

Data to Improve the Customer Experience

Information Day: 9 March 2015

RSSB, London and webinar

Time	Session
11:30	Registration opens
12:00 – 13:00	<p>Networking Lunch + poster session</p> <p>Academic delegates will be invited to prepare A2 posters illustrating their institution's relevant expertise and capabilities with regard to data and customer experience. Copies will be on display on the day and electronic versions will be available for the webinar users.</p>
13:00 – 13:15	<p>Explaining the challenge</p> <p>The industry champion (ATOC) will briefly explain the industry problem statement and briefly expand on the competition challenges.</p>
13:15 – 13:35	<p>Information: what do passengers need?</p> <p>In this session, we will look at what information passengers need to complete a seamless end-to-end journey; how they prefer to be kept informed and which media would deliver the information they want in the most efficient way.</p>
13:35 – 14:10	<p>What we are already doing...</p> <p>These are quick 10mins introductions to relevant ongoing projects:</p> <ul style="list-style-type: none"> a) South East Flexible Ticketing (SEFT) programme b) Stations made Easy (SME) c) GPS project
14:10– 14:30	<p>TfL case study: Using data</p> <ul style="list-style-type: none"> - The use of smart ticketing to understand travelling behaviour - How to use customer data
14:30 – 14:45	Coffee Break + poster session (face-to-face and online)
14:45 – 15:05	<p>Can rail be digitally inclusive?</p> <p>In this session, we will discuss how data can be used to increase the confidence of disabled users with rail travel in order to make it more accessible and assist disabled people to travel more confidently.</p>
15:05 - 15:20	<p>What do rail customers value?</p> <p>This presentation will present findings from a recent research commissioned by DfT.</p>
15:20 – 15:45	<p>Learning from other sectors</p> <p>In this session, we will present two case studies from other sectors and learn what knowledge can be transferred to rail.</p>

15:45 – 16:15	Panel discussion The panel will answer questions and discuss the topic in the context of the competition's challenges.
16:15 – 16:30	Closing remarks
16:30	Networking / consortia building (face-to-face and online)