



UK Bus Summit

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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

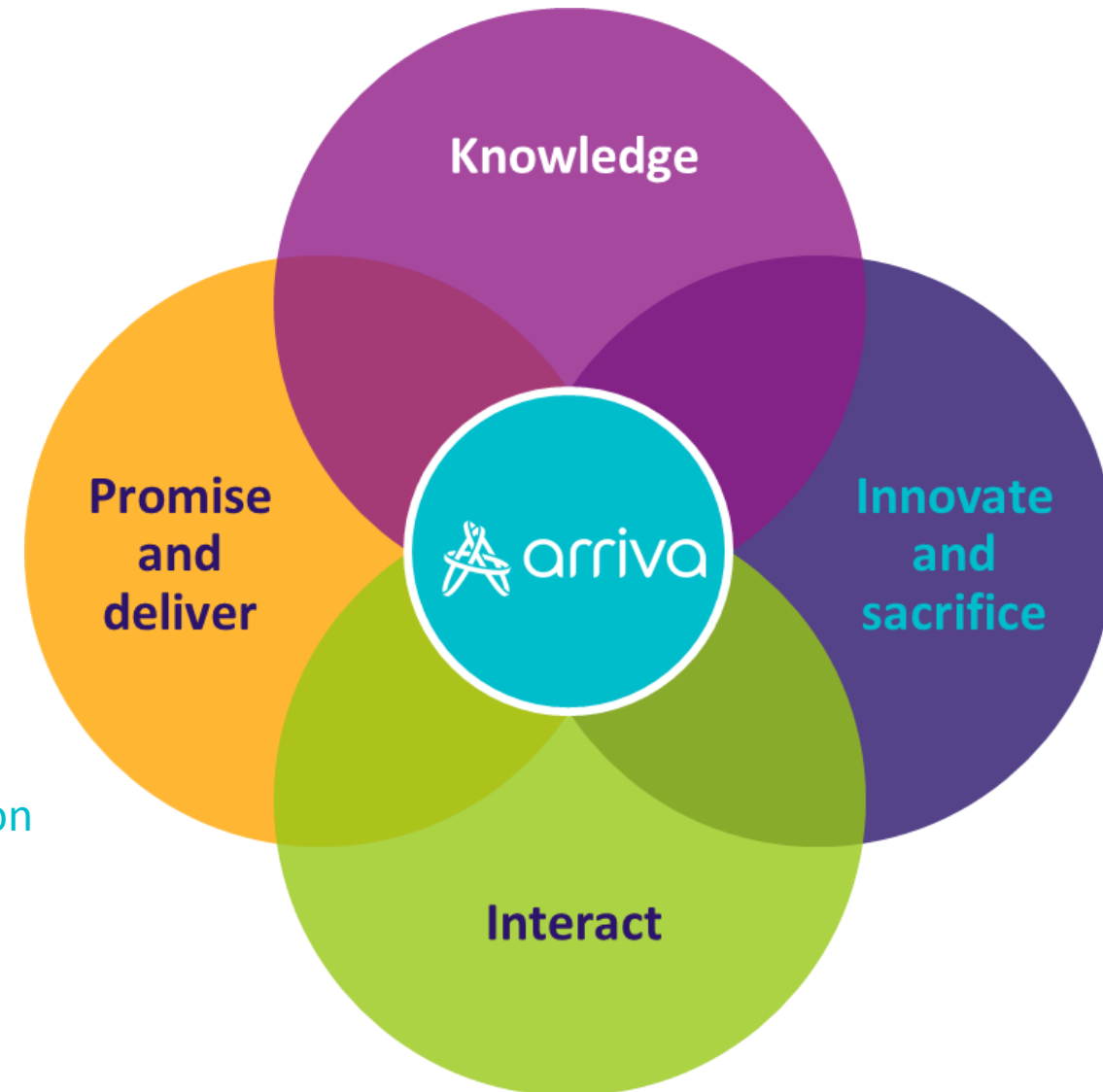
This was driven by a failure to understand what customers value and to deliver it consistently

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



a **DB** company

There are parallels here for the bus market

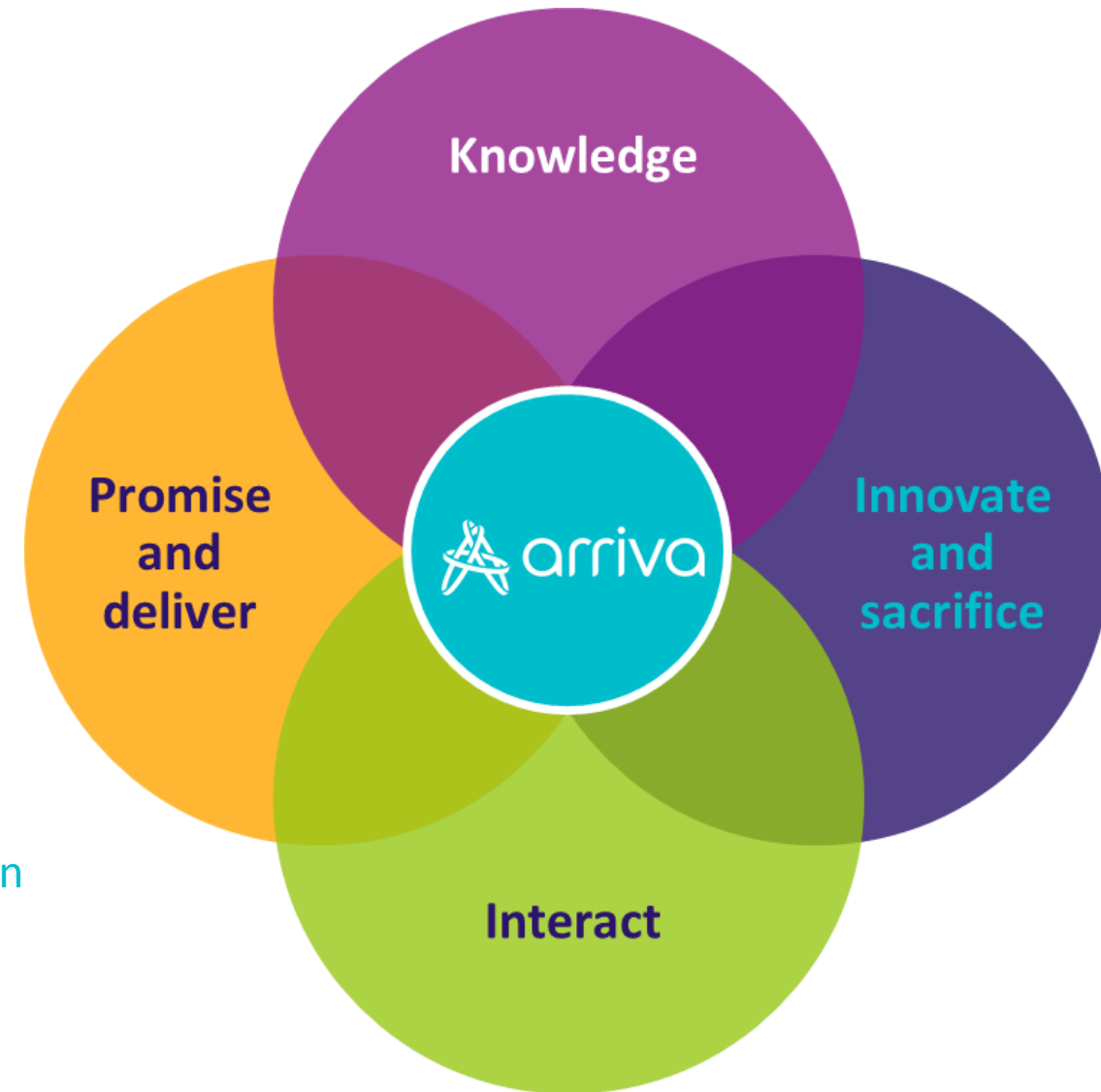
Delivering more of what customers want and innovating to make it affordable

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



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

