

Case Study: Merseyrail

Organisation

Merseyrail is a train operating company (TOC) of vital importance to the transport infrastructure of Liverpool and its environs.

The network has 66 stations and 75 miles of route track, of which 6.5 miles are underground. Carrying approximately 100,000 passengers each weekday, or 36 million passengers per year, it forms one of the most heavily used railway networks in the UK outside London.

The Problem

Following a decision to evolve from issuing hand written Penalty notices to a mobile app based solution it was felt that further improvements could be made by offering customers easier payment options than having to pay for these notices at ticket offices. However, it was imperative that any such solution was easy to use and linked automatically to systems currently being employed by Merseyrail.

Furthermore, it was also felt that improvements could be made to the availability and passenger experience when contacting both the Merseyrail Customer Relations & Prosecutions Teams.

The Solution

PCI Telecom introduced a bespoke hosted IVR solution encompassing all other legacy telephone systems. Merseyrail passengers can now call a single number to speak to the Customer Relations Team, Prosecutions Department, Passenger Assistance and automatically pay the balance of their penalty fare notice, car parking fine or out of court settlement. All calls to operators are recorded for monitoring and training purposes (including outbound calls) and all payments can be processed in a fully PCI DSS compliant manner with Level 1 accreditation.

PCI Telecom also introduced a web payment facility with the highest level of security for passengers. Both payment channels integrate directly with the associated Merseyrail databases to provide real-time reports on outstanding penalty notices and car parking fines.

Testimonial

We have been using the PCI Telecom solution for almost 12 months and have been extremely happy with the results. Our web payments are now fully secure and our telephone system routes calls to the appropriate person/department and manages calls out of hours with an auto-responder; something we never had before.

We have seen an improved customer experience especially during periods of train service disruption. The ability to have a pre-recorded 'unacceptable behaviour' message has resulted in a reduction of aggressive phone calls. The automatic payment line and web payment site automatically links to our systems affording the customer a seamless process for making payments. Dropped calls have significantly decreased and the reporting capability is second to none.

The team at PCI Telecom understand our business and respond expeditiously to any issues. I would not hesitate in recommending PCI Telecom to other organisations.

Steve Sheils
Head of Revenue Protection, Merseyrail

