NICE®

STRATEGY
& Transformation Consulting
Mastering the Digital Age!

EUROSTAR™

Customer Profile:
Transportation

Website:
http://www.eurostar.com

Location:
London, UK

Business Need:
Eurostar wanted to:
- Increase customer satisfaction and loyalty.
- Illustrate their service personality to the customer.

NICE Solutions:
- NICE Voice of the Customer

About EUROSTAR™

Eurostar is the high-speed rail service directly linking the UK to France and Belgium via the Channel Tunnel. It started operating in 1994, providing city centre to city centre services. Eurostar has been at the leading edge of innovation in the rail industry, setting new standards for travel by train. It was one of the first rail operators to introduce business lounges and a loyalty programme.

The Challenge

Eurostar must get it right the first time. Since the company does not have an "average" customer or a fixed customer base, and many customers are only occasional users of their service, an unsatisfactory experience will encourage use of alternative transportation methods. Eurostar has one chance to make their customers loyal, and they need to resolve customer issues quickly and efficiently.

To accurately gauge customer satisfaction for the service they provide, Eurostar needed to find a way to measure their customer satisfaction levels. They wanted to have the ability to contact customers while using their service to assess the customer experience on an individual level.

On The NICE Solution

"At Eurostar we have to get things right the first time and fix issues for individuals, to ensure our customers continue to choose our service. NICE VOC empowers us to engage with individuals and we are able to pick up on the little things that might otherwise elude our grasp, and promote greater loyalty from our customers."

Chris Haynes – Business Analysis Manager

NICE

The Solution

For a real-time, accurate analysis of their service levels from their customers, Eurostar deployed the NICE Voice of the Customer (NICE VOC) solution. NICE VOC enabled them to capture and tune into the voice of the customer, and improve their experiences. By leveraging customer feedback, they were able to extract insights and use them to impact their interactions in real time.

The NICE VOC solution collects feedback, in both English and French, from a number of sources. Customers who purchase their tickets at Eurostar.com are sent an SMS while they are undertaking their journey on the Eurostar train, approximately 30 minutes before the journey ends. There are also posters inviting customers to text their feedback on the trains, at the Eurostar terminals and in the business lounges. Finally, Eurostar can send ad-hoc email-to-web surveys to customers to obtain feedback about specific Eurostar customer events. It is easy, quick and non-intrusive.

NICE's unique artificial intelligence engine analyses each text message, determining the sentiment, the subject and the location, in order to:

- Intelligently prioritise and route issues to frontline staff and customer relations.
- Calculate key performance metrics including likelihood to recommend ratings.
- Populate a real-time dashboard that includes both high-level consolidated intelligence, as well as verbatim customer comments, with the ability to filter by geography, date, issue type etc. This dashboard consolidates all the feedback received into one place that Eurostar is able to access, enabling greater insight and awareness of the feedback. NICE VOC data is combined with other data sources from the business to be included in regular reports that are sent to Eurostar's senior management.

Train managers are able to access internal documents they need to complete at the end of a shift via a smartphone, which enables them to interact with Eurostar while they are on the move, which is vital for the staff.

A benefit of the solution has been to enable Eurostar to track customer sentiment on a daily basis, when there are known issues or disruptions. Real-time feedback helps Eurostar to monitor the situation throughout the day. For example, when the service was disrupted by snow, Eurostar was able to supplement the NICE VOC feedback with additional data on the affected journeys, enabling them to quickly establish the mood of customers and the effectiveness of Eurostar's response to the situation. Specifically, it became evident that customer satisfaction improved as a result of the Eurostar response and activity during the disruption.

NICE Voice of the Customer has enabled Eurostar to be more agile, more responsive and an innovator in its field when it comes to customer experience.

"It has been an innovation within the travel field for us to implement NICE Voice of the Customer. Using the solution has allowed us to get a unique edge ahead of our competition. We can do things much quicker and much slicker."

Chris Haynes – Business Analysis Manager