



## **Stakeholder engagement 2015 Feedback form**

### **Round table: Long-distance**

#### **Theme: On Board - Train crew relations with passengers**

#### **Proposal title: Less marketing, more information about the train trip**

*Use the monitor in the carriages for providing passengers with priority information about their trip:*

- *Compliance with travel times*
- *Positioning in the stretch (traffic backup)*
- *Arrival Station*
- *Train connections*
- *Solutions for the management of delays*
- *Cross-reference to other communication media for additional specifications (e.g. Restaurant menu in the magazine, the FS website for the services brochure...).*

#### **Brief contextualization**

This proposal refers to the use of the monitor in the carriages for providing passengers with priority information about their trip. The on-board management system of the Frecciarossa train monitor has already been amended in order to manage the programming schedule content in a widespread manner, in detail, down to the individual train itself. There are also info management capabilities enabled by the Operations Control Room, which manages railway traffic and on-board info.

#### **Response formulation: positive**

Downstream of the stakeholder panel in 2015, for the first quarter 2016, focus groups with customers were planned in order to investigate some emerging evidence during the panel, with the objective of analyzing certain aspects of the service on board Frecciarossa and in particular:

- Providing effectiveness/usefulness of information (info travel and infomercials);
- Understanding other types of service or commercial information that passengers consider important to be included on the schedule shown on the monitor.

The results of the focus groups will be used for possible modifications to the training module requirements.