

Surveys, questionnaires, other data streams

Improving Customer Feedback Mechanisms to Better Understand Customer Experience (CX) in the Rail Industry

What is experience, can we measure customer behaviour to infer experience?

Is this type of research relevant to other areas?

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Contribution



CREATE A NEW FRAMEWORK FOR
MEASURING EXPERIENCE TO INFORM
POSITIVE CHANGES



ANALYSE HOW EXPERIENCE AFFECTS
BEHAVIOUR



IMPROVE COMMUNICATION BETWEEN
PASSENGERS AND INDUSTRY