

# Bringing passengers back

---

Strategies for revenue recovery in a post-Covid world

~~Bringing passengers back~~

# Bringing customers back AND winning new customers

---

Strategies for revenue recovery in a post-Covid world

# Independent Rail Retailers

---

**assertis**

**atomised**

 **ClickTravel**

**dataflexnet**

**evolvi**  
Rail Systems

**OnTrack**

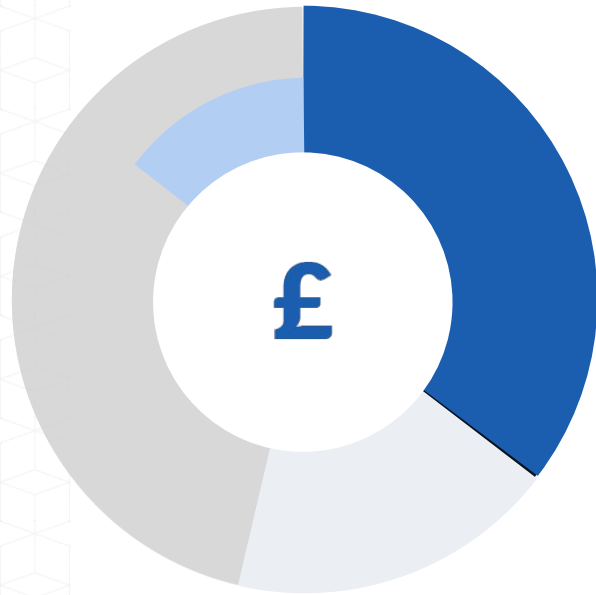
*raileasy*

 **SILVERRAIL**

 **trainline**

**Trip.com**

# We grow the market and help TOCs too



**Independent retailers direct**  
Consumers and businesses online



**Independent retailers as ticket system suppliers**  
For train operators online



**Train operators as retailers**  
Online, stations, TVMs, on train



**TfL**  
Pay as you go

# Four “must do’s” in 2021

---



## Flexibility

For Advance tickets and commuters



## Price

“Head out for less” and a national Railcard for everyone



## Marketing

High impact countrywide marketing by both independent and train company retailers



## Innovation

In retailing, and before, during and after travel. A true end-to-end customer care experience.

# Barcode everywhere

---

- Highest level of customer satisfaction
- Hygienic, and much-tweeted!
- 50% funded by independent retailers
- Now almost every route and ticket
- A win-win way to solve crossing London
- Magstripe zero



# Ticket reform

---

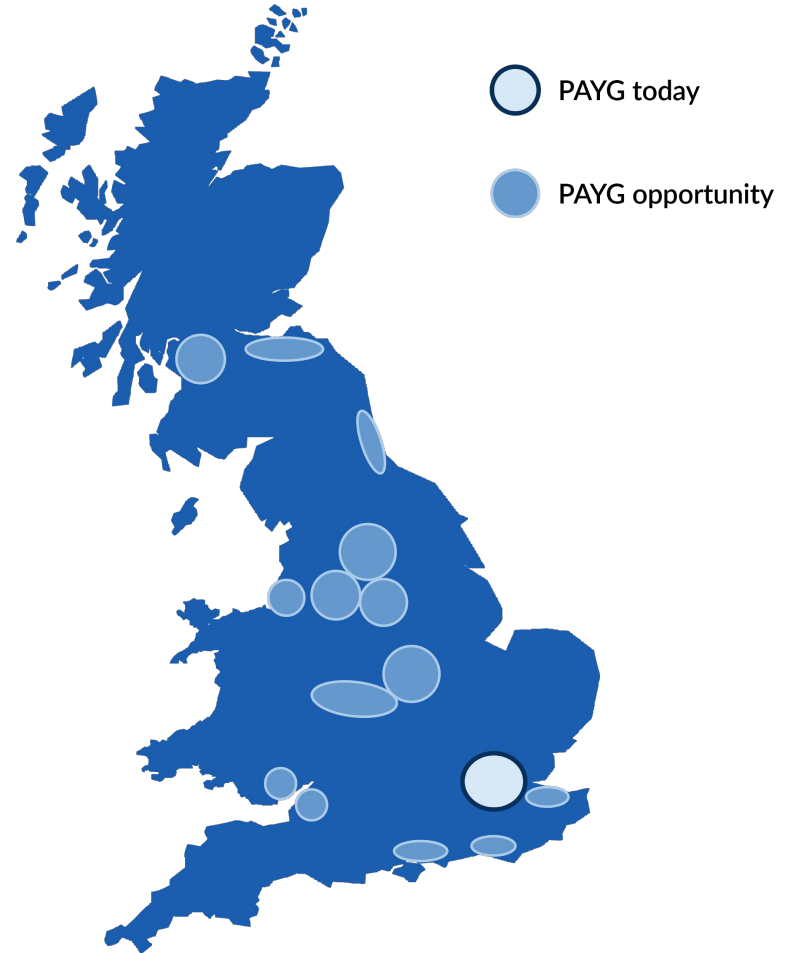
- Long overdue - if not now, then when?
- Singles only
- Customer-focused ticket categories
- Group and family propositions
- After-sales: much slicker
- Cross-industry experts together



# ABT and PAYG

---

- Deliver best value to customers
- Complement one another and traditional ticketing
- Multi-modal opportunity in every urban 'island'
- Local solutions to national standards
- More ways to win new customers





# Rail travel experience - what is our goal?

---

- Our **product**: Comfort. Consistency. Frequency. Performance. Integration.
- The **goal**: customers as ambassadors, sharing how expectations were exceeded.





# We need a vision

---

- Clear and consistently-delivered customer proposition
- Cater for new rail travel needs; don't chase the past
- Reform and innovate
- Transformation, not evolution
- Rail revenues can grow back to £11bn and further beyond



# Let's get started

---

- Be bold
- Act now
- Win customers new to rail
- Work with other players in rail - this can be a win-win situation

# Thank you

---

