



**Do you have ideas
for improving Northern's
customer service?**

Join us at a workshop in the new year to tell us what great customer service means to you

Find out more and register for a workshop at northernrailway.co.uk/wearelistening

**WE ARE
LISTENING**

Help us deliver a service that makes you **Proud to be Northern**



AN INVITATION TO OUR CUSTOMERS

We have begun our programme to modernise rail travel by 2020 and keeping you involved is a vital part of this. We celebrate 12 months since we were awarded the franchise by making a new commitment to you; that your views and insight will help us shape how we move forward together.

We know our customers want and expect more from the service we deliver.

We want to provide help when you need it, offer a personalised service and be a company that is easy to do business with.

By 2020, the experience we offer our customers will be unrecognisable from today, and fit for rail users of the 21st century. We will maintain high safety standards and deliver better journeys. We are introducing new and refurbished trains, more services and improvements to stations. We are also making a big investment in training and equipment for our employees, so we are all empowered to deliver the customer service **you** want.

We know providing a great customer experience is about the support you receive from the moment you search for a ticket to the moment you reach your end destination.

To achieve this, we are inviting you to work together with us to shape our Customer Service Promises and the training we provide our employees.



Tell us your views on what great customer service means to you by attending one of our regional workshops in the new year.

From these workshops, as well as hearing your views and explaining our plans, we will create a Digital Customer Forum and a Customer Panel in 2017 so that our customers can stay in touch with us, providing feedback and insight throughout our modernisation programme.

Alex Hynes
Managing Director, Northern

We are focused on modernising rail travel and are working hard to meet our promises.

If you want to get involved in helping shape our plans, please let us know by completing and returning the tear off form at the back or visiting northernrailway.co.uk/wearelistening

A Northern Railway train, with purple and white livery, is crossing a large stone viaduct. The background shows a hazy, mountainous landscape under a clear sky. The train has 'www.northernrailway.co.uk' and the 'northern' logo on its side.

Tell us what great customer service means to you.

Please join us at a workshop in Leeds, Manchester, Preston or Newcastle to tell us what great customer service means to you and hear about our plans to modernise rail travel by 2020.

To register your interest in taking part and to learn more please visit northernrailway.co.uk/wearelistening or complete and return the [Freepost slip in this leaflet](#).

It's that simple.

We will get back in touch in January 2017 with details about the workshops, including when and where they will be held, to see if you are able to join us.

You will also get a chance to learn more about our plans for modernising rail travel which will maintain high safety standards, deliver better journeys and improve customer service.

A large, expressive orange brushstroke graphic that tapers to the right, framing the text.

The insight and feedback given by our customers at these workshops will shape how we deliver our plans, including the face-to-face service our employees provide to you in the future.

Improvements to come include:



Brand new or completely refurbished trains for the whole Northern network

All unpopular Pacer trains will be gone by the end of 2019. Any Northern train you catch by 2020 will have a **modern carriage design**, more comfortable seats, **free wifi**, improved **on-board information displays** and better toilets.



Better safety and security

All our trains will have **CCTV**. You will be able to report service issues, faults and suspicious behaviour on our upgraded customer app. We have already introduced 55 new **Travelsafe officers** onto our network.

Forty-five currently unstaffed stations will be staffed and 54 stations will have **longer opening hours**.

Many stations will have enhanced CCTV. New **ticket gates** will help customers move through our larger stations, improve security and ensure that all customers pay for their travel.

There will also be more **car parking** and **better facilities for cyclists**.



More than 2,000 extra services

By 2020 there will be more services throughout the week, including earlier and later trains and 400 extra services on Sundays.

There will be a 37 per cent increase in peak time capacity and faster connections with the **new Northern Connect service**, serving larger towns and cities.



Developing the customer experience

We will deliver **simpler and better value tickets**. Our **improved customer app** already provides the latest information on services, with further improvements to come including loyalty rewards, offers and discounts.

Northern's station and train teams will receive better **customer service training** and will be able to provide live service information via their new smart devices. There will also be better **information displays**, help points and additional ticket machines across our stations.

We will continue to improve **accessibility** across our network. Braille and induction loops will be installed on all ticket vending machines and we have implemented the BlueAssist Scheme to help people with difficulties communicating.

In April we opened our **new 24/7 Customer Experience Centre** which is handling around 12,000 calls a month. Since then it has processed over 13,000 Delay Repay claims.

Let's deliver a service that makes you Proud to be Northern

We are modernising rail travel for the North by 2020.

This will deliver high quality customer service, from the moment you search for a ticket to the moment you reach your end destination.



Your views will help us to **continually improve the service** you receive



Live, up-to-date service information



2,000
extra
services

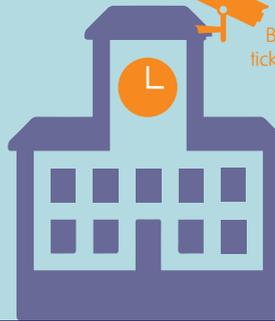
Easier journey planning and ticket purchase



Better value tickets, and customer reward and discount schemes



Better help points, ticket gates and CCTV



More customer facing employees



Better station experience



Ticket advice, live service updates, contactless payments, help with accessibility



We will improve our customer service training, and create **new Customer Service Promises**. Our regional teams will improve your local service

Talk to us about
customer service as
we modernise rail travel
by visiting
[northernrailway.co.uk/
wearelistening](http://northernrailway.co.uk/wearelistening)



We are creating better ways
to tell us what you want from
customer service at **every point
of your journey**



We are launching a
new **Customer Panel and
Online Forum** to listen to your
views, starting with feedback
workshops in early 2017



100% of trains either new or fully
refurbished with free wifi

Better stations with
seamless interchange
between trains and buses



Reliable, more comfortable and better journeys



Improved information and safety,
a better Northern app, more digital
displays, 55 new Travelsafe officers

Smoother onward journeys



Easier Delay Repay

Your views and insight will
shape how we **modernise
rail travel for the North**



To register to take part in our customer workshops in the new year in Leeds, Manchester, Preston or Newcastle please visit northernrailway.co.uk/wearelistening or complete, tear-off and return this Freepost page



Full name

Your local station

Email address

We will get in touch in the New Year with details about the workshops, including when and where they will be held, to see if you are able to join us.

FREEPOST NORTHERN RAILWAY

■ To receive special offers and news from Northern please tick this box

Contact us with any other comments or questions:

Call: 0800 200 6060* Email: enquiries@northernrailway.co.uk Visit: northernrailway.co.uk/comments

Write: FREEPOST NORTHERN RAILWAY

*Our Customer Experience Centre lines are open 24 hours a day on any days when trains are running

