



NPS Presentation Autumn 2010

SOUTH WEST TRAINS

A wholly-owned subsidiary of Stagecoach Group

SOUTH WEST TRAINS



Objectives of this session

- Provide Autumn 2010 NPS results overview
- Highlight scores and trends relevant to company
- Update the RUG on issues raised

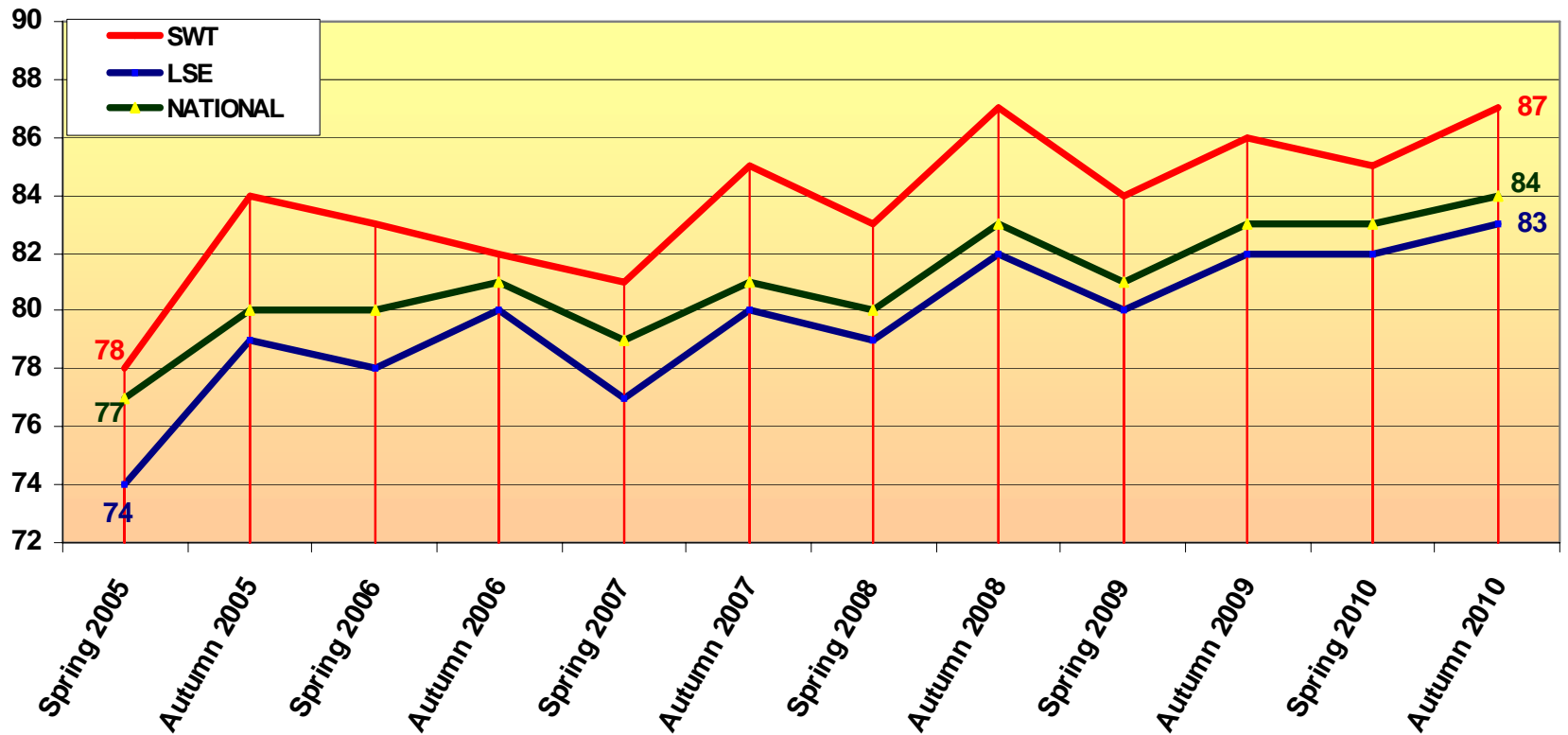


High level results

- SWT Score 87% - up 1% on Autumn 2009
- LSE score 83% - up 1% on Autumn 2009
- SWT 4% higher than LSE

Comparison Of Overall Satisfaction Scores Between SWT, London & South East & National Averages.

NPS - Overall Satisfaction Scores 2005 - 2010



Compared to LSE scores

Significantly better

Availability staff on train	+15%	score 53%(+3)
Helpfulness/attitude train staff	+11%	score 69%(+3)
Punctuality & Reliability	+09%	score 90%(+1)
Upkeep & Repair of train	+08%	score 77%(+3)
Comfort of seating area	+08%	score 79%(+1)
Provision of info during journey	+08%	score 77%(+3)
Personal Security on Train	+08%	score 82%(+6)
Cleanliness of outside of train	+07%	score 79%(+2)

Worse

How request handled station	-5%	score 79%(-5)
Cleanliness of station	-3%	score 67%(+3)

Autumn 2009 to 2010 – significant moves up

- Personal security on train +6% 82%
- Personal security at station +6% 68%
- Car parking +5% 51%
- Ticket buying facilities +5% 72%
- Value for money +4% 43%



Autumn 2009 to 2010 – downward themes

- How request handled by station staff - 5%





Information

- About train times and platforms +2% 84%
- On train during the journey +3% 77%
- How well we deal with delays - 1% 40%



Security

- Station – personal security +06% 68%
- Security – on board +06% 82%

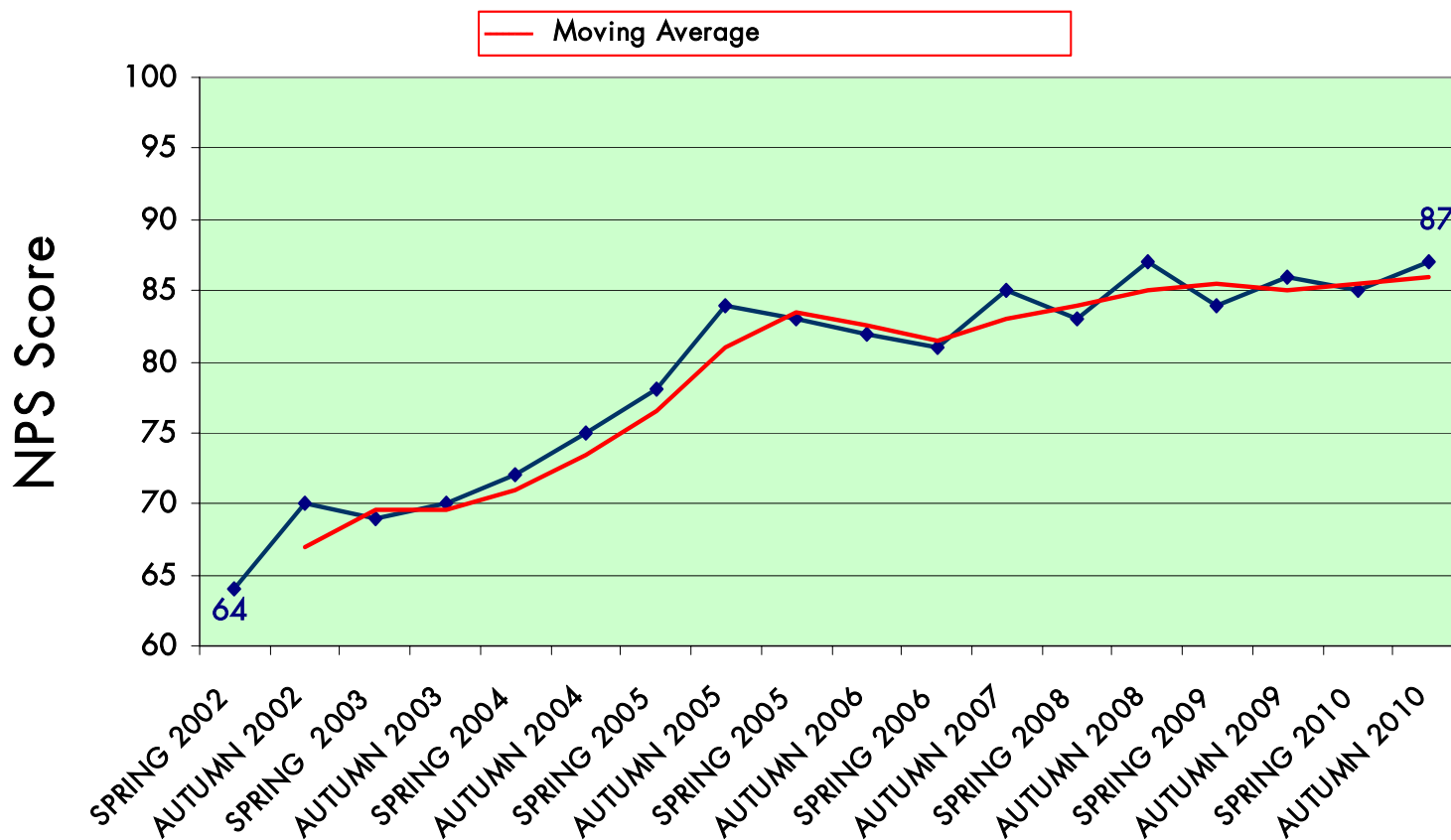


Stations

● Facilities for car parking	+5%	51%
● Cleanliness of station	+4%	67%
● Availability of staff	0%	55%
● Upkeep/repair of stations	+4%	62%
● Ticket buying facilities	+5%	72%
● Station facilities/services	+3%	50%

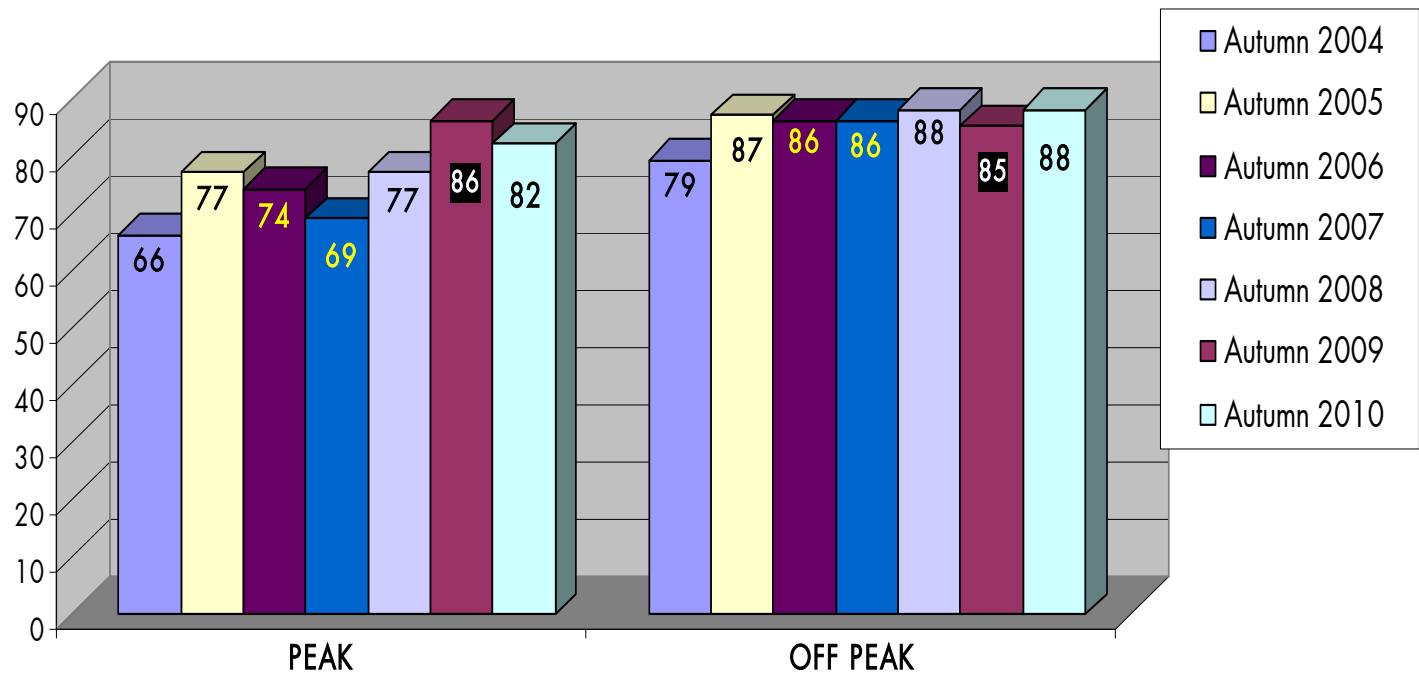
NPS Overall Satisfaction - comparisons

NPS Scores between Spring 2002 - Autumn 2010

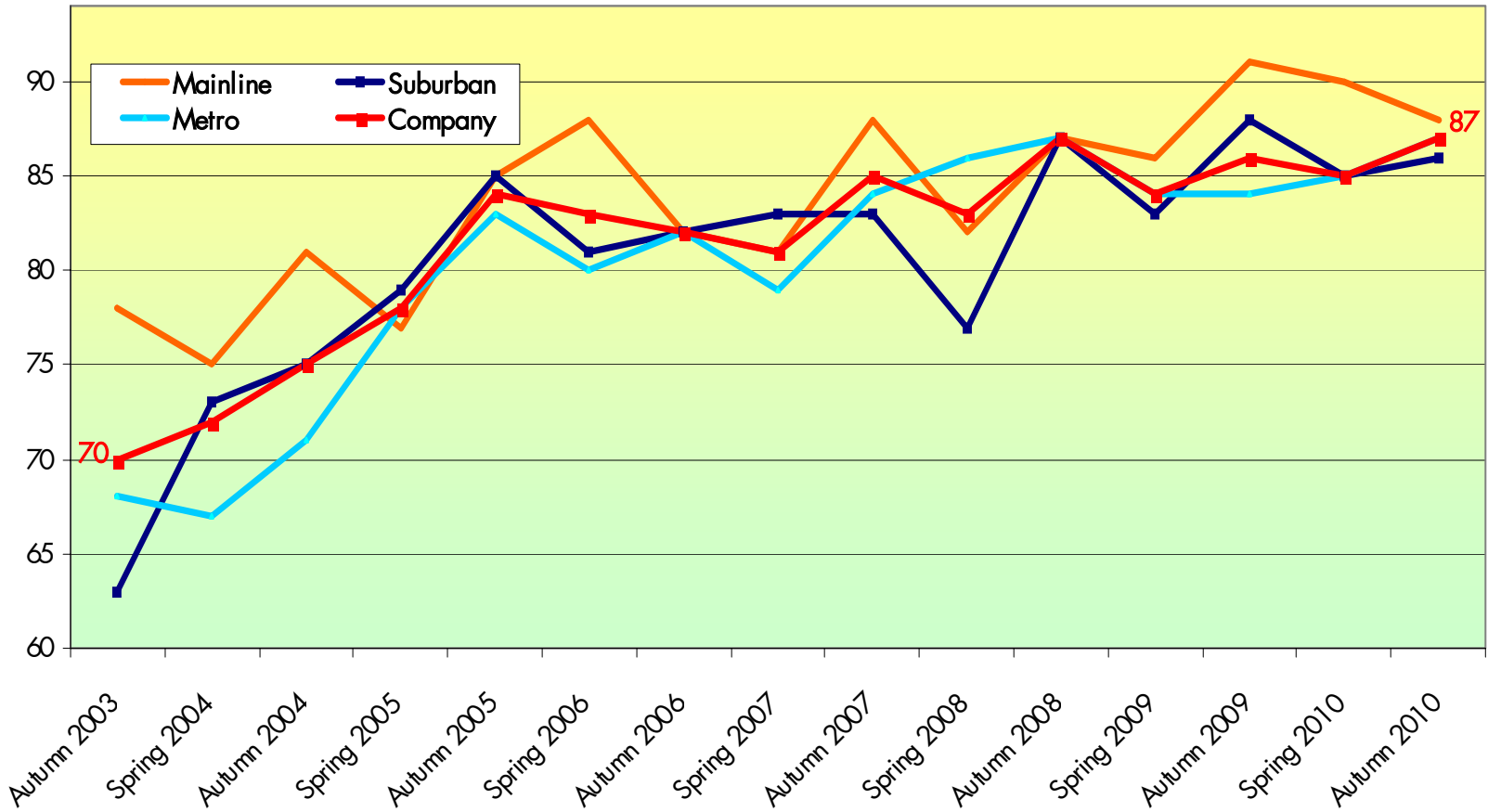


NPS AUTUMN COMPARISONS PEAK V OFF PEAK

NPS AUTUMN - SWT OVERALL SATISFACTION PEAK/OFF PEAK

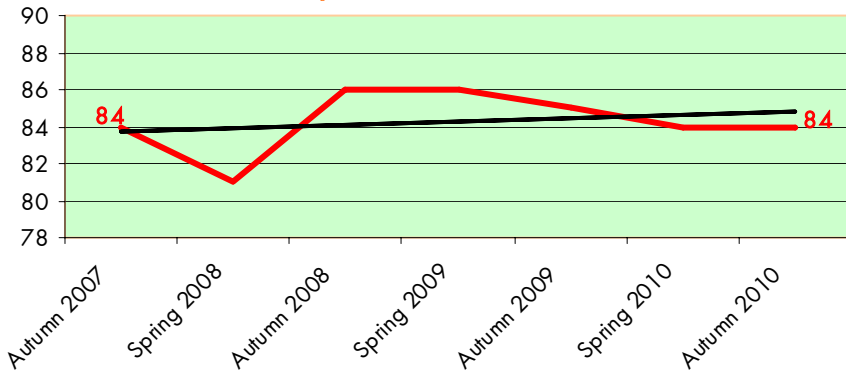


SWT - MARKET SEGMENTATION COMPARISON

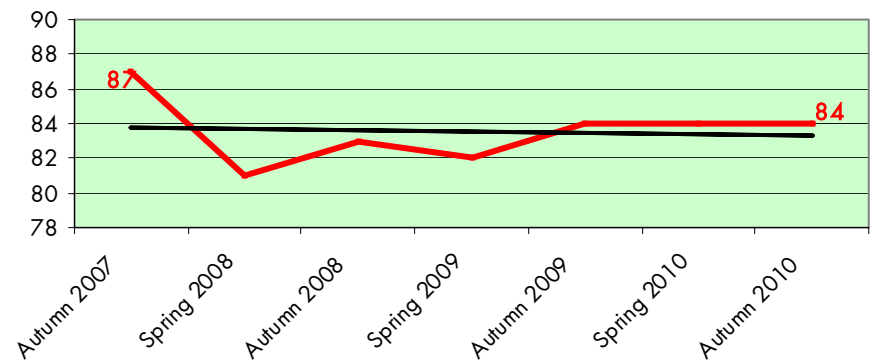


NPS - Overall Satisfaction Comparison By Line Of Route

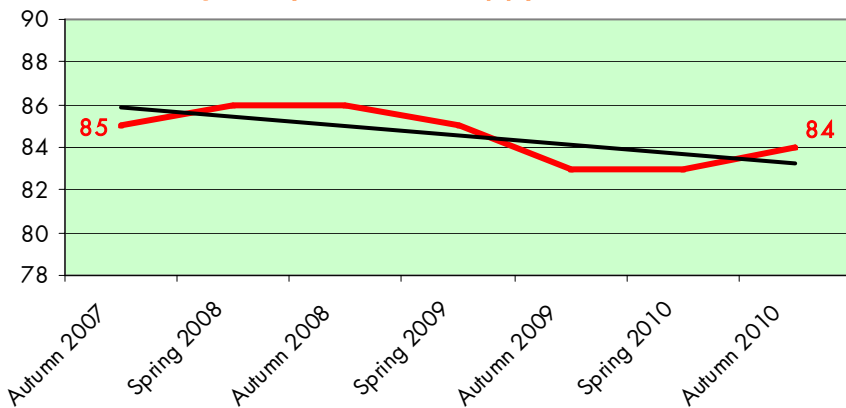
NPS Line of Route - Overall Satisfaction Weymouth-Waterloo



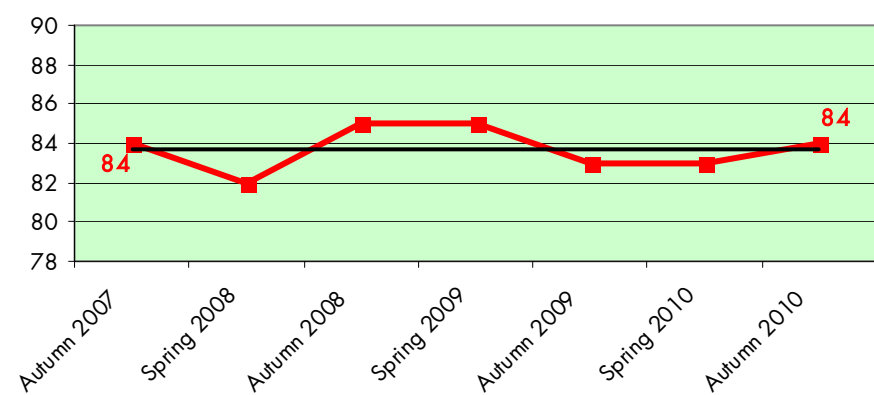
NPS Line of Route - Overall Satisfaction Portsmouth-Waterloo



NPS Line of Route - Overall Satisfaction King/Wey/Houn/Sheppy Waterloo

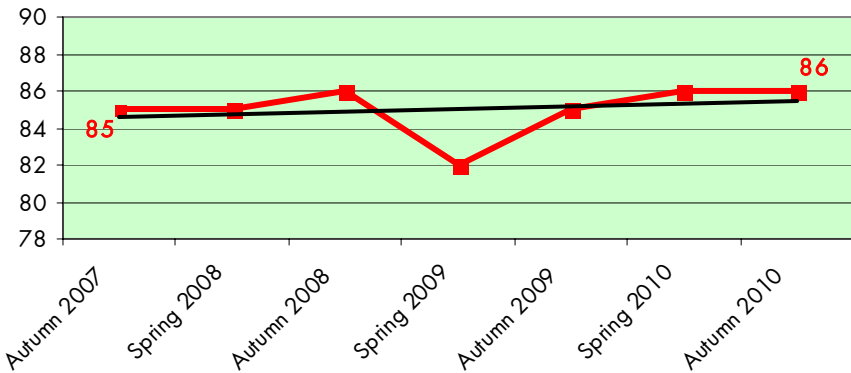


NPS Line of Route - Overall Satisfaction - Exeter - Waterloo

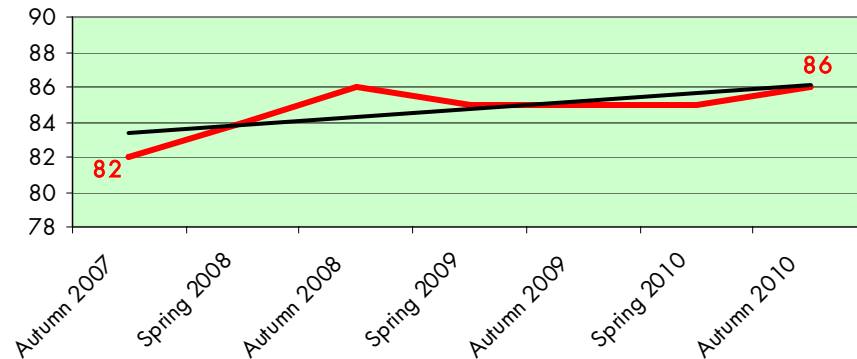


NPS - Overall Satisfaction Comparison By Line Of Route

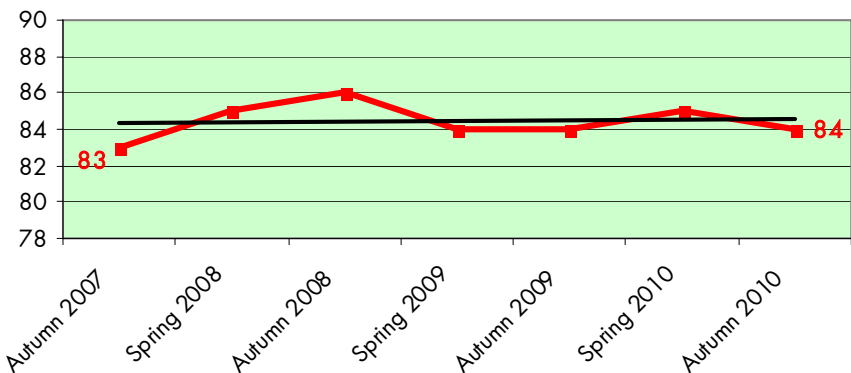
NPS Line of Route - Overall Satisfaction - Guildford - Waterloo via Cobham



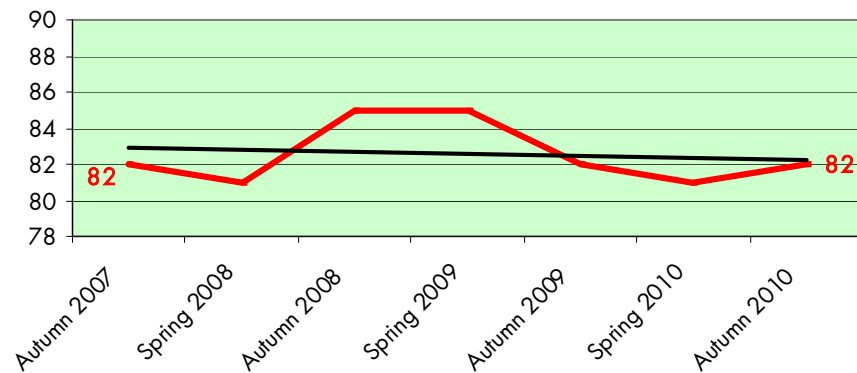
NPS Line of Route - Overall Satisfaction Suburban - Waterloo



NPS Line of Route - Overall Satisfaction - Reading/Windsor-Waterloo



NPS Line of Route - Overall Satisfaction - Alton- Waterloo



Summary

- Overall a good set of results
- Some clear indicators about issues improving and declining.
 - Performance, personal security and ticket buying facilities
 - **How requests handled by station staff**
- Key focus areas are still very relevant:
 - Performance, Punctuality & Reliability
 - Cleanliness – at station and on train
 - Staff visibility, attitude and helpfulness
 - Information – especially during disruption
 - Value for money of ticket

Improving Toilet Facilities On Train

- Operation Flush – cross functional working group set up.
- Measures put in place to improve availability of on train toilet facilities.
- More controlled reporting process on toilet defects.
 - Reporting remotely via on board systems 3 times daily.
 - Spares at key locations, to enable more timely repairs.
 - Guards briefed on how to reset toilets and report defects more effectively.
 - Defect labels issued to guards to attach to defective toilets and enable fitters to repair more effectively .
- Upgrade toilet cleaning. New cleaning toilet regime to be put in place, including additional staff at key depot locations.
- Improved tanking facilities at Waterloo, Weymouth and Portsmouth Harbour.

Improving Toilet Facilities At Station

- Works recently completed include:- Alton, Winchester, Hounslow, Guildford, Woking, Portsmouth & Southsea, Fratton
- Works on site:- Bournemouth, Honiton
- Commencing before March 2011:- Salisbury, Southampton Airport (Parkway), West Byfleet, Christchurch, Eastleigh
- Projects for 2011/12, subject to SWT Board Approval:- Feltham, Cobham, Oxshott, Ewell West, Cosham, Liphook, Petersfield, Axminster, Poole, Crewkerne & Brookwood

Improving Station Facilities

- We have gained Secure Station accreditation at 104 stations representing 95% of footfall
- Gained 'Park Mark accreditation' at 25 stations
- Upgraded all Help Points to incorporate induction loops
- Installed CCTV at the remaining 45 stations prior to the franchise and linked the remaining 67 stations to the Central Control Room at Waterloo. (All stations now linked to Waterloo)
- Provided an additional 2000 car park spaces. (Southampton Airport (Parkway) is the remaining station outstanding)
- Provided an additional 2,500 cycle parking spaces
- Installed secure cycle parking areas at stations. (Kingston, Surbiton)
- Painted 67 stations since the beginning of the franchise.
- Provided additional or replaced waiting shelters and canopies at 31 stations
- Completed major refurbishments at Ascot, Guildford, Kingston, Woking, Bracknell.



Improving Station Facilities

- Will have commenced/completed major refurbishments at Southampton Airport (Parkway), Southampton Central, Basingstoke, Richmond, Salisbury, Clapham Jct & Bournemouth
- Commenced a programme of replacing all station signage
- Created in excess of 60 new retail units across the network.
- Replaced wooden palisade fencing with railing to improve security and reduce maintenance
- Replaced anti slip on footbridges at 50 stations
- Secured £20m of NSIP funding for further station improvements
- Secured £1m from the DfT for additional cycle parking
- Introduced Brompton Bike schemes at Waterloo and Richmond
- Commenced a programme of replacing 132 Pay & Display machines, work to be completed by May 2011



RUG Station Facilities – Issues Raised

- How are SWT ensuring that NR “play their part” e.g. sometimes stations are painted but canopies /bridges left unpainted
 - South West Trains have monthly meetings with Network Rail whereby both organisations review their plans.
 - Where possible programmes are integrated to reduced inconvenience to passengers and gain economies of scale.
 - Items such as footbridges are discussed. NR are replacing some footbridges. e.g Honiton, Hampton, Woolston, Frimley.
 - NR have limited funds and not able to undertaking painting at all stations. Generally speaking painting is undertaken on a 7 year cyclical programme.
- How are local residents views taken into account?
 - When major works are undertaken or when general maintenance works are implemented such as tree management, leaflets are distributed to residents.
- How are stations prioritised for improvement?
 - There are a number of issues considered:- footfall, 3rd party investment, programming work with developments/Network Rail, condition of premises, business cases.

RUG Station Facilities – Issues Raised

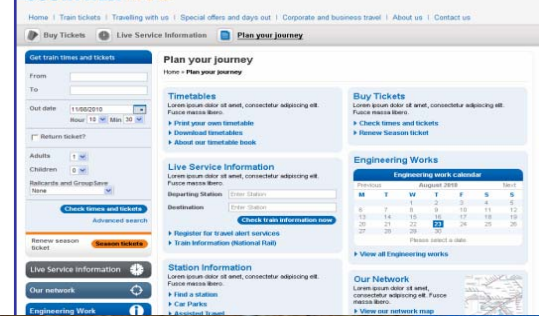
- Where stations with low footfalls keep missing the criteria for improvements what plans are in place to ensure they don't fall into a shabby state?
 - We have a programme of station cleaning/vegetation for all stations. We do invest at small stations. e.g signage, waiting shelters and renewing fencing
- Why are some stations continuously being improved when others are missed out every time?
 - Some stations suffer from increased maintenance and repairs due to high levels of footfall and as such regular improvements are needed. Where station improvements can generate a business case this is likely to be at stations with a high footfall.
- Is there any link between availability of staff and station improvements e.g. stations are improved but then passengers are shut out of facilities, Winchester, a hub station is locked in the evenings
 - SWT have a station lease obligation to maintain stations. During the busiest time of the day Passenger facilities are always in operation. When stations are unstaffed facilities may often be locked otherwise stations will get into disrepair and SWT would have a dilapidation cost at the end of the franchise.

Improvements to Information During Disruption

- Improved the flow of Information within the WICC
 - Much closer to true integration
 - Information Team restructure resulting in ownership of the customer message (“one version of the truth”)
 - Robust checklists to ensure nothing missed
 - Each event reviewed – we learn from our mistakes
- Introduced Disruption thresholds
 - Trigger responses
 - CSL2 declared for severe disruption (PIDD)
 - Holding messages – within 5 mins
 - Core messages – updated every 20 mins
- Improved the quality of information – core message
 - Event
 - Impact
 - Advice
- Comprehensive Training package developed
 - Defines staff and managers responsibilities during disruption

Improvements to Information During Disruption

- CIS
 - Renewals complete - system more stable
 - A to Z Departures installed at Basingstoke, Salisbury and Woking
 - Disruption Mode introduced (£300k investment)
 - Industry leading initiative to address 10 key areas which limit our ability to provide timely and accurate information.
 - Positive Information to customers rather than the negative.
- Website improved
 - Core message updates
 - All the travel tools in one area
 - Live updates
- Help points Renewals Complete
 - Replacement of 220 life expired Help Points.
 - 10 Web CIS units in 5 Car Parks
- Mobile microphones at 50 key locations.
- Upgrade of Tyrell messaging system
 - Tyrell IO – Improved message capabilities





Engineering Work

- What work is being done to improve connection with other TOC services during engineering works e.g. trains during Southampton engineering missed connections with XC & Southern?
 - SWT Train Planning always meet and plan engineering works with all the relevant TOC's affected by any planned works. This was definitely the case for the Southampton works and we received very little adverse feedback through our Customer Service Centre
- Why does SWT advertise bulky luggage cannot be taken on bus replacement? Where holiday destination are involved or where coaches are used this facility is necessary.
 - Our belief is that this is standard practise across the industry. We do use a mixture of coaches and buses but there is no effective means of advising passengers in advance which services will be buses and which will be coaches

Marketing campaigns promoting value for money products

- Two GroupSave campaigns in June and October 2010 reminding customers about a great saving of 50% when 4 people travel together off-peak.
- Advance Fares Summer promoting 75 fantastic south west designations where train fares start from £9 from London Waterloo.
- Advance Fares pre-Christmas reminding customers about the fact that the earlier they book train tickets for Christmas the less they pay.
- From May'11 SWT will be introducing over 180 more Advance fares destinations including key London airports.



Save up to 50% with our “two pay” deal.

Two pay and the rest get hair raising savings, when 3 or 4 travel together off-peak with GroupSave.

Plus KIDS FOR A £1
(You can add up to 4 accompanying children for £1.00 each)

GroupSave
2 pay / 4 travel

Visit southwesttrains.co.uk or call 0845 6000 650 for more information.

Minimum of two full fares cover 3 or 4 travelling together. No further discount are available to Railcard holders.

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Best value fares leaflet and affiliate scheme

- Best ways to save on your train travel leaflet promoting combine tickets, Advance Fares, GroupSave & Group Travel, Rail Cards and Megatrains.
- Affiliate scheme – partnering with websites where users are rewarded with cash for the completion of a ticket purchase and the referral of others to the site.

Travel for less with South West Trains

With South West Trains, you're on track for some great days out. From boutique shopping in coastal walks, from family fun to relaxing heritage places - the scenic South West is at your very reach by train.

Traveling by train means you don't have to worry about traffic jams and parking spaces. Instead, your relaxing day out begins the moment you board our fast trains. And it's probably cheaper than you think!

(Don't forget if you're taking your family to the seaside or visiting friends in London - there are a handy ways to save your money on a train ticket.)

For further details visit southwesttrains.co.uk/railcards/, call our Customer Service Centre on 0845 8000 850 or pick up a Railcard leaflet at any rail station.

There are several options to choose from:

- 16-25 Railcard** For just £20, get 1/3 off one year's rail fares across Britain.
- Family Friends Railcard** For just £26, enjoy 1/3 off adult and 60% off baby rail fares in Britain.
- Senior Railcard** For a mere £20, discover Britain with 1/3 off Standard and First Class rail fares.
- Disabled Persons Railcard** For just £16 get 1/3 off one year's rail fares. If you're travelling with a friend they get the discount too!
- Network Railcard** For just £21, get 1/3 off adult and 60% off child fares in London & the South East.

First Class upgrade feel the space!

For £5 each way you can upgrade your Standard Class ticket to First Class on Saturdays, Sundays and public holidays. The great will add you the upgrade during your journey.

Upgrades are subject to availability and you can only buy these from the guard on board the train. They are not available to holders of Advance tickets, megatrain or promotional fares.

Railcards

save 1/3 off rail fares

Railcards give discounts to adults and accompanying children on most train fares throughout Britain. They are valid for a year.

For further details visit southwesttrains.co.uk/railcards/, call our Customer Service Centre on 0845 8000 850 or pick up a Railcard leaflet at any rail station.

Best ways to save on your train travel

GroupSave
Combine Tickets
Railcard

SOUTH WEST TRAINS

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South West Trains cashback

SOUTH WEST TRAINS

South West Trains operates around 1,700 trains a day out of London Waterloo; our network includes routes through Hampshire, Surrey, Dorset, Wiltshire, Berkshire, Devon, Somerset, and Greater London, serving a mixture of commuters and longer..... (read more)

1 £ cashback rate

Cashback status

Tracking speed (from purchase date) Payment speed (from validation date)

New New

Useful things to know

- Members should only use voucher codes listed on Quidco. If you use voucher codes that are not listed on Quidco your cashback may not track or be declined.
- Cashback may only be paid on the basket value excluding VAT & delivery.

About South West Trains

South West Trains operates around 1,700 trains a day out of London Waterloo; our network includes routes through Hampshire, Surrey, Dorset, Wiltshire, Berkshire, Devon, Somerset, and Greater London, serving a mixture of commuters and longer-distance travellers.

We offer advance purchase tickets where people can save up to 75% off full ticket price if they book early.

Share Like Be the first of your friends to like this.

Cashback: 2.6% (1 rate) Get cashback

What is cashback? Share

2.6% for all train ticket bookings

SOUTH WEST TRAINS

Sufficient Room to Sit/Stand

- Currently use all available rolling stock in morning & evening peak.
- Services operated in the peaks is largely determined by the timetable and capacity specifications set by the Department for Transport.
- All suburban commuter railway services across Europe have standing passengers at the height of the morning peak.
- Cost prohibitive to provide seats for all.
- We recognise that some of our suburban commuter routes are particularly crowded so we are negotiating with the Department for Transport to lengthen the majority of suburban services from 8 to 10 carriages.
- This will involve new rolling stock (to SWT) and the lengthening of a significant number of platforms to accommodate the longer trains.



S&B Ticket Vending Machines – Ticket Buying Facilities

- Last Factory Acceptance Testing of Station Profiling Tool (SPT) planned for 8-10 March 2011
- Shared test programme with East Midlands Trains
- User Acceptance Testing (UAT) and initial builds of station profiles for pilot stations during April/May
- Existing Graphical User Interface (GUI) will be used to launch SPT
- New GUI will be required for complete implementation (basic design ready but requires updating in view of other projects)