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Event Sponsor :



SCREW AVERAGE

*Create amazing.*

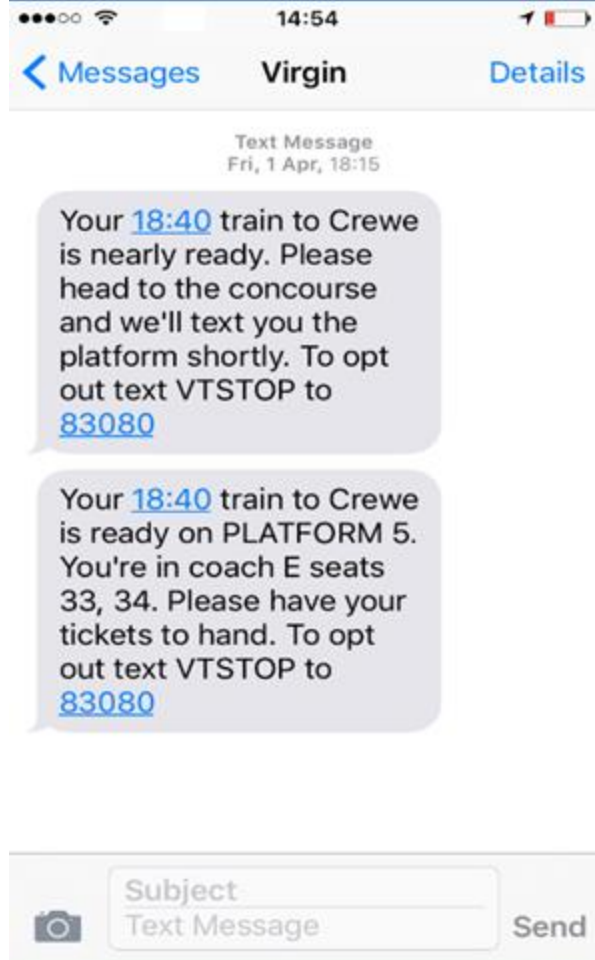


# Virgin Trains Strategy and Vision

- Virgin Trains has the vision of **disrupting the rail industry** and to create **amazing journey experiences**. This is specially relevant in an industry that that up to now has had poor Digital Innovation
- We have a commitment to **honest, transparent customer** care and a **passion for Digital Innovation**
- Customer messaging is critical as it improves **trust levels and reduces anxiety**



# Our Customer Messaging Story – Euston Surge



1<sup>st</sup> message 20 minutes before departure to re-assure customers

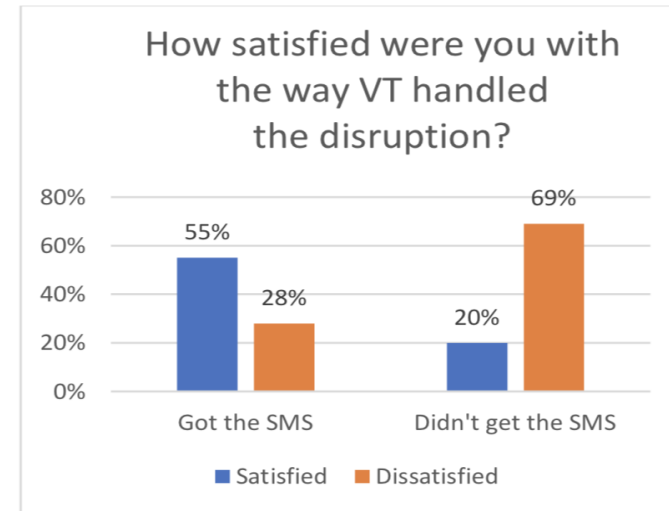
2<sup>nd</sup> Early Bird Message sent before Station boards and announcements display platforms. Reminds and re-assures customers about their seats.

# We all know Customer messaging is so important

Right message at the right time, makes such a difference of satisfaction

Here is one example: - Cancelled trains

We focus on learning about the customers and their behaviour, but RCS makes this easier – normal stuff **What's the context? Who is the audience? What should trigger the message?**



# Our story with Customer Messaging

So text message was good and well received, BUT

- It is not interactive
- It is dated and doesn't keep up with the trend for the need for pictures
- We cannot tell customers about other stuff – 1<sup>st</sup> class upgrade, meal deal, etc. Good for customers and good for the business as we can commercialise the RCS model
- It isn't clear who is sending the message, which is really important at

Virgin

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# Our story with Customer Messaging

We would love all our 38m customers PA to use our App

But 56% of customers only travel with us once a year (75% twice), so how do we get a quality message to them?

We also wanted a high level of trust and security (including personal fraud)

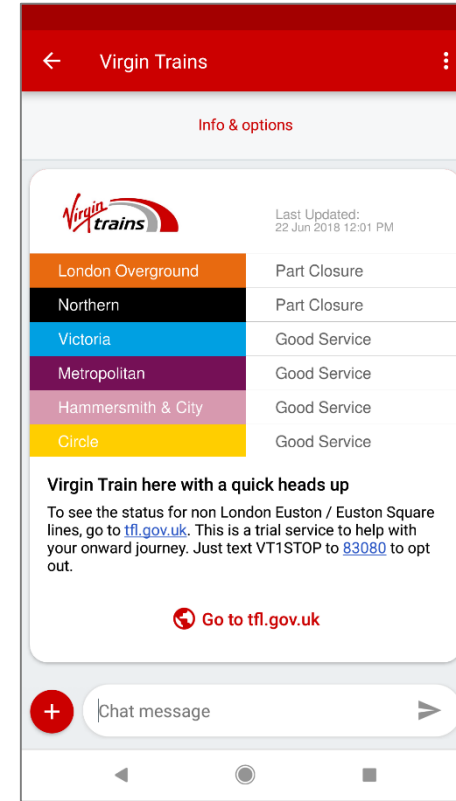
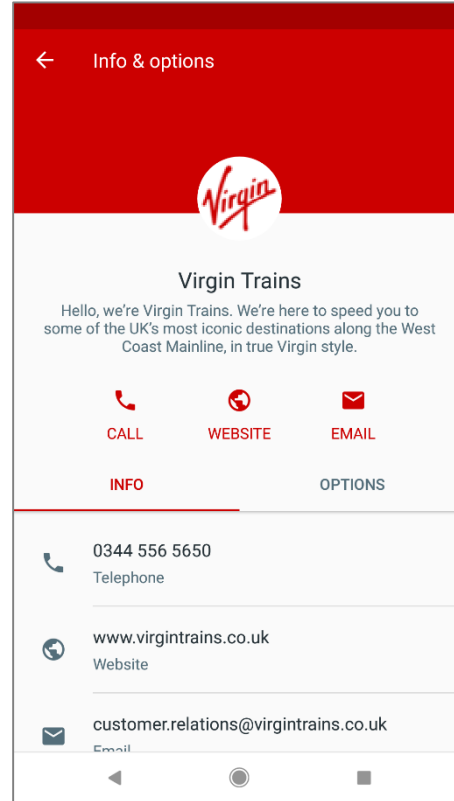
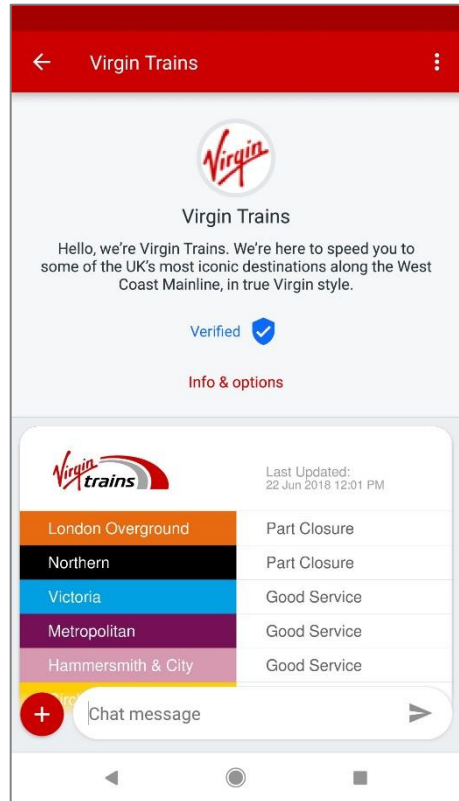


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# RCS – First use at Virgin Trains

Ten minutes before arrival at Euston our solution triggers this message to our customers. We determine which message type (SMS or RCS) dependant on phone type”





## RCS – The results from this campaign

- All the rating we have had so far are 5 star
- Opt out rates: -
  - RCS zero
  - SMS at .6%
  - Email at 2 %



Which direction are we going?



# Other things we are working on

## Pre-Journey

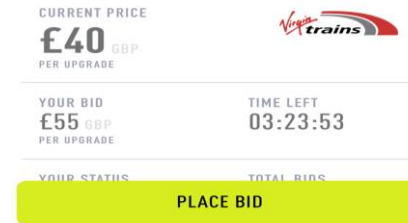
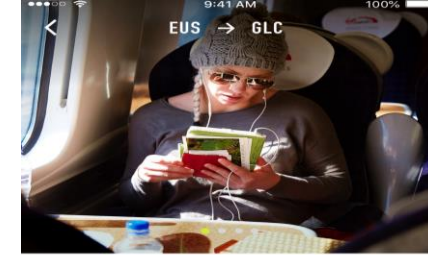
- Upsell 1st and meal deal etc
- Change of Journey
- Messaging - Cancelled trains, Surge and Disruption
- Uber integration

## Post Journey

- Delay repay - with geo-location to prove
- Uber and onward journey information
- Customer Satisfaction
- Lost property
- CRM offers

## In-Journey

- Disruption
- Message, x minutes from your destination, arrival time
- Pick / change a seat (where sockets are etc)
- Journey care



A lot of these things can be combined onto one RCS page

A huge amount we can do – we have just started our RCS journey