

Delighting customers at every stage of the journey

With increased pressure to reduce carbon footprints and tough financial times, more people are turning to public transport. But with fares on the increase, this is an important time for train operators to be sure they deliver a great customer experience.



Improving customer journey

From ticket booking to arrival at the station; from platform messaging to on-board catering – everything works together to impact on customer experience.

Wherever you are in the franchise lifecycle, Integrity brings a raft of experience and services to deliver improvements to all aspects of the customer journey. Our knowledge of the Train Franchise system ensures that we understand the important issues – from DDA legislation to website best practice; from station signage and accessibility to on-board comforts.

Working with East Midlands Trains

From stations to stationery, Integrity delivered the complete launch of the new East Midlands Trains brand.

Our station audits identified how to apply new brand elements in the right way in the right places. We then deployed our 'Customer Journey Analysis' process to ensure investment was targeted where it mattered most – at key customer and employee touch points.

Connecting workstreams, creative agencies, production and fulfilment companies, Integrity managed the programme to ensure completion 'on time and on budget' – from the First Class lounge at St Pancras to the information stands at every station.

A high priority for the brand change was the engagement of employees in the project – communicating about the changes, and sending welcome packs with key items from the new clothing range in time for launch.

We then provided a long-term change strategy – a detailed, phased approach to rolling-out improvements across 83 stations to a realistic and achievable budget.

How this could work for you

Depending on the stage of your franchise contract, there are a number of ways we can help you:

- **Brand 'refresh'**
Re-invigorating brand presentation across all touchpoints to increase customer loyalty
- **Station refurbishment programmes**
Updating signs, information stands, waiting rooms and station furniture to improve customer experience
- **Employee brand engagement**
Engaging your employees in your brand values to deliver improved customer service
- **Franchise brand change and implementation**
Delivering the change at franchise change-over
- **Support projects**
Top-up resource when you need extra help