

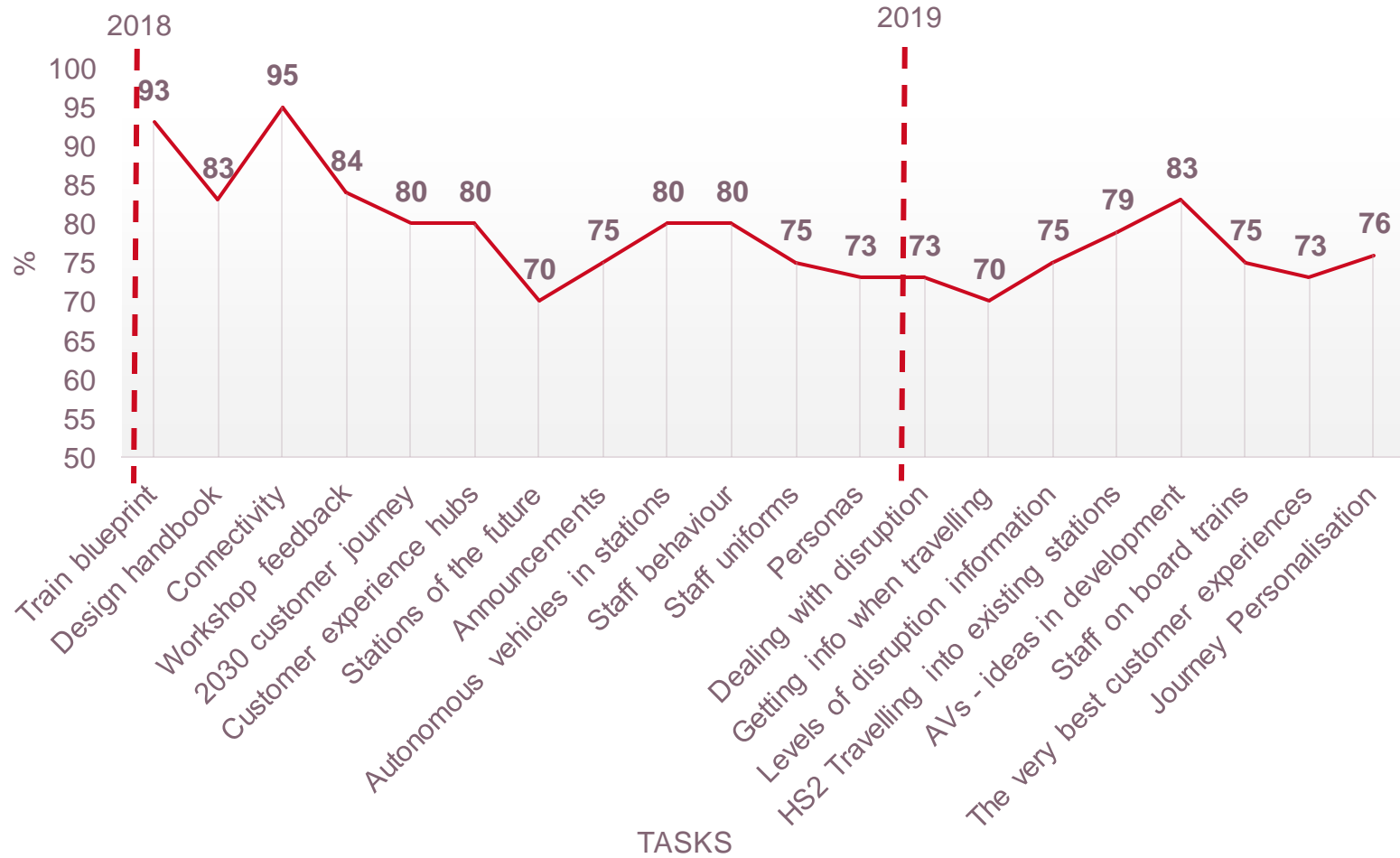


HS2 Customer Community
Journey Personalisation – August 2019
Debrief: 18/09/19

Agenda

- 1. Task debrief – Journey Personalisation**
2. Next task
3. Community Workshop - November
4. AOB

Panel participation



The task

In order to give our customers the **best experience** when travelling with HS2, we want to know what their needs and preferences are so we can **personalise their journey**.

To help us find the best way to gather this information, this month we would like to try a **practical task** with you, involving a few practice scenarios.

If you are taking a train journey in the next 4 weeks, please imagine HS2 have sent you the following sets of questions in order to customise your journey, and **complete them before you travel on this journey**.

If you won't be taking a train journey in the next 4 weeks, please complete the task as if you were about to begin a train journey that is typical for you.

For the train journey you are taking, or your typical journey, please tell us the following:

What is the origin and destination of the journey?

What is the purpose of the journey (business, commute, leisure)?

What time of day and week is the journey?

Questions from HS2 to answer before you travel (or to answer imagining you are about to begin your typical journey). Please note in reality you would only be sent one set of questions, but we want to test a few to understand what works best:

Scenario 1

We would like to ask you a few questions to help us personalise your journey and make it the best it can be. Please answer the following if you are happy to:

Will you be carrying any luggage?

Do you have any mobility needs? If so, please specify

Do you require food on or before your journey?

Will you have work to do on your journey?

Will you be travelling with children?

Scenario 2

We would like to ask you a few questions to help us personalise your journey and make it the best it can be. Please answer the following if you are happy to:

Will you be carrying any luggage? Yes/No

Do you have any mobility needs? Yes/No. If so, please specify

Do you require food on or before your journey? Yes/No

Do you have any dietary needs? Yes/No. If so, please specify

Will you have work to do on your journey? Yes/No

Will you be travelling with children? Yes/No

What are your favourite retail outlets?

Would you like a front facing seat or rear-facing seat? Front facing/Rear facing/Don't mind

Would you like an aisle seat, or a window seat? Aisle seat/Window seat/Don't mind

Would you like a table in front of your seat? Yes/No/Don't mind

Scenario 3

We would like to ask you a few questions to help us personalise your journey and make it the best it can be. Please answer the following if you are happy to:

Do you have any mobility needs? Yes/No. If so, please specify

Do you have any dietary needs? Yes/No. If so, please specify

What your favourite retail outlets are – So we can let you know about offers in the station

For each scenario, please tell us:

Did this feel like an appropriate number of questions?

Is it clear why HS2 would be asking for this information? Did the questions feel relevant?

At what stage in the journey would you prefer to answer these questions?

Is there anything else you would want to tell HS2 so that they can personalise your journey?

How regularly would you be willing to answer these questions?

And finally, can you tell us any examples from companies that you have interacted with where they have done something similar? This could be a transport company (airline, train company) or a different industry altogether.

Did the questions feel relevant to you?

Was it clear why you were being asked the questions?

Please note that customers will not have to share their preferences with HS2 if they would prefer not to.

What information
should be asked?

The purpose and relevance of the questions was clear to most

Is it clear why HS2 would be asking for this information? Did the questions feel relevant?



*“I feel that the **questions are appropriate** as HS2 want to offer their customers the **best possible service** and they require this form of constant input as a way to improve the service”*

*“To **make the customer journey better** by **personalising them according to customers preference** to increase customer satisfaction and provide better quality services”*

*“HS2 are not a tried and tested network, so **they do want ongoing feedback to give the best possible service they can**”*

But it is still important to explicitly state the need for each question

Is it clear why HS2 would be asking for this information? Did the questions feel relevant?

In some cases questions the purpose of a question is unclear, so it is important to explain why each is relevant and how it will benefit the customer.

*“Most of the questions are fine but I am **uncertain as to why HS2 would need information about my seating preferences**”*

18-23, Female, Commuter

*“I **didn't quite see the relevance of the luggage question** though - it's not as though you can expand the train if we all want to bring our bags that day!”*

Female, Commuter/Business/Leisure

It is key that the nature of the questions implies a genuine attempt to improve the experience

Many questioned the relevance of the retail question and felt it was off-putting, and an attempt to 'sell' rather than improve the experience

"The retail offers question is more off putting in my opinion, as they feel as if they're trying to sell you something already."

Female, 18-23, Commuter

"I can't imagine why the question about favourite retail outlets is there for. Possible answers could be so diverse they would be useless. for example if I said Macys in new York, what would HS2 do differently?"

Male, 51-60, Business

"While the reason for the question about retail outlets is to be informed about offers in the station to answer would create the fear of a barrage of texts or emails. Many people receive too many marketing messages that simply are regarded as a nuisance. I appreciate that people do not have to share their preferences with HS2 but avoiding marketing type questions would lead to fewer people doing that."

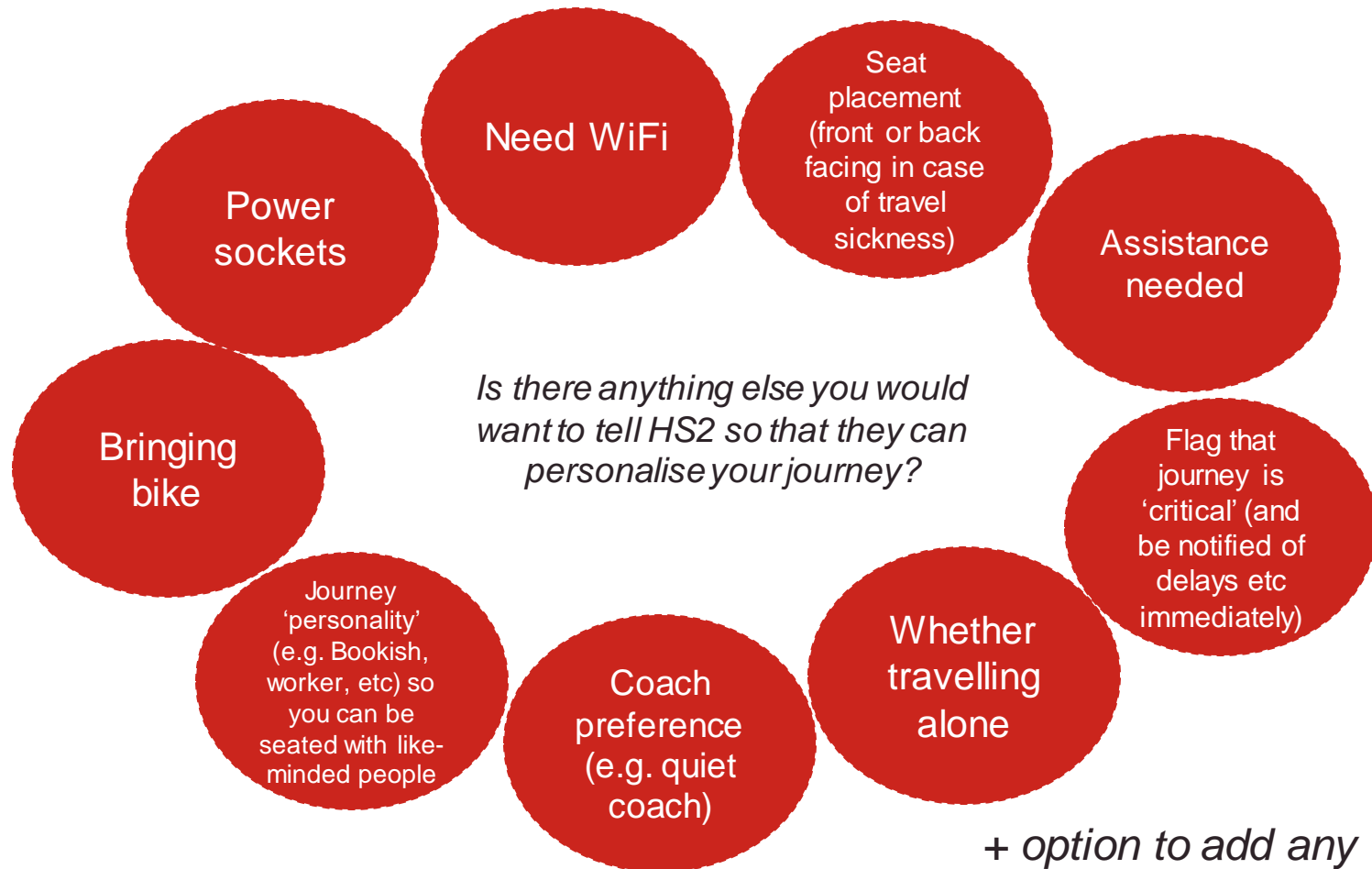
Male, 61-70, Leisure

A few suggestions on how to improve the retail question to reassure customers

What are your favourite retail outlets? – So we can let you know about offers in the station

- A clear option to choose not to respond
- Phrased “Do you like any of these outlets?” with a list to tick against to avoid irrelevant answers
- Make it clear that retail offers will be attached to the booking page/profile, if desired, instead of emailed to avoid fear of marketing spam

Some strong views about what else should be asked



How should it be asked?

When it comes to how many questions, it's more about relevance than a specific number

Scenario 1 (5 questions)

We would like to ask you a few questions to help us personalise your journey and make it the best it can be. Please answer the following if you are happy to:

Will you be carrying any luggage?

Do you have any mobility needs? If so, please specify

Do you require food on or before your journey?

Will you have work to do on your journey?

Will you be travelling with children?



Felt about right for most people

Scenario 2 (10 questions)

We would like to ask you a few questions to help us personalise your journey and make it the best it can be. Please answer the following if you are happy to:

Will you be carrying any luggage? Yes/No

Do you have any mobility needs? Yes/No. If so, please specify

Do you require food on or before your journey? Yes/No

Do you have any dietary needs? Yes/No. If so, please specify

Will you have work to do on your journey? Yes/No

Will you be travelling with children? Yes/No

What are your favourite retail outlets?

Would you like a front facing seat or rear-facing seat? Front facing/Rear facing/Don't mind

Would you like an aisle seat, or a window seat? Aisle seat/Window seat/Don't mind

mind

Would you like a table in front of your seat? Yes/No/Don't mind



Most were comfortable with this and felt it offered a comprehensive understanding of needs for the journey
Some questioned the relevance of the retail question
A minority said 10 was too many

Scenario 3 (3 questions)

We would like to ask you a few questions to help us personalise your journey and make it the best it can be. Please answer the following if you are happy to:

Do you have any mobility needs? Yes/No. If so, please specify

Do you have any dietary needs? Yes/No. If so, please specify

What your favourite retail outlets are – So we can let you know about offers in the station

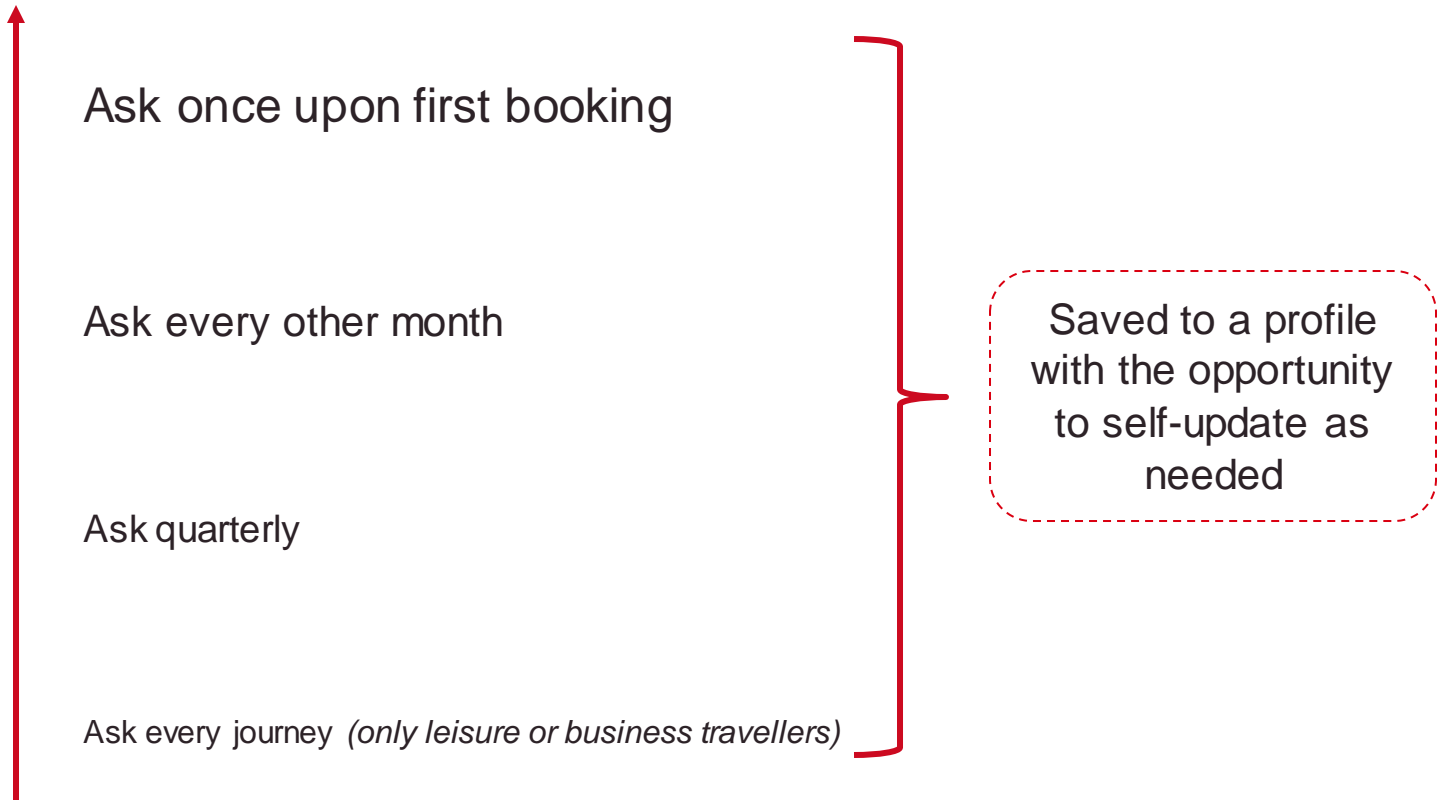


Most people felt this was too few questions to enable HS2 to tailor the experience appropriately

A range of ideas about the frequency these questions should be asked, influenced by journey type

How regularly would you be willing to answer these questions?

POPULARITY OF OPINION



Two dominant preferences for when questions are answered in the journey

At what stage in the journey would you prefer to answer these questions?

UPON BOOKING/ REGISTRATION TO SITE



DURING JOURNEY

“Ideally I’d like to answer these questions around the booking stage, or shortly afterwards, as this is when I’m likely to be engaged and have more time to answer them. Right before there would likely be more of a rush to organise the trip”
18-23, Female, Commuter

“It does depend on the customer as everyone may not want to be questioned as they start their journey. An email or mobile questionnaire may be acceptable for some passengers after the journey. I would prefer a message during the journey”
41-50, Female, Leisure

What does best
practice data-
gathering look like?

A similar service is appreciated across other industries, when executed well



The longer/more substantial/expensive the journey/trip/experience, the more information customers are willing to provide

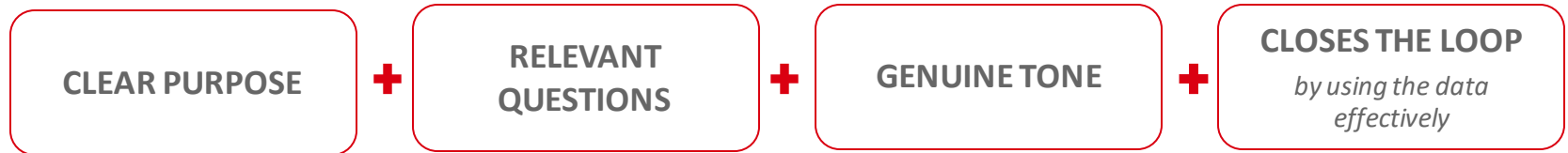
Community provided examples from the transport sector (Virgin Trains, Trainline, Eurostar, Brittany Ferries, airports and most airlines) and other sectors (hotel stays, online clothing retailers, Virgin Media, British Gas, EE, HSBC, Tesco Bank)

Experiences were positive when:

- Questions were easy to answer online (no need to call an expensive number to discuss requirements) and didn't impede on the experience itself
- Range of questions is relevant
- There is evidence that the questions are there to improve experience, not make further profit
- Information provided was actioned appropriately throughout the actual service

Key findings

The following elements are key to make the data gathering process a success with customers:



It is clear that customers will be happy to answer questions if it is clear why they are being asked and how this will improve the experience, if the questions are relevant to the individual traveller, if the tone of the questions shows a genuine intent to better the customer experience and if the data is actually used effectively throughout the experience

If the above criteria is met, within reason the number of questions is not as relevant

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