

# Regional Customer Panels

## Feedback and actions

24 November 2020

**AVANTI**  
WEST COAST



# A bit of **background.**

The Customer and Communities Investment Scheme is to support ideas that benefit our stations and communities in the regions that we serve. They specifically make a difference to regeneration challenges and tackling social needs.

To learn how best to invest the fund, we spoke with people from our Regional Customer Panels to understand their wishes, perspectives and pain points.

We did so via a survey which was followed up with five focus groups, each with 5-6 customers from a range of ages, backgrounds and reasons for travel.

The key feedback is summarised in this report along with the actions we will take.

A 2021 business plan is also being developed for our long-term plans.





# Safety & Security

## Feedback:

A particular concern that smaller stations can be darker with less staff present.

Prevent theft and vandalism including damage to vending machines and bikes being stolen.

A step away from any additional facilities which may attract people not using the train and potentially causing anti-social behaviour.

The presence of staff onboard is limited, especially with social distancing.

Concerns about leaving or not being able to see luggage onboard.

## Actions:

We're reviewing our Station Travel Plans and will set up relevant partnerships to identify available funding to improve safety and security.

We've reminded our teams, both onboard and at stations, how important it is for customers to know that they're available should they need help.

Staff will continue to be as visible as possible and make announcements to increase their presence.

Next year, we plan to trial a check-in luggage service.



# Services & Assistance

## Feedback:

Key facilities should be readily accessible and available on both sides of ticket barriers wherever possible.

Customer service can sometimes be inconsistent.

Those with disabilities or heavy luggage require extra assistance, especially if some facilities are out of the way.

Customers want fellow passengers to be mindful of each other.

## Actions:

Birmingham International recently repaired and refurbished its lifts, which are now fully functioning on all platforms.

At Coventry, redevelopment plans include better signage and more space for retail or customer facilities before the ticket gates.

We'll provide ongoing customer service training for all customer-facing employees throughout our franchise.

Our mystery shopping programme audits announcements that are made at stations and onboard, so we can monitor inconsistencies and make progress.

We're looking at how best to gather feedback on Passenger Assist to make improvements.





# Station spaces

## Feedback:

Customers want a seamless, easy flowing journey through the station, both to and from the train. A lack of signage can be frustrating and hold up other customers.

Onward journeys can be confusing, especially in an unfamiliar station. More signage and information about onward travel options are needed.

More seating and spaces to relax are desired.

## Actions:

We're reviewing Station Travel Plans and will start the evolution of these into Integrated Transport Plans with the local area planning teams in early 2021.

We're improving signage at our stations, and working with Network Rail to enhance signage at stations that they operate.

As part of our franchise agreement, we will carry out improvements to all waiting areas and provide additional seating and shelters.



# The basics done well

## Feedback:

See more regular in-journey cleaning on the train and for station toilets.

Improve the onboard WiFi.

Better food and beverage options required on the train.

## Actions:

We monitor cleanliness through our customer feedback channels, including post-journey surveys and our mystery shopping programme. We will identify areas of concern and make sure they're fixed as promptly as possible.

We're always looking for ways to improve WiFi and mobile data connectivity on our trains; this is a key consideration for our new fleet. We will also deliver solutions which enable seamless WiFi access from stations to onboard.

We're introducing a new range of food and drink which includes healthy options, and working with local suppliers along our route.





# Supporting the local community

## Feedback:

Would like to see installations which celebrate local culture and heritage.

Historical and tourist information boards would be helpful.

It would be great to see exhibitions from local artists.

It would benefit the community to have pop-up stalls featuring local suppliers.

## Actions:

New branded community boards are to be installed at all of our stations imminently.

In the Community Hub area of our website, we're able to advertise local events for free.

We have 21 Community Rail Partnerships and promote artwork at our stations which capture moments and people from local areas. This will include subway artwork, community gardens and community rooms across the network.

We're reviewing our long-term strategy for pop-up stalls and can't wait to welcome and support businesses back at our stations.



Thank you.

