

Train Service Quality Report

2022 - 2023



Operated by West Midlands Trains



Purpose and Background

Welcome to West Midlands Trains' Service Quality Report for 2022/23, covering the period 1 April 2022 to 31 March 2023. This provides an overview of a number of key customer experience processes and our performance against a host of indicators.

This has been developed in accordance with Article 28 of the PRO Regulation requirements.

Supplementing this, our latest Customer Reports are available at the links below and these provide additional information about our Performance throughout the past six months (September 2022 – March 2023) as well as keeping you updated with exciting developments at West Midlands Trains (WMT):

[Customer Report | West Midlands Railway](#)

[Customer Report | LNR | London Northwestern Railway](#)

Please note all data in this document is based on WMT in total unless otherwise specified.

1. Information and Tickets

Introduction

We aim to take a very proactive approach to managing the customer information experience for all customers, with appropriate plans and processes in place to providing information on trains, online and at stations. We use reasonable endeavours to ensure this information is accurate, timely and easy for customers to understand, taking account of the needs of different customers

Provision of travel information during the journey

Throughout the past year we have continued to give customers the opportunity for human interaction and information at all times during their journeys.

Our station teams are key to providing information to customers at both the start and end of their journey. They receive live updates about the train service and station update from our Information Team in our Control Centre through Smart devices. This includes information about disruption, alternative transport options, changes to fleet and station opening times. Further, station teams are empowered to create localised messaging on whiteboards and station announcements where such facilities allow. Together, this helps our team to provide up to date information and enabling customers to make an informed decision about their journey.

Supporting customers as they make their way through stations, we work hard to ensure there is a member of staff at stations with ticket barriers from the first train of the day to the last train of the day. We are also committed to ensuring our booking offices are staffed during their advertised hours. This means plans are therefore in place to enable staff coverage at key times during the day to provide travel information during a customer's journey. Further details about staffing is available later in this report.

Similar to station colleagues, Senior Conductors are provided with Smart devices and this means they too can be kept up to date with developments during journeys and provide vital

information to customers. To keep customers informed, they are briefed to make on-board announcements. Such colleagues are available on all services and are on hand to answer any questions.

We acknowledge the importance of live information for customers before and during their journey. Our Information Team is critical to providing the most up to date information. They update the homepages of our websites and social media sites with information about disruption and on-the-day changes to train services. Our Twitter pages are staffed 24 hours a day to answer customer queries before, during and after a journey.

Our '*how busy is my train*' tool uses intelligence from passenger count data, through our websites and mobile apps, we share how busy trains are likely to be. This data is updated fortnightly and provides a robust snapshot of crowding levels for customers. In parallel to this, our Information Team in our Control Centre monitors the crowding situation throughout the day and will update the live status of train services via Twitter.

WMT has over 300 Help Points across the network, with at least one per station. These have two buttons, one for emergencies (answered by 999) and one for general information. These latter calls are answered by National Rail Enquiries, meaning we are able to provide live information to callers. This is a standard industry approach with established systems and consistent, accurate passenger information.

Key Links



[Trains, tickets & service information | London Northwestern Railway](#)

[London Northwestern Railway \(@LNRailway\) / Twitter](#)

[How busy is my train? | London Northwestern Railway | London Northwestern Railway](#)



[Trains, tickets & service information | Home | West Midlands Railway](#)

[West Midlands Railway \(@WestMidRailway\) / Twitter](#)

[How busy is my train? | West Midlands Railway | West Midlands Railway](#)

How requests for information are handled at the station

Customer feedback is key to understanding how well information requests are handled at stations. Accordingly, we monitor the volumes of such customer complaints and we would look to use these to identify any opportunities for improvement.

On average, complaints regarding the handling of information requests at stations accounted for 0.6% of all WMT complaints between 1 April 2022 – 31 March 2023. This matches the percentage between 1 April 2021 – 31 March 2022 and compared to 1 April 2020 – 31 March 2021 is up 0.1%.

How information about train schedules, tariffs and platforms is provided

With planned changes – including those for engineering works, timetable changes, industrial action and ticketing information – our processes are set up such that we use a multi-channel, blended approach to inform customers. Depending on the scale of the impact on our customers, this can include:

- Website information
- Station posters
- Social media
- Senior conductor announcements
- Automated on-train and station announcements
- Customer Information Screens.

As reported earlier, as well as customer-facing channels, an important enabler of customer information is ensuring our staff are informed. Here at WMT we have a robust suite of internal communication channels that ensure all colleagues receive the information they need to support our customers, these include (all business newsletters, SharePoint site, Yammer feeds, Safety briefings, Functional newsletters, Smart devices). The ability to access relevant information quickly and easily enables our station and on-train colleagues to support customers by providing information such as train times, fare information and platform changes.

We are committed to ensuring timetables are available to customers in advance of the significant timetable changes and these typically occur in May and December each year. Processes are in place to ensure these are published on our websites four weeks prior to the timetable change date. Customers are also able to request a printed timetable from our booking offices. Timetables can be found at the following links:

[Train Timetables and Schedules | London Northwestern Railway](#)

[Train Timetables and Schedules | West Midlands Railway](#)

We have dedicated webpages to provide customers information about ticket types and fares. These pages explain the differences between the ticket types including the following:

- Most appropriate circumstances for such ticket e.g., cheapest, full flexibility, commuting
- Whether refunds and discounts are available
- Validity on which services
- Availability.

Such information enables customers to assess their options and make an informed decision about their ticket purchase. Full information can be found at the following links:

[Get the best ticket | London Northwestern Railway](#)

[Get the best ticket | West Midlands Railway](#)

Our booking office staff are key to providing information to customer about ticket types and fares. Our colleagues receive regular briefings about retail matters to equip them with the latest information to support customers.

Ticket buying facilities

There are a number of ways in which our customers are able to purchase tickets. These include:

- From booking offices across 87 stations
- From our 225 ticket vending machines (TVMs)
- Via our websites ([Trains, tickets & service information - WMR](#), [Trains, tickets & service information - LNR](#)) and mobile phone apps

WMT has 225 TVMs across 141 stations and the availability of TVMs is monitored daily. Both our Retail team and Stations team are encouraged to report faults directly and these can be actioned remotely or with a station visit, depending on the issue. Stations team can also assist with fingertip maintenance for ticket, coin, cash re-fill. All WMT's TVMs are fitted with Virtual Ticket Agent (VITA) helpdesk facility to help customers use TVMs. This team is on hand to support customers to navigate the TVMs options and to help them buy the right ticket for their journey.

We also encourage customers to view the following webpages for further information about our ticket buying facilities. These pages also offer guidance on ticket types and on how to find the tickets best suited for customers' individual needs.

[Tickets and Fares | London Northwestern Railway](#)

[Tickets and Fares | West Midlands Railway](#)

Availability of staff at the station for information provision and ticket sale

As detailed earlier in this report, we are committed to ensuring our booking offices are staffed during advertised hours. This means customers are able to speak to dedicated staff who can help identify the best ticket for that customer's needs. We monitor our opening hours and we



share our findings twice a year in our Customer Reports. These can be found at the following links:

[Customer Report | West Midlands Railway](#)

[Customer Report | LNR | London Northwestern Railway](#)

Supporting customers as they make their way through stations, we work hard to ensure there is a member of staff at stations with ticket barriers from the first train of the day to the last train of the day.

How information to disabled people and persons with reduced mobility is provided

Where systems are fitted, we provide clear and consistent audio and visual information on platforms and station entrances about train departures and arrivals, including during disruption. If audio announcements are unavailable, customers are able to use the Help Points. On the train, announcements are made in time to give passengers the time to prepare to alight.

We provide audio announcements on our trains, giving customers information about any delays or changes to stopping patterns. We also endeavour to provide clear audio and visual information to direct customers to substitute transport where applicable. If customers have booked assistance but have to travel on a different train to that on which they were originally booked due to service disruption, where required, staff will contact the terminating or interchange station to ensure that staff are ready to assist customers on arrival. If a train terminates en-route, then our on-board colleagues are advised to contact the station or operation control and inform colleagues that a customer requires assistance. Our staff are trained and briefed on the importance of providing timely and accurate information and additional support that customers with additional needs may need during times of disruption.

Where customers have booked assistance in advance that, because of service disruption, is no longer suitable, our staff will seek to contact the customer if have provided a mobile telephone number or email address when booking. If necessary, we will arrange alternative accessible replacement transport that meets their needs or, if preferred, rebook the journey.

When key accessibility facilities are out of order (e.g., accessible toilets or lifts) we put an alert on the station page of the National Rail Enquiries website. If we know the repair or works timescale, we will share this on the page. Our Passenger Assist team can see these alerts and discuss this with customers as part of a booking for assistance. Our Customer Relations team also have access to this information to respond to enquiries. We will strive to put up notices at the station as appropriate.

We are committed to ensuring that all passengers are able to access our public-facing communications. Below we have outlined both the general principles we use when producing passenger information, as well as what we do to help make specific channels accessible as possible to all passengers.

We regularly consult with our Stakeholder Equality Group on the accessibility of all our services and will respond to any trends in enquiries to customer relations on requests for alternative formats, to ensure that we continue to provide accessible information.

Overall accessibility considerations for all our comms channels:

- Website accessibility tool, ReciteMe

- Content is written in plain English where possible (Our Accessible Travel Policy has a separate 'Easy read' version)
- The colour contrast used is appropriate and we will be continuing to check our brand guidelines to ensure appropriate contrast is maintained
- Appropriate text sizes are used (varies between mediums)
- Information on accessibility provision is provided where appropriate
- Where it is not practical to proactively provide information in multiple formats, alternative formats can be requested from our Customer Relations Team, with a seven working day lead time where possible.
- To ensure the information and alerts we share about accessibility are clear and reliable, we perform an annual review of our language and tone of voice.

2. Punctuality of services and general principles to cope with disruption to services

Performance Review

We run more than 400,000 trains every year; working closely with Network Rail and other operators our aim is to get more trains running on time more often.

Every train is monitored every minute, every day; here you can find details of our performance compared to what we promised in the timetable. We publish our results every 4 weeks as a whole network, and by region.

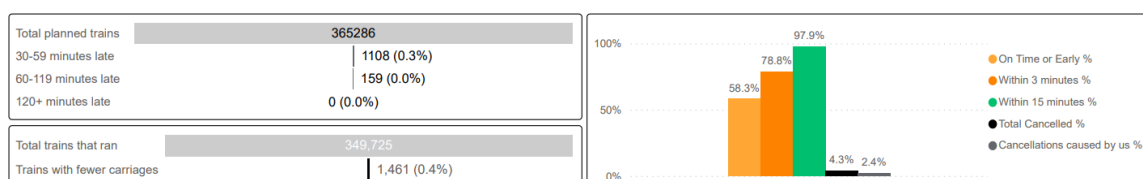
This information can be found at the following links:

[Train Performance | London Northwestern Railway](#)

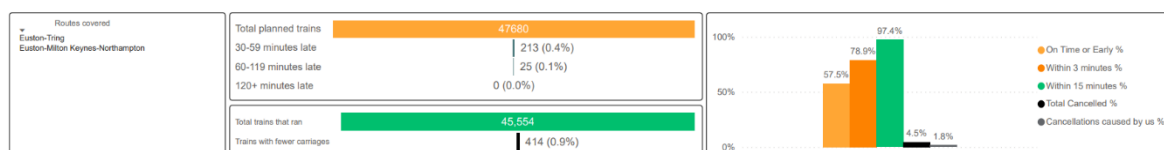
[Train Performance | West Midlands Railway](#)

Key Statistics

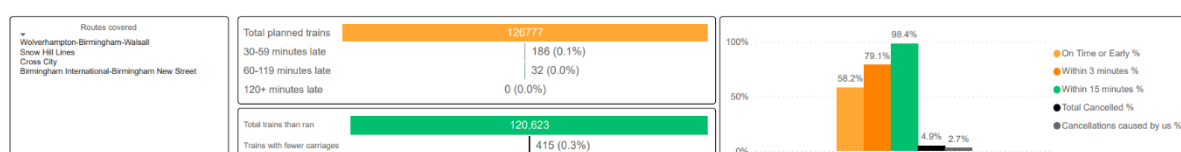
- West Midlands Trains Overall



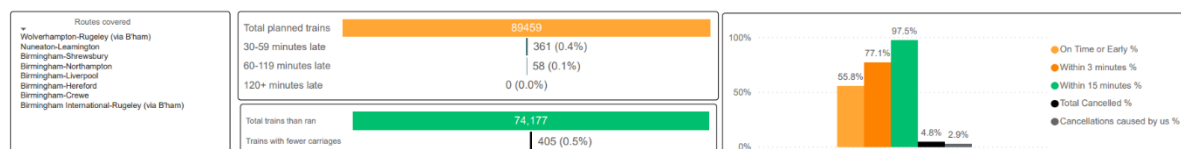
London Commuter



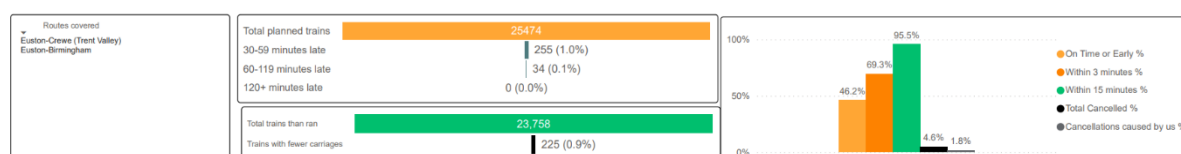
West Midlands Commuter



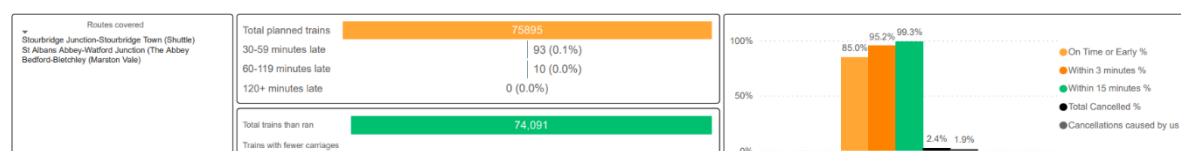
Regional



Long Distance



Branch Lines



Existence and short description of contingency plans, crisis management plans

WMT have updated a suite of plans which aim to support the robust and resilience operation of the train service. This includes:

- Joint Route contingency plans for all routes covered by West Midlands Railway and London Northwestern Railway – these are jointly agreed between all impacted operators and Network Rail and these covering line block and partial line block scenarios
- Train by Train plan for London Northwestern Railway – helping support the consistent management of small-scale disruptions on the four-track railway in the south. This is peer reviewed by Network Rail and our Stations and Workforce Strategy colleagues
- Short Formation Plans – providing parameters to manage availability of units against customer needs. This is peer reviewed by stations and factoring in high demand services such as school trains and peak services.

These are reviewed regularly to ensure the best possible train service is provided during times of disruption.

3. Cleanliness of rolling stock and station facilities

Cleaning intervals – Stations

This year, we have redeployed some cleaning resource to concentrate on gum removal on stations as well as litter picking and vegetation maintenance to our car parks. The goal is to improve station appearance by with removal of unsightly gum and to mitigate any SQR failures within our car parks by having a team proactively manage any potential failures before they occur, as well as being able to respond reactively when required.

With regards to general station cleaning, we still have the resource of the deep clean teams who concentrate on high level cleans and targeted problem areas that the BAU cleaners cannot attend to. The teams have access to specialist equipment and will often work out of operational hours to mitigate interface with the public and allow for targeting of high footfall areas uninterrupted. The use of the Sanzi cleaning product, which has anti-viral and anti-bacterial properties, means that surfaces can remain cleaner and sanitised for longer. We ensure that the stations stay on target for cleanliness with regular cleaning audits with the contract management and station teams.

Cleaning intervals – On-Train

Our customers always expect clean trains. Similar to stations, we have increased high touchpoint cleaning in response to the pandemic and industry guidelines, delivering the following activity:

- Sanitising every train every night according to industry guidelines (high touchpoint cleaning)
- Deliver enhanced cab cleaning daily – overnight before the trains re-enter service
- Cleaned and sanitised trains during the day according to industry guidelines, whilst in-service.

Technical measurement of air quality (e.g., level of CO2 in ppm)

Air pollution from Nitrous Monoxide (NO), Nitrogen Dioxides (NO2) and particulate matter (PM10 and PM2.5) can have impacts upon human respiratory health and there is a strong focus in the UK to making improvements to air quality. Rail's contribution to air pollution is small on the national scale, however we're committed to supporting the rail industry to measure the air quality across the network and to help better understand the ways in which reductions in air pollution can be achieved.

We support the Rail Safety and Standards Board (RSSB) Air Quality Monitoring Network (AQMN) project to measure air quality and introduce mitigation measures at train stations across England and Wales. Over the last 12-18 months we have had air quality measuring equipment installed at several of our train stations and the data collected from these will feed into a national database for setting a baseline and targets for air quality at stations.

Availability of toilets – Stations

Having clean, functional facilities for our customers is of vital importance. Depending on location (determined by footfall), they can be cleaned several times a day. We also ensure through a robust planned and reactive maintenance regime, we ensure that any faults are logged, assigned and attended to efficiently to avoid disruption to passenger services. It is rare of a whole toilet block to be out of action but if there are such reports, any pre-determined SLA's on the system can be overridden to provide emergency attendance. This year we are also looking to refurbish some of our passenger facilities to provide more modern services that can cope with growing passenger demand.

Availability of toilets - On Train

We seek to ensure all trains leaving depots at start of day have a least one toilet operational; if a toilet is deemed unserviceable during its operational duty, we will look to couple this train to another, which would allow customers to access another toilet enroute. This train is then returned to the depot to have attention by end of day. We are pleased to report that during the last six months 100% of trains required to enter service have had functioning toilets.

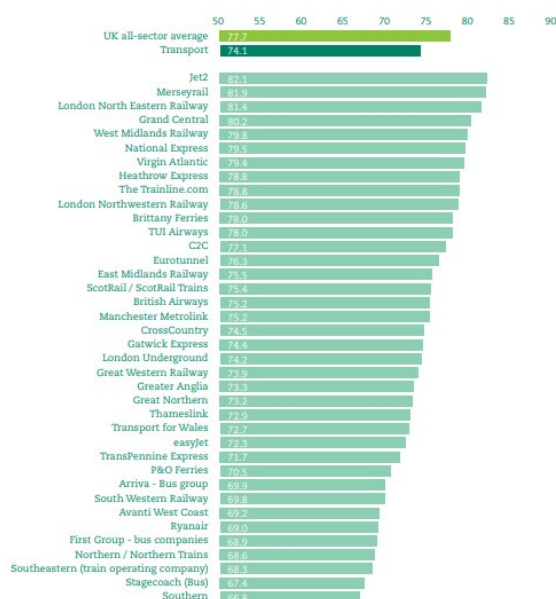
4. Customer satisfaction

UK Customer Satisfaction Index (UKCSI): Transport Sector Report

The UKSCI is an independent, objective benchmark of customer satisfaction on a consistent set of measures on over 250 organisations and organisation types in 13 sectors. The UKCSI provides a unique way of tracking and comparing customer satisfaction performance across the UK economy.

Organisation ranking by UKCSI score

Organisation ranking by UKCSI score

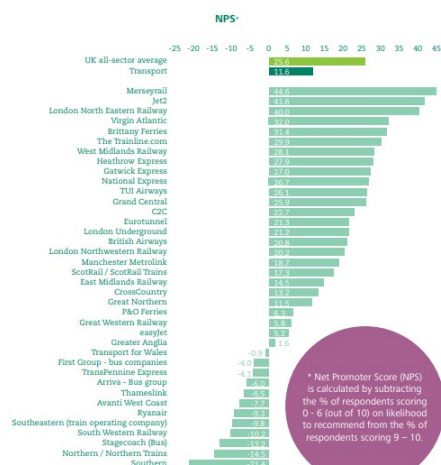


	Jan-23 UKCSI	Jan-22 UKCSI	Y-O-Y Change
UK all-sector average	77.7	78.4	-0.7
Transport	74.1	75.1	-1.0
Jet2	82.1	84.1	-2.0
Merseyrail	81.9	N/A	N/A
London North Eastern Railway	81.4	78.8	2.6
Grand Central	80.2	76.1	4.1
West Midlands Railway	79.8	77.3	2.5
National Express	79.5	79.4	0.1
Virgin Atlantic	79.4	80.1	-0.7
Heathrow Express	78.8	76.8	2.0
The Trainline.com	78.8	79.4	-0.6
London Northwestern Railway	78.6	79.1	-0.5
Brittany Ferries	78.0	79.9	-1.9
TUI Airways	77.1	77.3	0.7
C2C	77.1	N/A	N/A
Eurotunnel	76.3	80.4	-4.1
East Midlands Railway	75.5	76.5	-1.0
ScotRail / ScotRail Trains	75.4	70.5	4.9
British Airways	75.2	79.9	-4.7
Manchester Metrolink	75.2	76.3	-1.1
CrossCountry	74.5	78.1	-3.6
Gatwick Express	74.4	77.0	-2.6
London Underground	74.2	73.4	0.8
Great Western Railway	73.9	74.6	-0.7
Greater Anglia	73.3	73.5	-0.2
Great Northern	73.2	74.9	-1.7
Thameslink	72.9	68.5	4.4
Transport for Wales	72.7	74.1	-1.4
easyJet	72.3	73.9	-1.6
TransPennine Express	71.7	74.3	-2.6
P&O Ferries	70.5	77.3	-6.8
Arriva - Bus group	69.9	74.7	-4.8
South Western Railway	69.8	72.4	-2.6
Avanti West Coast	69.2	74.7	-5.5
Ryanair	69.0	63.3	5.7
First Group - bus companies	68.9	68.5	0.4
Northern / Northern Trains	68.6	72.4	-3.8
Southeastern (train operating company)	68.3	73.2	-4.9
Stagecoach (Bus)	67.4	73.6	-6.2
Southern	66.8	70.4	-3.6

London Northwestern Railway ranked 10th, with 78.6 UKCSI, which was a decrease of 0.5 from Jan 2022.

West Midlands Railway ranked 5th, with 79.8 UKSCI, which was an increase of 2.5 from Jan 2022.

Net Promoter Score (NPS)



* Net Promoter Score (NPS) is calculated by subtracting 0 - 6 (out of 10) on likelihood to recommend from the % of respondents scoring 9 - 10.

London Northwestern Railway ranked 17th, with a NPS of 20.2.

West Midlands Railway ranked 7th, with a NPS of 28.1.

Customer Effort



London Northwestern Railway ranked 37th, with a Customer Effort score of 7.2.

West Midlands Railway ranked 22nd, with a Customer Effort score of 6.0.

5. Complaint handling refunds and compensation for non-compliance with service quality standards

Customers can raise a complaint in several ways – via social media, over the telephone, in writing via a freepost address, through a webform and in person by speaking to an employee at a station or on train. We aim to respond to 95% of all complaints within 20 working days and 90% within 10 working days. Our objectives when dealing with complaints are:

- 1 To fully investigate all complaints in a sympathetic, fair, timely and courteous manner
- 2 To provide a response which is easy to understand
- 3 To provide consistency in approach throughout the company when responding to customers
- 4 To use the feedback received from customers in a positive way to help improve the service offered.

Should a customer remain dissatisfied with our initial response and they contact us again, the complaint will be referred to a more senior member of staff, who has not previously been involved in the complaint, to undertake a review of the complaint. We will attempt to offer a further response within 10 working days. If the customer remains unhappy following this further review, they will be signposted to the Rail Ombudsman, who offer a further, independent review of the complaint.

Further information regarding our procedure and policies can be found in the following places:

National Rail Conditions of Travel:

https://www.nationalrail.co.uk/times_fares/conditions-of-travel.aspx

Complaints Handling Procedure:

<https://www.londonnorthwesternrailway.co.uk/about-us/our-policies/complaint-handling-procedure>

<https://www.westmidlandsrailway.co.uk/about-us/our-policies/complaint-handling-procedure>

Passengers' Charter:

<https://www.londonnorthwesternrailway.co.uk/about-us/our-performance/passengers-charter>

<https://www.westmidlandsrailway.co.uk/about-us/our-performance/passengers-charter>

Key Statistics

	2022/23
Total number of complaints received	18,669
Total number of responses to complaints	16,278
Response targets	
Within 20 days – 96.98%	80.63%
Within 10 days – 94.86%	47.01%
Average response time	14.26

Top Five Complaint Classifications

Complaint Classification	2021/22	Additional Information
Punctuality/reliability (i.e. the train arriving/departing on time)	4470	With Industrial action this year, we would have expected to see a rise in complaints around the reliability of services. Between P8 and P13 we saw a rise in the measure of arriving on time in the post travel survey which was introduced in P7. The percentage of arriving on time went from 63.60% in P8 to 77.50% in P13.
Compensation claims process	3500	We noticed that customers were having difficulty claiming, with different ticket types and split tickets. We worked with TCS on this feature and had a small demo of how it would work. The customer experience will be improved significantly by changing this feature whilst remaining compliant with the DR form. Also with Industrial action,

		and Punctuality/reliability being our highest complaint category, more customers would be claiming DR, meaning a rise in complaints.
Sufficient room for all passengers to sit/stand	2143	Trent Valley has been a continuous problem for us with passenger numbers being so high and us only having the ability to run eight car services. There has been an improvement with satisfaction of room for passengers to sit/stand between P7 and P11, this could be down to the December Timetable changes.
Ticketing and refunds policy	1199	Most complaints regarding the refund process as a whole. The launch of s-Ticket in July last year has provided another way to fulfil season tickets and also, we had Back to Basics campaign for Senior Conductors to check/sell more tickets on-train. Overall, there has been an improvement within this area as complaints have decreased since P10.
Ticket buying facilities - other	521	With staffing issues, we have seen more ticket offices unmanned this year. With this being an ongoing problem, we have tried to make other ticket buying facilities easier for the customer to use.

6. Assistance provided to disabled persons and persons with reduced mobility

Assistance procedure in place

We offer assistance to passengers either on a booked or 'turn up and go' basis.

Passenger assistance can be booked up to two hours in advance for journeys, where customers can speak to a member of the WMT team 24/7 to help with booking .

Our Passenger Assist team checks the accessibility of the stations the passenger requires assistance to/from and will arrange alternative accessible transport if required. A booking confirmation will then be sent to the passenger by email, or by post on request.

When assistance has not been booked, we will provide the support required whenever possible and with minimum delay. Sometimes there may be a short wait for staff to be available, but we'll always aim to assist as quickly and safely as we can.

Ramps are provided to assist with boarding and alighting all our trains where required and staff are trained to use these. Assistance alighting our services will be provided within five minutes of the service arriving.

Where a station will be unstaffed, the Senior Conductor on-board the train will undertake the assistance.

Where a passenger is assisted by station staff onto a train, we will call ahead to the alighting station to ensure they are aware of the passenger's arrival.

All assists carried out by station staff (booked and unbooked) will then be recorded, including any reasons someone is delayed due to assistance not being provided for any reason.



On some parts of our network we ensure that our Senior Conductors also always know where a person requiring assistance needs help alighting via the Passenger Assistance service.

Full details of what customers can expect from the Passenger Assist procedure can be found in our Accessible Travel Policy on our websites:

<https://www.londonnorthwesternrailway.co.uk/travel-information/accessible-travel/accessible-travel-policy>

<https://www.westmidlandsrailway.co.uk/travel-information/accessible-travel/accessible-travel-policy>