



## Redefining the Rail Experience

A transformation in customer service—one milestone at a time.

### This Transformation is On Track.

Virgin Trains, the UK-based train operating company, is transforming the rail experience by transforming customer service—with assistance from its key strategic partner, ServiceNow.

“We’re moving toward a digitized, automated, personalized rail experience that puts customer satisfaction first,” said Virgin Trains CIO John Sullivan. “All of that starts with a foundation of streamlined internal processes and excellent IT service delivery, and that’s exactly what ServiceNow brings to the table.”

Virgin Trains is achieving its objective in five key stages:

1. **Modernizing IT service management:** ServiceNow provides visibility into core IT processes, making it easy to see and understand where failures are occurring, what’s causing failures, average resolution times, and so on—so the company can minimize the impact on employees.

2. **Transforming how services are delivered internally:** Virgin Trains is measuring and monitoring employee satisfaction levels via a 40-inch screen that provides a live, real-time CSAT score.



3. **Transforming service delivery to customers:** By implementing the ServiceNow CSM module, Virgin Trains is able to automate common customer service tasks and save both agents and customers a lot of time.

4. **Creating a value chain among suppliers:** Virgin Trains is restructuring its RFP process so that suppliers are highly motivated to use the ServiceNow platform for their own service management processes.

5. **Innovating to create a superb rail experience:** The company is innovating with new services such as proactive customer notifications about delay, where and when the train will arrive, or how to get a refund quickly.

Virgin Trains is still in the early stages of its service transformation, but by all accounts the results are right on track.

“We’re working hard to move rail travel into the 21st century ... and ServiceNow is the right platform and the right partner to get us there.”

—John Sullivan, CIO, Virgin Trains

### Highlights

ServiceNow helps Virgin Trains move toward a digitized, automated, personalized rail experience that puts customer satisfaction first—starting with streamlined internal processes and excellent IT service delivery.

### Challenges

- Previous systems provided minimal visibility into processes
- Minimal data to drive decision making
- No consistent way of measuring and tracking customer satisfaction

### ServiceNow Solution

- **ServiceNow platform:** single source of truth for IT service processes
- **ITSM Suite:** Incident, Problem, Change Management and more
- **CSM:** automation of common customer service tasks
- **Supplier and RFP** management capabilities

### Quantified Results

- **44% improvement** in CSAT in first 8 weeks on ServiceNow
- **75% reduction** in hiring timeframes—from 1 month to 1 week
- **£50,000** cost savings through higher productivity in IT Services alone
- **33% reduction** in service tickets