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Getting passengers on board buses – how to remove the barriers

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15 years ago legacy airlines faced similar patronage headwinds. This was driven by a failure to understand what customers value and to deliver it consistently.

**Challenges**
- Congestion in the air
- Poor punctuality
- Understanding passengers and what they value
- Disruptive market entrants
- Generating cash to invest in improvement

**Solutions**
- Deep understanding of customer value
- Innovation of product offering to focus on this
- Remove waste to create headroom for reinvestment
- Focus on operational delivery
- Work in partnership across industry to improve congestion
There are parallels here for the bus market
Delivering more of what customers want and innovating to make it affordable

Challenges

• Urban congestion
• Reduced frequency in rural areas
• Poor punctuality
• Product and information offerings below expectation
• Shifting demand & consumption patterns

Solutions

• Deepen understanding of customer value
• Innovation to drive simplicity in terms of:
  • Journey planning
  • Ticket products
  • Journey aggregation and vehicle product e.g. DRT
• Reduce waste through focus on operational delivery
• Work in partnership with authorities to reduce congestion

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Remove waste to fund customer innovation and repeat and repeat and repeat……

Understand what customers truly value

Innovate your product proposition & sacrifice

Generate cash for investment

Promise and deliver

Interact with customers