

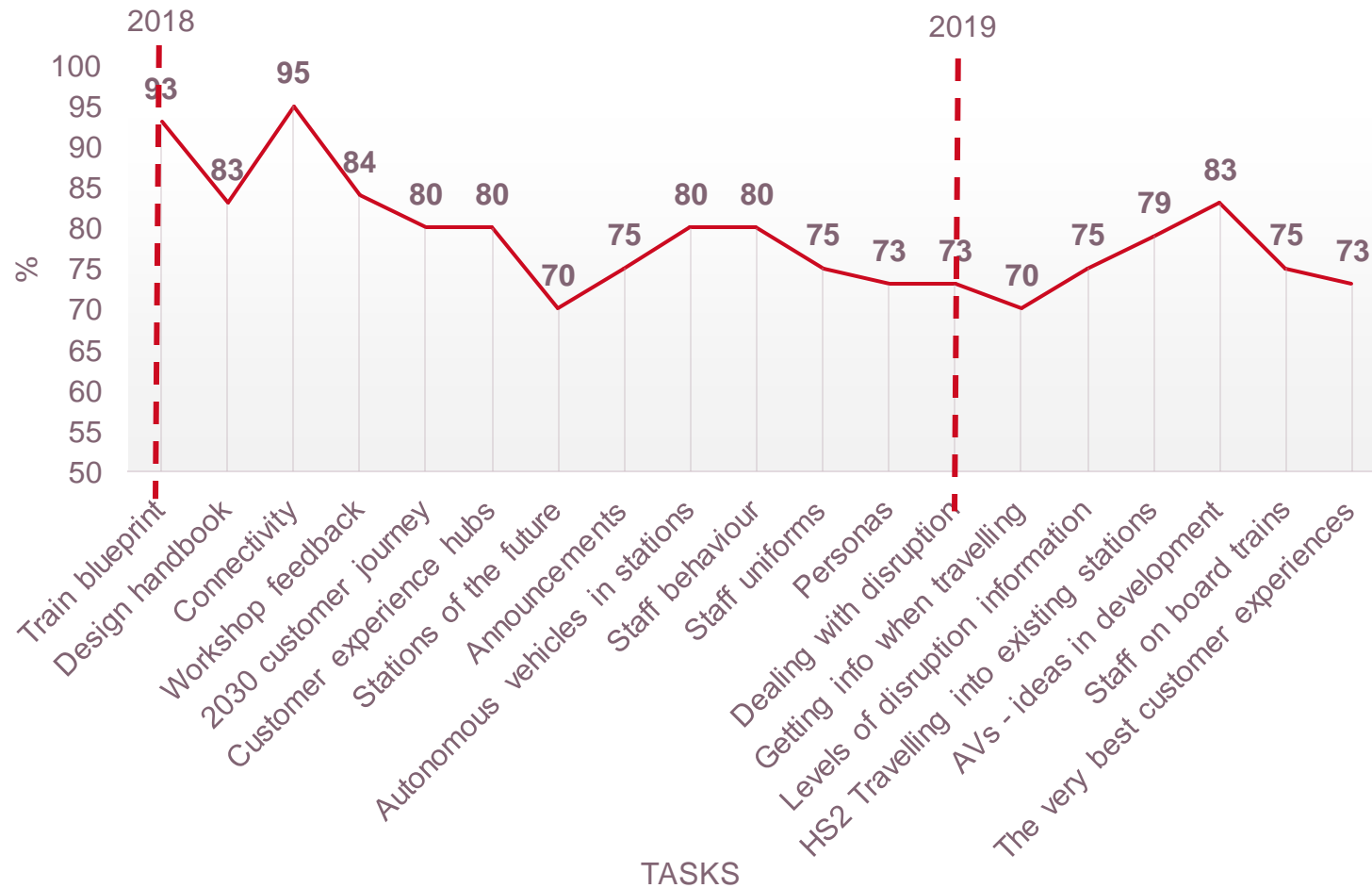


HS2 Customer Community
Best in Class Customer Experiences – July 2019
Debrief: 21/08/19

Agenda

1. **Task debrief – Best Practice Customer Experiences**
2. Next task
3. Community Workshop - November
4. AOB

Panel participation



The task

This month we would like you to think about what the **very best customer experiences** are out there at the moment. This could be for any type of service you received or an experience related to a product that you have purchased. Please provide your response in terms of one experience.

1. What is your example? (eg. is it retail, hotels, restaurant, airlines, tech etc.)

2. Tell us: what made the experience(s) so great?

- How did it make you feel?
- What did they do differently or what made it stand out for you?

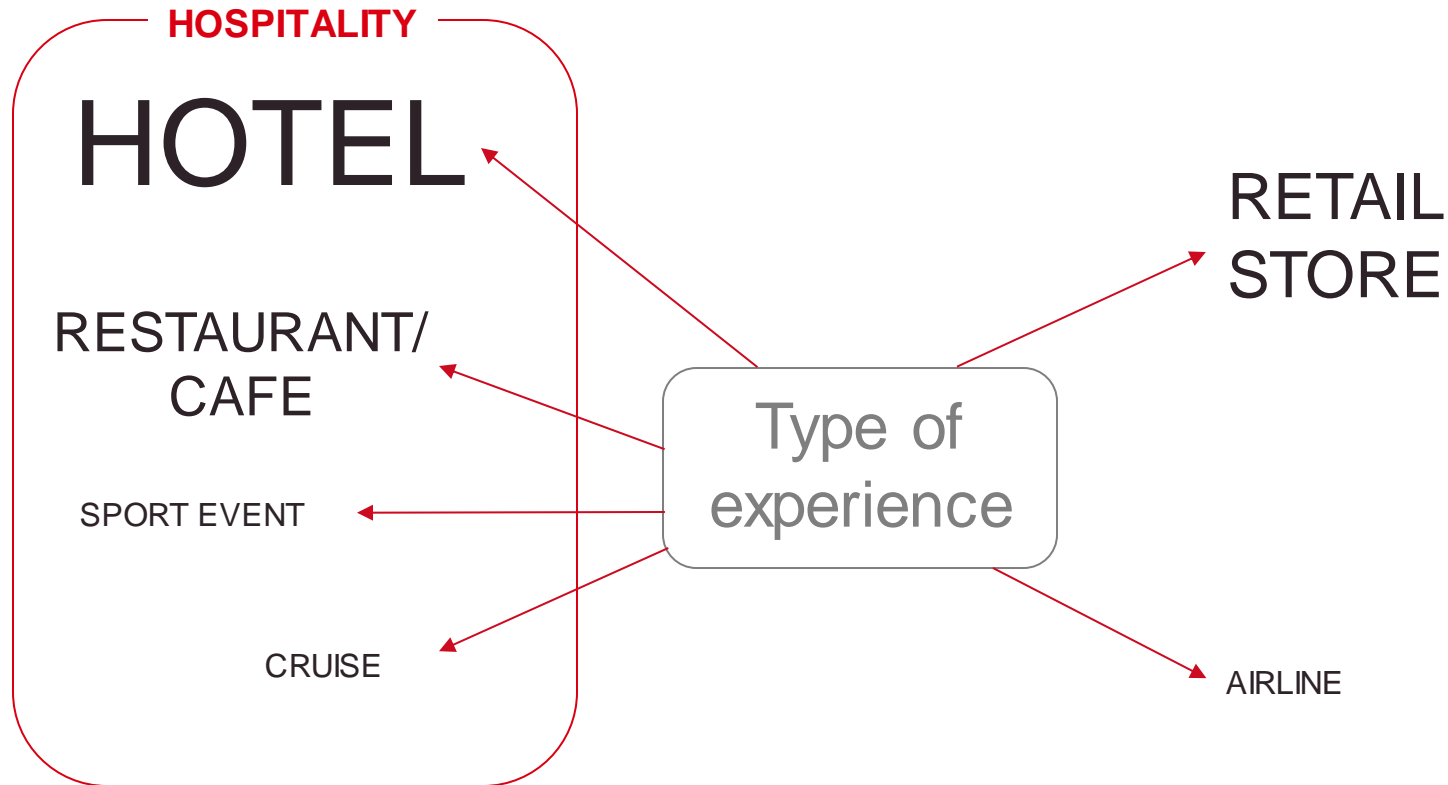
3. What learnings would you like to see HS2 adopt from your experience(s)? Within this, please think about what you'd like to see from;

- HS2 station retail
- Food and drink at HS2 stations and on-board trains
- HS2 staff
- HS2 station and on-board services
- HS2 digital services (app, website, other)

4. How can HS2 exceed the great customer experiences you have had?

What defines a
**great customer
experience?**

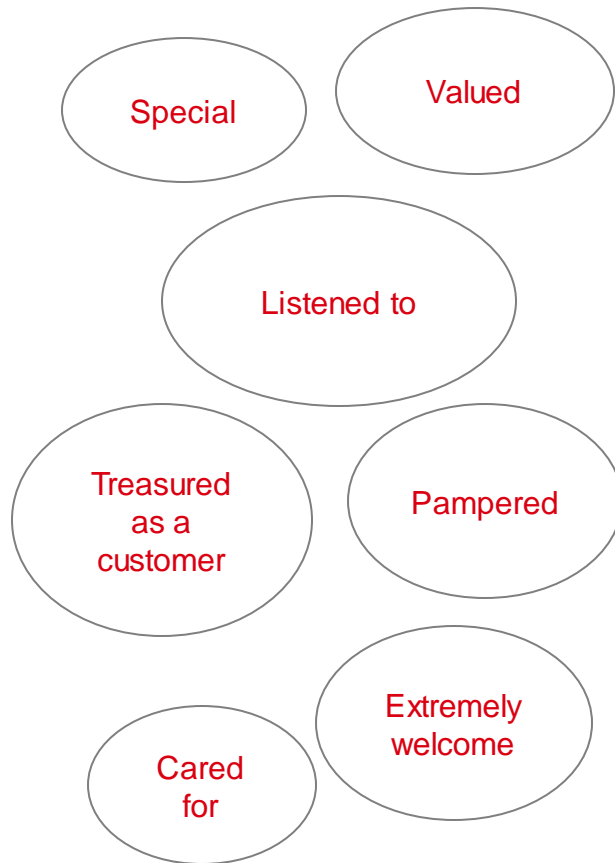
Most of the best experiences sit in the hospitality sector



...may be influenced by fieldwork period

A great experience makes customers feel special, valued and cared for

Experience made me feel.....



“Luxurious, pampered, cared for, free, stimulated, carefree, excited, lots of options and fun activities to choose from”

Male, 31-40, Business & Leisure

“Made me feel great! Real value for money, would definitely recommend to other people and felt like they treasured you as a customer”

Male, 31-40, Commuter

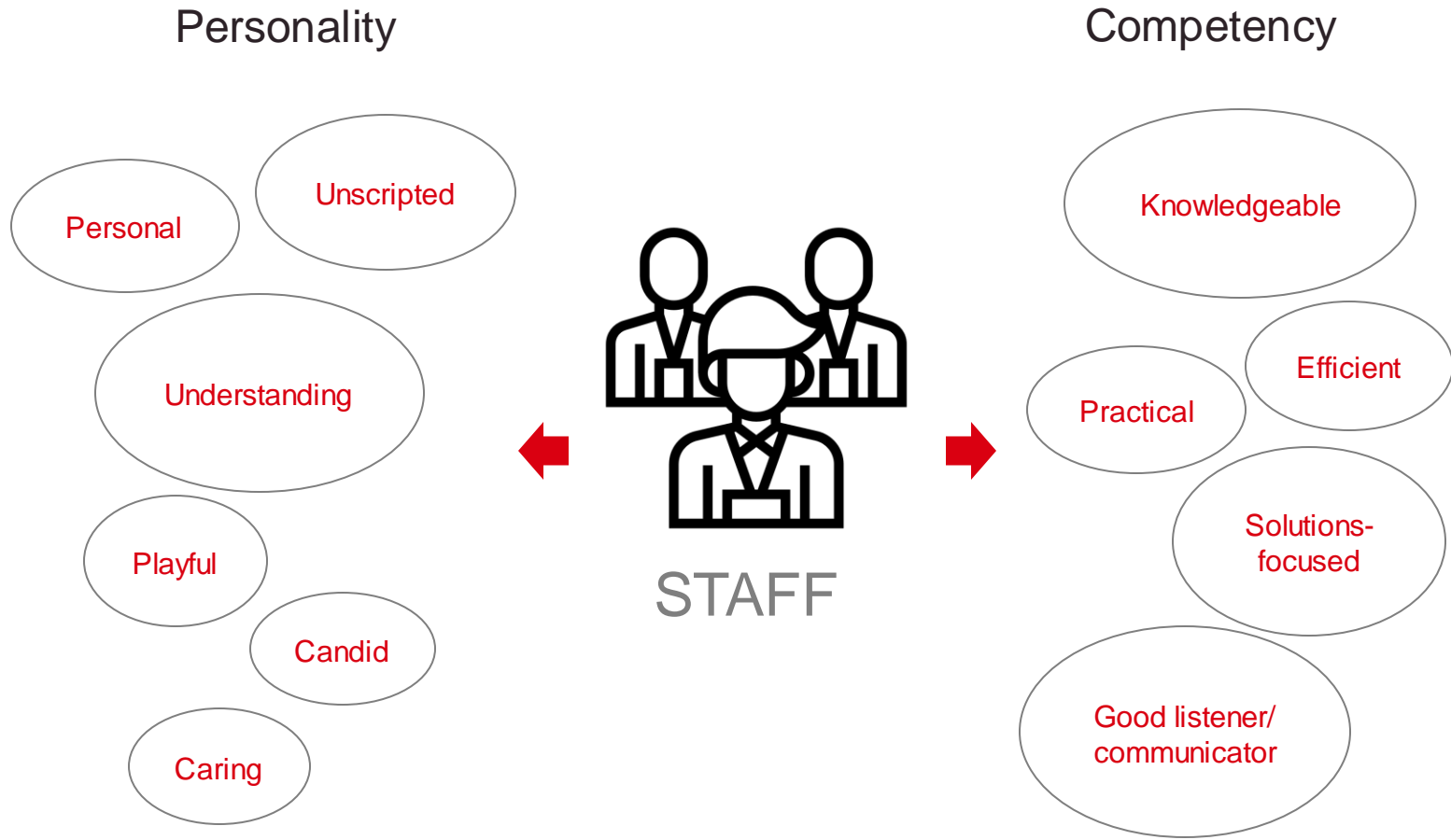
“I constantly felt very looked after, my stay was luxurious and every aspect was **well tailored to my needs”**

Female, 18-23, Business

Attention to detail, personal touches and luxury characterise an exceptional experience



But staff sit at the core of this



Staff can turn a satisfactory experience into a great one

“The staff were fantastic **made me feel special** and **went out of their way to do everything possible**. Even upgraded our room, constantly asking if everything was ok. Just great service”

Male, 31-40, Commuter

“The staff seemed to **genuinely really care** and be genuinely friendly, rather than putting it on just because it was their job. Lots of **thoughtful touches**, lots of enjoyable activities, stylish interior design”

Male, 31-40, Business & Leisure

“The experience was great as the staff were friendly and helpful and always in sight if you needed support with anything, **Sorted issues very quickly** and **came up with solutions quickly**. The staff seemed to enjoy their job....felt like I could approach about any issues, it was also a stand out moment as I felt like the **service to their customers experience was the most important thing about the stay**”

Female, 24-30, Business & Leisure

“The staff were so so friendly and attentive. They were so bubbly and had lovely personalities; they recognised your face and complimented you and treated you as an individual...They **made me feel special and cared for and valued** and also comfortable...In comparison to the journey there (different staff) the comparison in the journey experience was unreal which really shows **how much difference people can make to the experience**”

Female, 24-30, Business

A service issue can be transformed into a great experience if it is handled exceptionally

"I recently bought a case of wine for my husband...I then got a couple of emails talking about my next deduction! I didn't recall signing up for any payments, so I was not happy. I logged onto my account and lo and behold they were about to take a payment. I contacted them through an online chat and without any fuss or bother they have cancelled my account and payments. Now that is great customer service, no fuss , no bother . I am so happy . The experience has stood out because there was no finger pointing or arguing just did what I asked"

Female, 61-70, Leisure

"My example is at a major international sporting event. There were long delays in being admitted to the venue due to heightened security and ticket issues. The staff and volunteer staff made a huge difference in helping the delays be as little as possible. They clearly explained the issue and calmly assured the ticket holders that they would get into the venue before the event started despite what looked like an impossible situation"

Male, 61-70, Leisure

How can **HS2**
learn from this?

Station and retail



- Local and unexpected retail options
- Sustainable choices
- Well-spaced stores to cope with demands of inflow during peak travel times
- Cleanliness very important
- Staff able to calmly alleviate fears and anxieties of customers
- Know the timetable and able to organise travel for customers who need help



“I want my experience to be memorable – I want there to be a good selection of independent shops, **creating a ‘local’ high street within station**”

Male, 18-23, Commuting

Food and drink at stations and on trains



- Organic, healthy food options but also ‘treat’ options
- Good quality and fresh
- Minimal/no plastic waste
- Catering to a variety of dietary needs, e.g. vegan, vegetarian, gluten free
- Well-priced (in line with local shop prices)
- Quality of food and drink at the station matched on the train

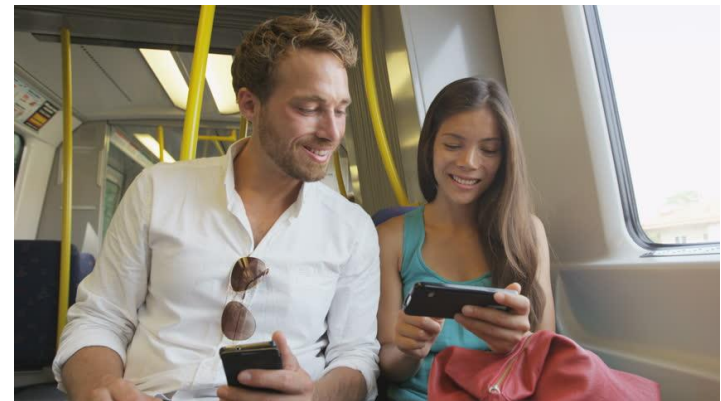
Onboard services



- Guaranteed seats
- Spacious toilets
- Large windows to enjoy scenery/nature
- Environmentally friendly building materials and interiors
- Designated carriages: quiet/dining/sleeper
- Zero emissions
- Knowledgeable and attentive staff
- User-friendly digital services to allow flexibility and simplify the journey, but cannot replace the personal touch of staff

Digital services

- Must be user-friendly
- There to simplify the journey and allow flexibility – rather than add complexity
- Digital services to allow autonomy but also have the option of human interaction if desired or needed
- Use technology to tailor the experience and provide live, relevant information, or keep children entertained
- It was noted that HS2 could definitely exceed the hospitality sector when it comes to digital services currently offered
- But the level of personalised service received across people's best experiences would be hard to match with little to no staff presence



How can HS2 exceed these great experiences?

Some thought it would be difficult for HS2 to exceed the quality of their best customer experience, and this was sometimes seen as superfluous. Even matching the quality would be very impressive given the current standard of service across the rail industry.

Thoughts on how to match the level of service:

Empower staff to want to do the best for customers

- Staff who enjoy their jobs and genuinely want to help
- Selective hiring process (hiring for personality)
- Incentivising appropriately so staff feel motivated and valued

Proactive instead of reactive service

- Know your customers and tailor the experience as much as possible
- Pre-empt issues and communicate them effectively
- Equip staff to resolve issues efficiently

Key findings

The hospitality industry stands out as a leader in customer experience



Staff sit at the heart of an exceptional experience, and are often the difference between an adequate experience and a great one



Both the personality and competency of staff are very important

'Conscious' offerings at the station and on the train (e.g. sustainable, local, healthy) would set HS2 apart



Digital services can enhance the journey by allowing flexibility, autonomy and ease, but cannot replace the human touch



Empowering staff to be 'customer champions' is key, as is delivery a proactive (not reactive) service

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