

## Data to Improve the Customer Experience

Competition Information Day: 9 March 2015, RSSB Offices, London

Time	Session and Speakers
11:30	<b>Registration opens</b>
12:00 – 13:00	<b>Networking Lunch + poster session</b> Academic delegates have been invited to prepare posters illustrating their institution's expertise and capabilities relevant to this competition. Posters will be on display on the day and electronic versions will be available on the webinar platform.
13:00 – 13:05	<b>Welcome address</b>
13:05 – 13:25	<b>Explaining the industry challenge</b> Jason Durk, Head of Customer Information, ATOC Edward Welsh, Director of Communications, RDG
13:25 – 13:40	<b>Information: what do passengers need?</b> Guy Dangerfield, Passenger Issues Manager, Passenger Focus  In this session, we will look at what information passengers need to complete a seamless end-to-end journey; how they prefer to be kept informed and which media would deliver the information they want in the most efficient way.
13:40 – 14:15	<b>What we are already doing...</b> These 5 minutes presentation will briefly report on relevant ongoing projects: <ul style="list-style-type: none"> <li>a) <b>South East Flexible Ticketing (SEFT) programme</b> Mostafa Gulam, Head of Technology, ATOC</li> <li>b) <b>Darwin Passenger Information Systems</b> Nick Wilson, Technical Architect, ATOC</li> <li>c) <b>'What can I do with my tickets' initiative</b> Gary Winstanley, Information Technology Officer, ATOC</li> <li>d) <b>Stations made Easy (SME) and other accessibility issues</b> David Sindall, Head of Disability and Inclusion, ATOC</li> </ul>
14:15– 14:30	<b>TfL case study</b> Olga Feldman, Strategic Manager, Analytics, Transport for London  This session will consider TfL's use of smart ticketing and how they use customer data to understand travelling behaviour and improve the customer experience.
14:30 – 14:45	<b>Q&amp;A session – Moderator: Jason Durk</b> Edward Welsh, RDG Mostafa Gulam, ATOC David Sindall, ATOC Nick Wilson, ATOC Gary Winstanley, ATOC Olga Feldman, TfL
14:45 – 15:00	<b>Coffee Break + poster session</b>

<b>15:00 – 15:20</b>	<b>Can rail be digitally inclusive?</b> Robin Christopherson, Head of Digital Inclusion, AbilityNet  In this session, the speaker will discuss how data can be used to increase the confidence of disabled users with rail travel in order to make it more accessible.
<b>15:20 – 15:45</b>	<b>Learning from other sectors</b>  The two presentations that follow will explain how other sectors, which also deal with an abundance of data and information sources, have tackled similar problems to the ones the railway is facing with regard to data aggregation, analysis and reporting practices in order to get more value from available datasets. What lessons can be learned?  <b>Case study 1: Finance</b> Martin Campbell, Senior Business Analyst, Mizuho  <b>Case study 2: Road network</b> Roger Himlin, Group Manager TAME, Highway Agency
<b>15:45 – 16:00</b>	<b>The Future of Rail 2050</b> Colin Stewart, Director, Arup
<b>16:00 – 16:30</b>	<b>Q&amp;A session – Moderator: Jason Durk</b>  Robin Christopherson, AbilityNet Martin Campbell, Mizuho Roger Himlin, Highway Agency Colin Stewart, Arup Richard Evans, Go Ahead / RDG
<b>16:30 – 16:40</b>	<b>Closing remarks</b> Jason Durk, Head of Customer Information, National Rail Enquiries, ATOC
<b>16:30</b>	<b>Networking / consortia building (face-to-face and online)</b>

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