amey

DAVID OGDEN

Data and the customer

How to use data collaboratively to successfully deliver your services and enhance customer satisfaction

Today's customer

- They're the foundation of any business and contribute to the success or failure of a contract

- They expect a level of predictable service - we should know them better than they know themselves

- They're used to rapid service deliverables from the likes of Uber and ASOS

- They have access to social channels to voice opinions – quicker turnaround times to reply

Our customer challenges

- We use traditional methods of gathering and measuring customer satisfaction

- Our industry competes against each other to satisfy customers

- We use traditional methods of gathering and measuring customer satisfaction

- Expectations and deliverables have increased due to the likes of market players Amazon and Google

Highways England's user satisfaction is 88.7%, below its target of 90%.
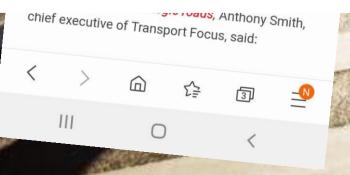
Roads management mu[st] improve to keep the country on the move, say coach and delivery companies in new survey

1st November 2018

Latest user research from Transport Focus into the roads network managed by Highways England shows only half of freight, logistics, delivery and coach operators are satisfied with the way motorways and major 'A' roads meet their needs.

Lorry operators

www.transportfocus.org.uk

80% of local authorities see a fall in their NHT survey results

BBC NEWS
bbc.co.uk

Rail user satisfaction at 10-year low

29 January 2019 | Business

Passenger satisfaction with rail services has fallen to a 10-year low, according to the

← Back to News

ScotRail passenger satisfaction at lowest level for 16 years

29th January 2019

Uswitch survey shows customer satisfaction with utility companies fell from 74% to 72%, a second year of consecutive decline.

Ofgem ban on Economy Energy over poor customer service

...g...roads, Anthony Smith, chief executive of Transport Focus, said:

...engers with their latest journey between September and November 2018.

Following a year of delays, cancellations and the late delivery of new trains, passengers are less happy than at any time since 2002, said the rail

Scope of data

- A quarter of the worlds population is on Facebook

- 300million photos are taken everyday

- Google has 40,000 searches every second

- 18million weather forecast requests every minute

- Uber riders take 45,000 trips every minute

Paddington to Gloucester - train delays

Customers voice their dissatisfaction for the continued delayed service on the Paddington to Gloucester route

Data analysists engaged to review and understand the reasons why the train was continually late

The data showed that the conductor positioned on the platform to wave off the train was in the wrong position on the platform

The station decided to move the position of platform conductor so they were closer to the sight of the train driver

The train then left on time and delays to the service were eliminated

Creating
Better
Places

Benefits of customer and data collaboration

- Opportunities for data sharing – open source data in our industry

- Collaboration advantage over competitive advantage - Highways Sector Deal

- Delivering and creating services that reflect customer expectations

Creating
Better
Places

Summary

Data should be viewed as an opportunity, to develop effective solutions that help asset owners, businesses or any other organisation reach maximum efficiency that ultimately benefits the customer, this can only be done in collaboration with other industries and the customers themselves