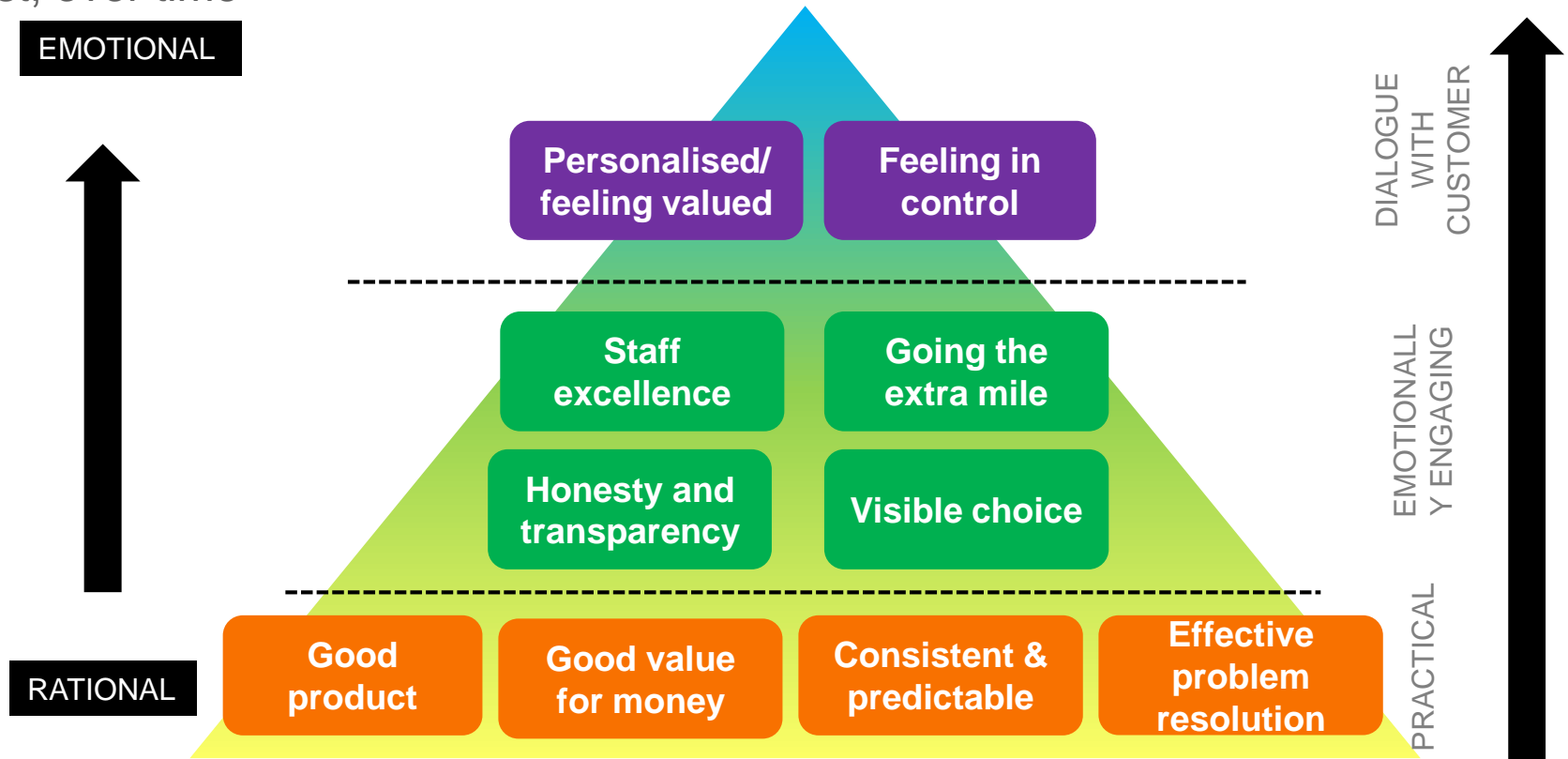
Customer Need	Comments
<p>Customer pride (in the experience)</p> <ul style="list-style-type: none"> • World class • For everyone • By everyone 	<ul style="list-style-type: none"> • The focus on the elements which make the panel feel proud makes them believe that all the other elements are possible – and that HS2 can transform the rail industry, whereas no other TOCs could • The panel hope that the aspiration to make the nation proud will not be diminished as HS2 becomes operational – and as other operators are brought on board • The customer pride goes beyond the experience – to the aspiration, the culture, the ambition, the legacy and impact on travel in the country
<p>Consideration of the journey from door to door</p> <ul style="list-style-type: none"> • Plan the journey that is right for me • Make it happen 	<ul style="list-style-type: none"> • Passengers think of the whole journey, not just one element • Need to be able to compare the whole journey in terms of several factors in order to decide between different modes of transport, e.g. <ul style="list-style-type: none"> • Cost • Time • Facilities
<p>Value for Money</p> <ul style="list-style-type: none"> • Designed for real lives • It's worth it • Makes me feel loyal 	<ul style="list-style-type: none"> • Very few passengers feel that rail travel provides value for money. • They do not think that TOCs considers real lives (and the importance of reliability and punctuality); they do not think it's worth it (especially commuters!) and they are NOT loyal! • Passengers find it hard to imagine that this can be achieved, mainly as the basic needs are not currently being met
<p>Designed for the customer</p> <ul style="list-style-type: none"> • Customers come first • Right for me • Talk to me 	<ul style="list-style-type: none"> • The panel are so impressed by what they hear from HS2 as they do not feel that the other TOCs put the customer first, nor do they design their processes around customer needs, let alone tailored ones • Nowadays they expect a personalised experience, tailored for their needs, perhaps enabled by technology • Proactive communication from HS2 is key – but it must not be one way; they want two-way engagement with you, and know that you listen and act on customer feedback

Customer needs from Service Prospectus

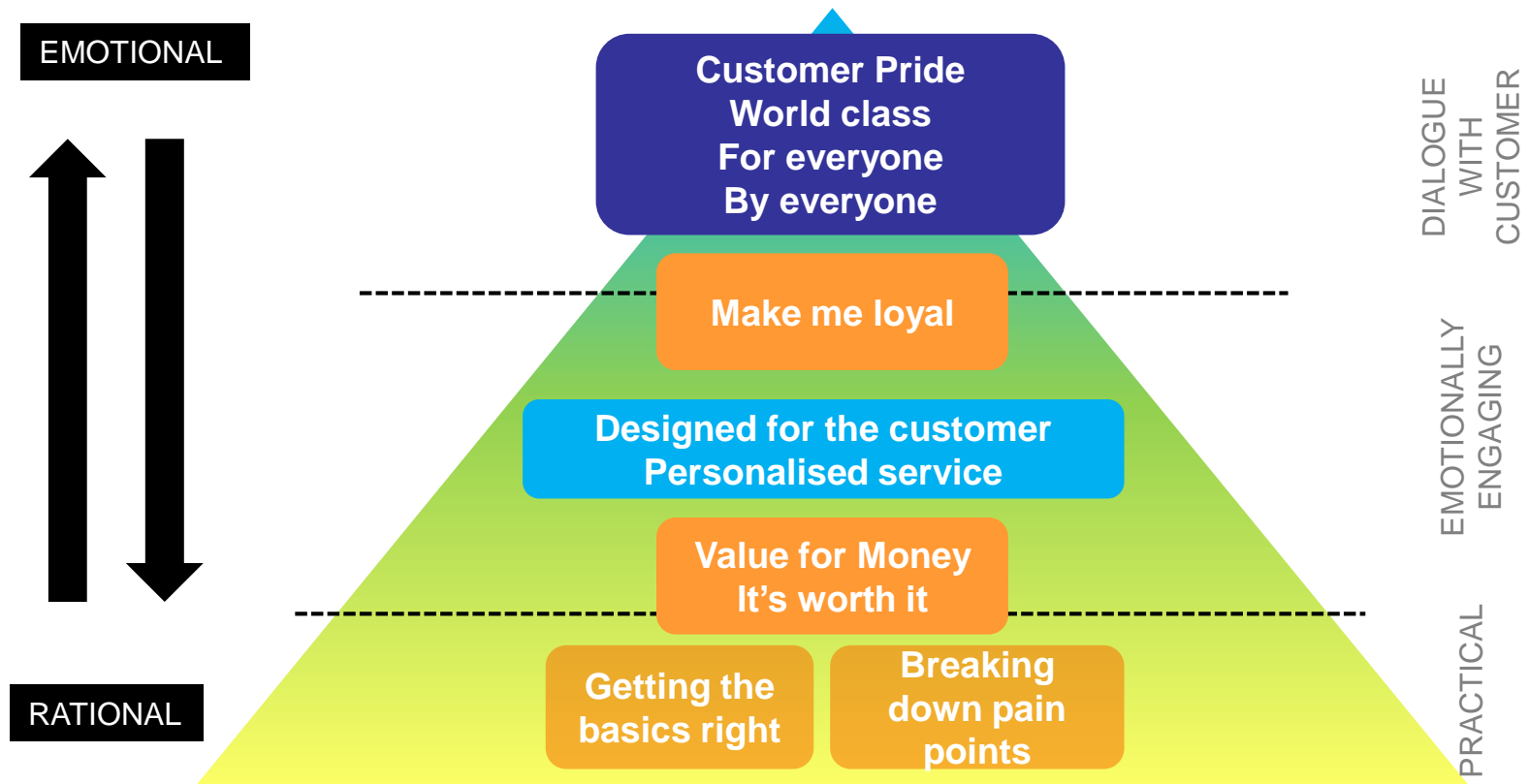
Customer Need	Comments
Getting the basics right	<ul style="list-style-type: none">This is the priority for the panel. These need to be addressed before they can engage in more sophisticated services
Offer a personalised service	<ul style="list-style-type: none">Customers want to be able to choose the services to suit their journey needs. They expect technology to be able to help with the provision of a personalised service
Just good enough is not good enough	<ul style="list-style-type: none">Panellists are impressed with HS2 vision to aim high, and raise standards within UK rail; they appreciate that the pace of change is such that standards keep raising
Journey time is paramount	<ul style="list-style-type: none">At this early stage, customers put more emphasis on the quality of the service; this is likely to change when these basic needs are being met better
High quality travel environment	<ul style="list-style-type: none">Panellists expect the HS2 environment, whether trains or stations, to have excellent, high quality facilities; this will make a significant difference to the enjoyment of the journey
Facilities that allow time to be used effectively	<ul style="list-style-type: none">Panellists expect to choose how to use their time on HS2, depending on their need, which may differ if they are commuting, travelling for leisure or business; they expect connectivity (wifi) and charging points throughout their journey to enable this
Accommodating different passenger priorities	<ul style="list-style-type: none">For panellists, this links to offering a personalised service; it is important to recognise that one person can have different needs and priorities depending on the journey they are taking
Intuitive and simple ticketing and fare structures	<ul style="list-style-type: none">Panellists currently find ticket prices and structures confusing; they expect HS2 to provide simple fares, enabled by smart technology, but with a reliable back-up
Breaking down pain points	<ul style="list-style-type: none">Panellists expect the pain points to be broken down throughout the whole journey; they will be happy to itemise what issues they currently encounter at every stage of the journey

As we have seen on previous projects for Transport Focus...

How brands build trust: Affinity with service brands starts with more practical factors, however the more emotionally engaging factors are more likely to build trust, over time



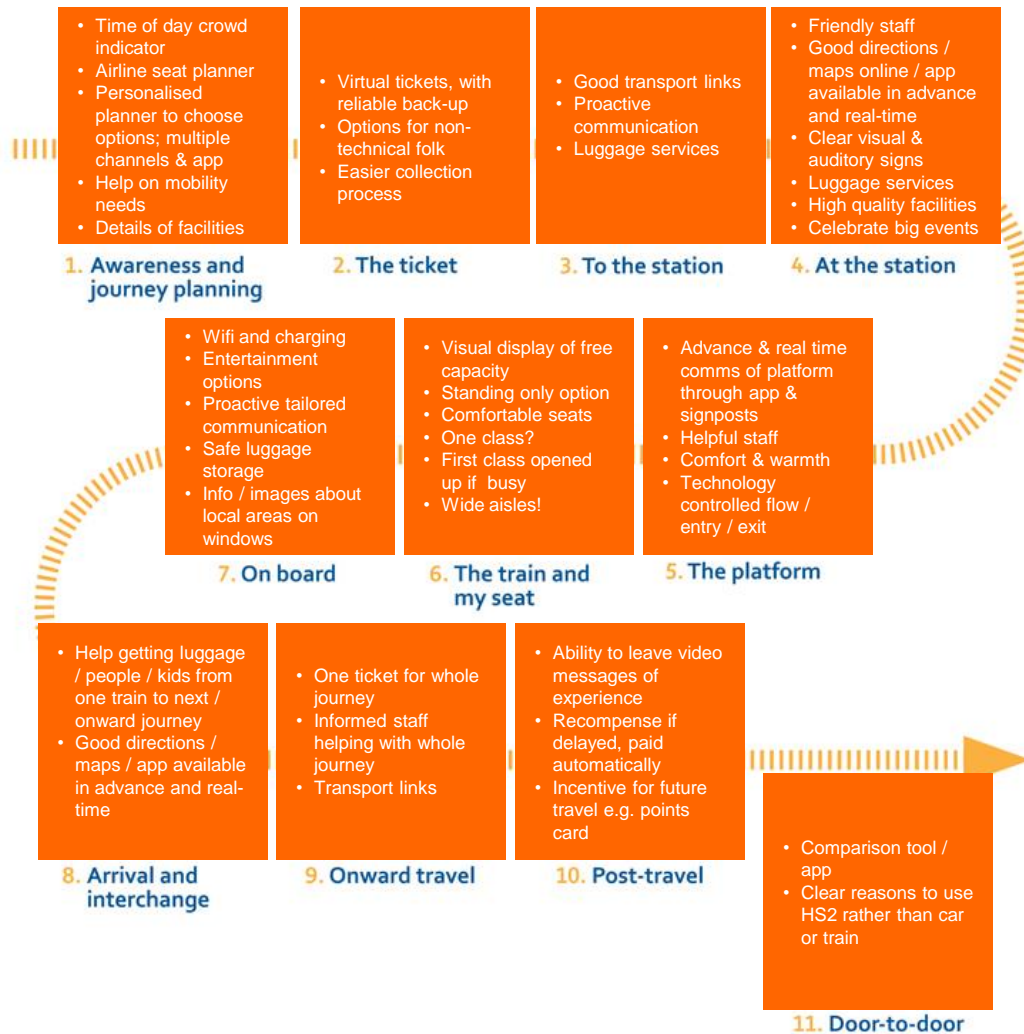
For HS2, we think that the vision is important to give consumers belief that the basics CAN be improved





Panel ideas by stage in the customer journey

Ideas throughout the journey



Continue to develop and improve

- Get the basics right
- Helpful staff, helped with technology
- Consider wider range of needs