

# Customer and Communities Engagement Strategy 2021/22



Welcome to our “Customer and Community Engagement Strategy 2021/22”. We care deeply and passionately about your experience with our services for better or worse, and where you think we should be doing things differently. This document sets out all the good stuff we do to listen, learn and, critically, act upon your valuable feedback. Afterall, how else will we be able to understand where we should target investment in our services to make them event better for you? We hope this document provides a useful snapshot about our engagement activities, and if you’d like to know more, please just pop us a tweet @TPEassist and we’ll get back to you!

## OUR OBJECTIVES

- Illustrate how we will engage with you, our customers, and communities across our network
- Use this engagement to drive continuous improvements in customer experience
- Explain how customers and communities will be informed of decisions and the outcomes of engagement
- Show how customers and communities can raise issues and have them considered by TPE
- Work alongside the wider rail and transport industry to ensure collaboration and alignment of improvements where possible, including with transport authorities and government bodies in the North of England and Scotland
- Provide an inclusive environment to ensure customers and communities are valued and supported via all channels of engagement
- Ensure the output and results of our customer and community engagement is published on a regular basis



## SUCCESS MEASURES / OUTCOMES

- Increase in customer satisfaction, including the National Rail Passenger Survey (NRPS)
- Targeted investment in our proposition that directly benefits customers and communities
- Comprehensive insights programme that gathers valuable feedback from our customers
- Delivery of schemes that improve the journey experience for disabled customers, customers with reduced mobility and other protected characteristics
- Delivery of dedicated social media profile to support customers with additional needs to travel confidently on our services
- Delivery of post-trip accessibility surveys enabling us to gather lived experience feedback of our services
- Increase in positive customer sentiment via our social media channels
- Feedback and results from annual stakeholder survey
- Successful delivery of improvement projects in collaboration with Network Rail
- Secure third-party investment in the railway
- Outputs of engagement will be published in our Customer Report twice a year, which will be available on our website

## OUR APPROACH

How we will engage with you, our customer, and our communities to understand how you’re feeling about our services and to help us target our priorities for continuous improvement and investment

### CUSTOMERS

- We promise to listen to you, our customer, and give you many opportunities to tell us how we can make things better for you:
  - We carry out frequent surveys of customers who have used our services (we call this our “Voice of the Customer” programme)
  - We review independent research, such as the National Rail Passenger Survey and a rail industry measure called “Wavelength”
  - We monitor any feedback that you may send to us via our social media and / or other contact channels
  - We host events and activities to get your input on how we do business, for example, consultations and market research
  - We give you lots of opportunities to talk directly to our managers via “#TalkTPE” and “Meet the Manager” events
- We also engage with disabled customers, customers with reduced mobility and other protected characteristics and organisations that represent them, to listen to their concerns and ensure their needs are met:
  - We deliver engagement events, such as our “Accessibility Customer Panel” and “Accessibility Professionals Panel”
  - We utilise digital channels to engage disabled customers, such as our soon-to-be-launched dedicated accessibility Facebook Group
  - We host meetings with representatives from disability user groups to ensure we’re providing an accessible experience for all
  - We consult to ensure our proposition and infrastructure is designed to the best specification for disabled users
- And that’s not all:
  - We regularly review how we handle complaints to make sure we’re reaching the right resolution for you first time, every time
  - We ensure our planned engagement activity is publicised via appropriate and relevant customer channels in advance
  - We have invested in new roles in our business to make sure we’re listening and learning, such as a Customer Experience Analyst
  - We push for continuous improvement that benefits our customers and hold regular senior internal meetings to govern this
  - We share your feedback with managers across the business frequently, to make sure our teams know how you’re feeling about us

### COLLABORATION

- We will form proactive, ongoing partnerships with:
- Local businesses and Local Enterprise Partnerships (LEPs)
  - Local authorities and combined authorities
  - Integrated transport authorities
  - We will work with the Department for Transport, Transport for the North and Transport Scotland in partnership on developments, briefing Ministers and officials, and co-ordinating announcements as we collectively maximise the value of TPE for our customer and communities
  - Continue to work alongside Network Rail as part of our Alliance, other train operating companies and Rail North Partnership (RNP) to deliver a joint communication programme on route upgrades
  - Continue to work with Transport Focus on joint initiatives and customer and stakeholder forums to help us develop new ideas. We will ask them to comment on any proposed changes such as to the Passenger’s Charter

### COMMUNITIES

- Hold regular meetings with Rail User Groups and welcome their support and challenge
- Support Small and Medium-sized Enterprises (SMEs) and local businesses
- Help to break down barriers into work for the long-term unemployed
- Embed a culture of sustainable operations in the local communities we serve
- Take a proactive role in the Community Rail Partnerships (CRPs) along our route. We will contribute to CRP funding via our annual £50K fund and working with existing and new CRPs when they emerge and connected to the TPE network
- Consult and deliver projects to support the communities we serve, with an emphasis on their stations and services
- Use annual volunteering days for TPE management to provide support to organisations

## WE WILL HAVE THE RIGHT RESOURCES IN PLACE TO DELIVER OUR STRATEGY

- **Customer Experience Director** – responsible for our overall customer engagement strategy
- **Business Development Director** - responsible for our overall stakeholder engagement strategy
- **Regional Development Managers** - manages strategic and local stakeholder relationships and secure third-party funding
- **Head of Customer Insight and Improvement** – develops our overall customer insights and satisfaction programme
- **Social Media Manager** – leads customer engagement via our social media channels
- **Customer Experience Analyst** - delivers, measures, analyses and reports on our customer insights and satisfaction programme
- **Head of Communications** – manages and implements our overall customer communications strategy
- **Accessibility and Integration Manager** – manages our accessibility programme and transport integration
- **Accessibility Coordinator** – supports the delivery of our accessibility programme
- **Community Manager** – manages and delivers our community engagement programme
- Regular meetings take place to ensure we collate customer and community views and use them to deliver improvements