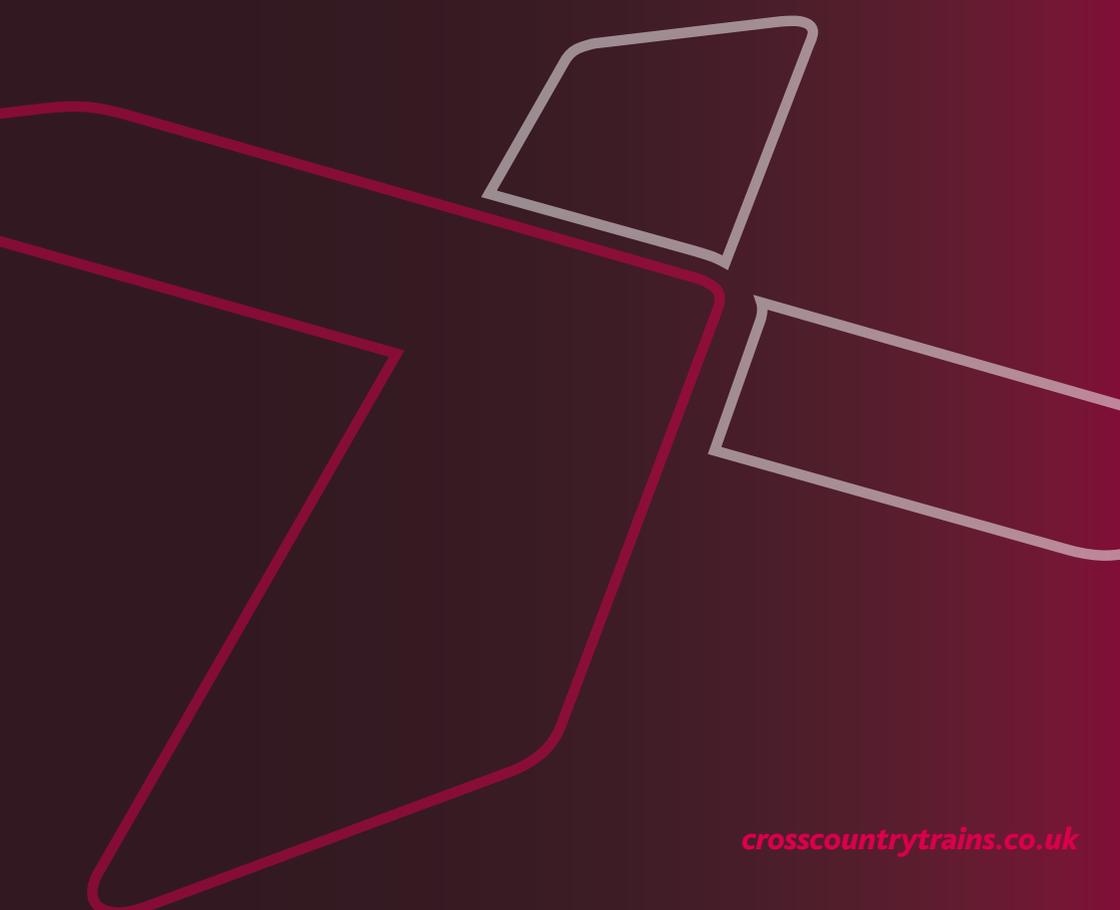


# *Introductory Customer Report*

*October 2016*



# *A warm welcome to CrossCountry's introductory Customer Report*

*Over the next three years we'll be making a number of changes to improve your journeys with us. We've outlined the benefits you can expect to see on pages 4 and 5.*

*Every six months we will publish a Customer Report to share with you our progress delivering the promises to make your journeys even better. We'll also update you with information on how we are performing.*

*We look forward to welcoming you on board and hearing your feedback. You can get in touch with us via any of the contact details shown on page 7.*

**Andy Cooper**  
Managing Director, CrossCountry

## **Introduction**

CrossCountry is the largest passenger rail franchise in Britain, and last year over 37 million journeys were made using our trains by people travelling for business, leisure and commuting to and from work. We provide 298 services each weekday, calling at 121 stations in England, Scotland and Wales, radiating out from our centre in Birmingham to Aberdeen, Penzance, Bournemouth, Manchester, Stansted Airport and Cardiff.

Over the last eight years we have focused on improvements to our customers' journeys by delivering a series of initiatives to deliver a better experience when traveling with us. Our goal now is to build on these and deliver an even more enjoyable journey for our customers, and this report sets out the highlights of where you can expect to see these delivered.





## Investing in your trains...

- Our onboard WiFi will be made free to use from April 2018
- An extra Voyager train to provide additional seats across our network
- Automatic doors fitted to our High Speed Train fleet, making it easier to hop on and off these trains, and reduce journey times
- Investing in our staff to continue our commitment to deliver excellent customer service on board
- Trialling new air conditioning control system on board to help deliver environmental benefits

## Investing in your journey...

- A strengthened Customer Information team providing a point of contact 24 hours a day, seven days a week
- More Advance tickets available up to ten minutes before departure
- Removal of £10 administration charge if you need to change the dates or times of travel of Advance tickets bought online with us
- Chance for you to join a 1,000 member 'Passengers Panel' to provide more opportunities to feed back into the business
- Consulting you on a revised timetable from December 2017 to evaluate new services and faster journeys

## Investing in your community...

- Support for 17 Community Rail Partnerships across Britain, helping to deliver locally-based initiatives to bring CrossCountry closer to the communities it serves
- A range of environmental initiatives to reduce the fuel consumption of our trains
- Over £50 million returned each year to the Government to reinvest in Britain's railways
- Stronger engagement with our stakeholders to ensure customer views are incorporated into future plans



## Monitoring our performance

All of our trains are monitored constantly and any delay or problem is reported. Our performance is measured against industry standards for punctuality and reliability, and where a train is cancelled and the reasons behind these.

Our first Customer Report will be published in April 2017 and will cover the first six months of the new franchise. It will provide details of how we are performing in the following areas:

- The number of trains that were on time, delayed or cancelled
- The number of trains that had fewer carriages than planned
- Activities we are undertaking to improve our performance, where appropriate

In addition to our promises on performance, we have tough targets for delivering satisfied customers on every journey. In our first Customer Report in 2017, we'll provide details of how the results from the independent National Rail Passenger Survey compare against our targets.

We'll also update you with information on how we have dealt with correspondence sent to our Customer Relations team.

## Future Customer Reports

This is an introductory Customer Report to outline our plans for the franchise. We will publish a Customer Report in April and October each year to keep you updated on our progress in improving your journeys with us. We'll tell you how we're delivering against our targets for train performance and customer satisfaction, and, where appropriate, compare this with previous Customer Reports.

## Getting in touch

We welcome your comments or suggestions regarding any aspect of this Customer Report or your journey with CrossCountry.

You can contact us by:

**E-mail:** [customer.relations@crosscountrytrains.co.uk](mailto:customer.relations@crosscountrytrains.co.uk)

**Telephone:** 0344 736 9123

**Textphone:** 0121 200 6420

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