
MEDIA RELEASE

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REVIEW TO FOCUS ON CUSTOMER NEEDS ACROSS REGIONAL NSW

NSW TrainLink Chief Executive Rob Mason today said the regional train and coach operator is investing in new technology to make it easier for customers to get information and buy tickets online or over the phone.

NSW TrainLink customers are already or will soon benefit from:

- New SMS alerts with updates on arrival and departure times as well as journey planning with real-time phone apps.
- A new mobile friendly website for smartphones and tablets.
- A new on-line 'live chat' feature which is now being trialled to assist customers who are not frequent internet users.
- Not being required to hold a printed ticket. Customers will just need a form of ID or electronic ticket on their mobile device.

Mr Mason said NSW TrainLink continually looks for opportunities to better serve and connect regional communities, while providing value for money for customers and taxpayers.

"Over the past six years, our internet sales of rail and coach tickets have increased while face-to-face sales have dropped," Mr Mason said.

"Customers are increasingly choosing to purchase their regional train and coach tickets online with 24/7 access or over the phone with our extended contact hours, reducing the number of face to face transactions at NSW TrainLink travel centres.

"It's important we modernise our business to keep pace with changes in the travel industry and to meet customer demand for online and phone booking services where customers can book from the comfort of their homes.

"Our aim is to get the right level of customer service at each of our regional locations. This is critical for the long term sustainability of NSW TrainLink so we can continue to serve regional communities well into the future. That's why NSW TrainLink is reviewing resourcing levels at NSW regional stations, travel centres and booking offices.

"We want to provide greater flexibility and better align our resources to train and coach arrival and departure times, in order to meet our customers' needs and focus on providing the right level of customer service at each of our locations," Mr Mason said.

Whilst the review is underway, there will be no changes to the way customers can purchase their tickets. Additionally, there will be no changes to train and coach services as a result of the review.

NSW TrainLink is working with staff and unions as part of the review and will keep the community updated of any changes.

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