

# Arriva UK Trains MD calls for accelerating the embracing of new technology

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The Managing Director of Arriva UK Trains says now is the time for the industry to change for good and delivery a better experience for passengers.

Chris Burchell's comments come in a blog on Arriva's website, as the number of train services have increased.

He said: "I believe that now is the time for the industry to change for good and deliver a better experience for passengers whose new patterns of demand may no longer be fully met by products designed for the pre-COVID era.

"The Government's review of the railways presents a unique opportunity to completely reform ticketing and fares so that they are transparent, flexible, easy to understand and deliver a good deal to customers."

Mr Burchell also says the industry needs to embrace new technology.

He said: "Now is the time to accelerate the industry's embracing of new technology, innovation and the

development of efficient practices to make the railway more sustainable and reduce its reliance on public subsidy.

“This is especially poignant now that many in certain jobs have embraced the fact that you can be equally as productive without necessarily being at a desk in a large central office from nine until five, five days a week, to do a good week’s work.

“The industry also needs to be ready to facilitate and not frustrate these new ways of working with new ticketing and fares solutions.

“As the railways reopen their capacity, we shouldn’t lose the opportunity to reform it and create an even better service that our customers rightly expect and deserve.”

Click [here](#) to read the full blog.

*Photo credit: Arriva UK*

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