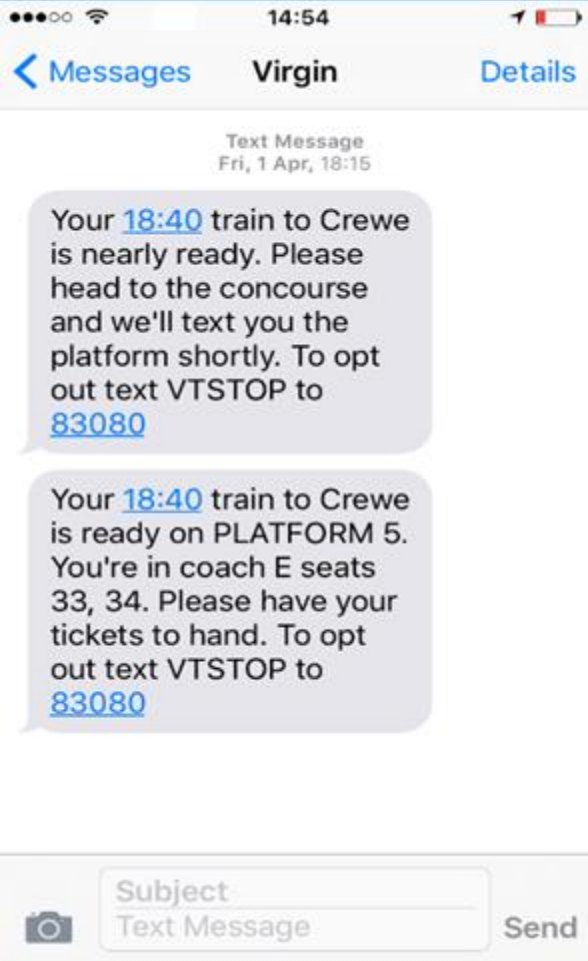# Virgin Trains Strategy and Vision

- Virgin Trains has the vision of **disrupting the rail industry** and to create **amazing journey experiences.** This is specially relevant in an industry that 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

Messages **Virgin** **Details**

14:54

Text Message
Fri, 1 Apr, 18:15

Your 18:40 train to Crewe is nearly ready. Please head to the concourse and we'll text you the platform shortly. To opt out text VTSTOP to 83080

Your 18:40 train to Crewe is ready on PLATFORM 5. You're in coach E seats 33, 34. Please have your tickets to hand. To opt out text VTSTOP to 83080

Subject
Text Message

Send

© EPA

1st message 20 minutes before departure to re-assure customers

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

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 – 1st 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

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?

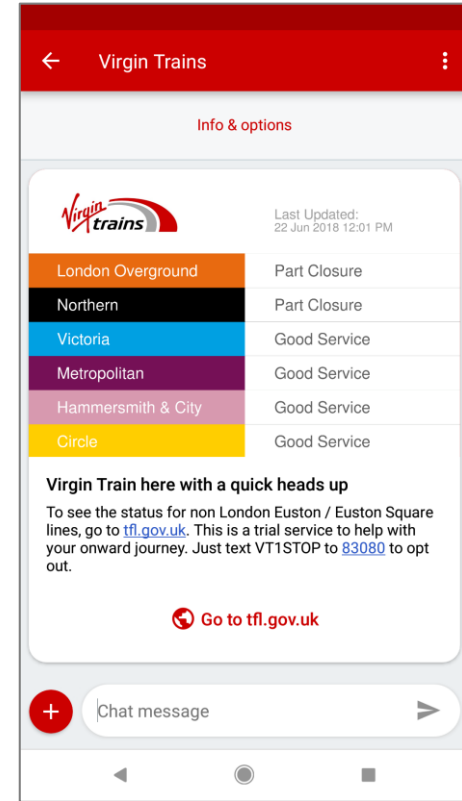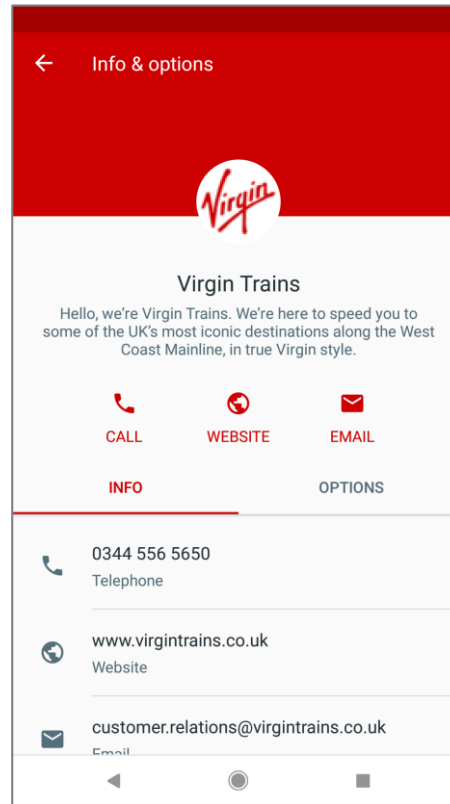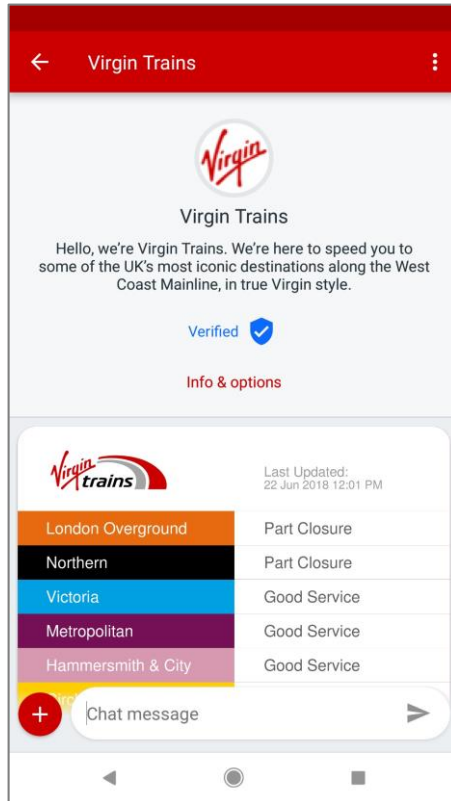We also wanted a high level of trust and security (including personal fraud)

The fuss free way to buy **Virgin Trains** tickets

5

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

- Customer Rating : -
  - RCS 5 stars
  - SMS 3.5 stars

- Opt out rates: -
  - RCS zero
  - SMS at .6%
  - Email at 2 %

Other things we are working on

Pre-Journey

Upsell 1st and weekend
Sell in shop 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 - alternative routes
notification and updates
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