

## Purpose and Background

Welcome to East Midland Railway's 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 as well as keeping you updated with exciting developments at East Midlands Railway (EMR):

[Customer Report | EMR](#)

Please note all data in this document is based on EMR 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 and Train Managers 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 Customer Information Team is critical to providing the most up to date information. They update our website 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 Information Team in our Control Centre monitors the crowding situation throughout the day and will update the live status of train services via station announcements and live travel information on our website if trains are extremely busy, allowing customers to make informed travel decisions.

EMR has over 212 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

[Train Tickets From East Midlands Railway](#)

[East Midlands Railway \(EMR\) \(@EastMidRailway\) - X](#)

### 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 <0.01% of all EMR complaints between 1 April 2022 – 31 March 2023.

### 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/Train Manager announcements
- 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 EMR we have a robust suite of internal communication channels that ensure all colleagues receive the information they need to support our customers, these include (internal communications to all colleagues, SharePoint sites, 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 | EMR - East 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:

### [Choose the right train ticket | EMR](#)

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 29 stations
- From our 110 ticket vending machines (TVMs)
- Via our websites [EMR Train Tickets - East Midlands Railway](#) and mobile phone App

EMR has 110 TVMs across 48 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.

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.

### [How to get your train ticket | EMR](#)

#### **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 | EMR](#)

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 Control Team 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 Accessibility and Inclusion Panel 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 [Website accessibility | EMR - East Midlands Railway](#)
- Content is written in plain English where possible (Our Accessible Travel Policy is accessible using a screen reader or any other software with accessibility features)
- 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 150,000 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:

[Performance | Targets, service & more | EMR](#)

22/23	EMR	London	Liverpool-Norwich	Local
Delayed at Origin (%)	19.0%	16.8%	20.3%	20.8%
Overall Average Delay (%)		48.0%	20.6%	31.4%
Delay <60 minutes (%)	99.9%	99.8%	99.8%	99.9%
Delay 60-119 minutes (%)	0.1%	0.2%	0.3%	0.1%
Delay >120 minutes (%)	0.0%	0.1%	0.0%	0.0%
Cancelled trains (%)	2.9%	3.1%	5.1%	2.4%

## 3. Cleanliness of rolling stock and station facilities

### Cleaning intervals – Stations

Clean stations set the precedent from the beginning of a journey and help customers feel safe travelling

with EMR. Processes delivered this year to maintain clean stations included:

- Improving the contract for our contracted cleaners, which sees the cleaners focusing on customer focused areas and touch points. We continued to ensure that rail travel is safe for staff and customers with an enhanced cleaning regime at stations, concentrating on high-touch areas such as ticket machines, push buttons, grab rails and door handles.
- Undertaking deep cleans at stations, targeting any problem areas that BAU cleaners cannot attend to and ensuring that surfaces are sanitary.

### 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:

- We have introduced new depot wash facilities to improve the cleanliness of the exterior of our trains.
- In-transit cleaning has continued after the positive impact its introduction had in 2020/21 with high touchpoint cleaning and sanitising taking place whilst in service.
- We have improved the process for reacting to reported cleanliness faults on trains, ensuring more efficient resolutions.
- Sanitising every train every night according to industry guidelines (high touchpoint cleaning)
- Deliver enhanced cab cleaning daily – overnight before the trains re-enter 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 predetermined SLA's on the system can be overridden to provide emergency attendance.

### 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.

## 4. 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](https://www.nationalrail.co.uk/times_fares/conditions-of-travel.aspx)

Complaints Handling Procedure: <https://www.eastmidlandsrailway.co.uk/help-manage/about-us/policies/complaint-handling-procedure>

Passengers' Charter: <https://www.eastmidlandsrailway.co.uk/help-manage/about-us/passengers-charter>

**Key Statistics**

2022/23	
Total number of complaints received	19,131
Total number of responses to complaints	21,521
Response targets	
Within 20 working days – 95%	98.89%
Within 10 working days – 90%	69.16%

**Top Five Complaint Classifications**

2022/23		
Sufficient room for all passengers to sit/stand	4001	We have experienced overcrowding on our mainline route, due to services running with fewer carriages than scheduled (to accommodate necessary maintenance, for example), and on our Liverpool-Norwich route, where other train operating companies also operate services. Following a review of the services that have the most impact when and if short-formed, a strategic Crowding Steering Group was launched to consider at mitigation actions for overcrowding issues, and changes to our fleet of trains.
Facilities on board	3066	Whilst the provision of First Class has been impacted by crowding on our mainline, EMR reintroduced a full, round-the-clock First Class catering offer due to an increase of leisure travel, and feedback contributed towards positive

		satisfaction scores. Where the increase of leisure travel has impacted our ability to match demand on certain services, we are trialling cold breakfast options that enable us to better meet customer expectations and provide a consisted First Class service.
Ticketing and refund policies	953	Ticketing and refund complaints were driven by an increase of industrial action refund claims, compounded by the inability for season ticket holders to claim for unused travel on the days between industrial action and associated changes to industry commercial policies, and they peaked at the conclusion of the Book With Confidence scheme. To ensure that season ticket holders could claim compensation for unused travel via Delay Repay, in line with industry policy, we introduced a specific Strike Action option for season ticket holders to streamline their claims and mitigate the risk of the incorrect options being selected and valid claims being rejected.
Compensation claims process	399	Having added a My Account function to the Delay Repay portal to allow customers to save their contact details, payment preferences, and season ticket details, we identified that usage of My Account and customer experience could be improved by allowing all ticket details to be saved, in line with the increase of leisure travel on the EMR network. We funded changes to enable all customers to upload their ticket details to My Account, and this resulted in an significant uplift of compensation claims being streamlined through the Delay Repay portal.
Provision of information about train times/platforms	165	Complaints regarding provision of timetable information peaked at the outset of industrial action. We were responsive to feedback and aligned our updated customer messaging across a number of channels. We also deployed an ad-hoc industrial action telephone message for an initial 2 weeks after the announcement of industrial action. As this message successfully prevented over 600 telephone calls (with customers being signposted to the latest information), we deployed a further 12 messages as required on our telephone lines, which coincides with a reduction of complaints in this area.

**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 two hours in advance or more for journeys, where customers can speak to a member of the EMR team 24/7 to help with booking. Customers can also book assistance using



the website or App for 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/Train Manager 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/Train Managers 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:

[Assisted travel](#) | [Passenger assist](#) | [EMR](#)