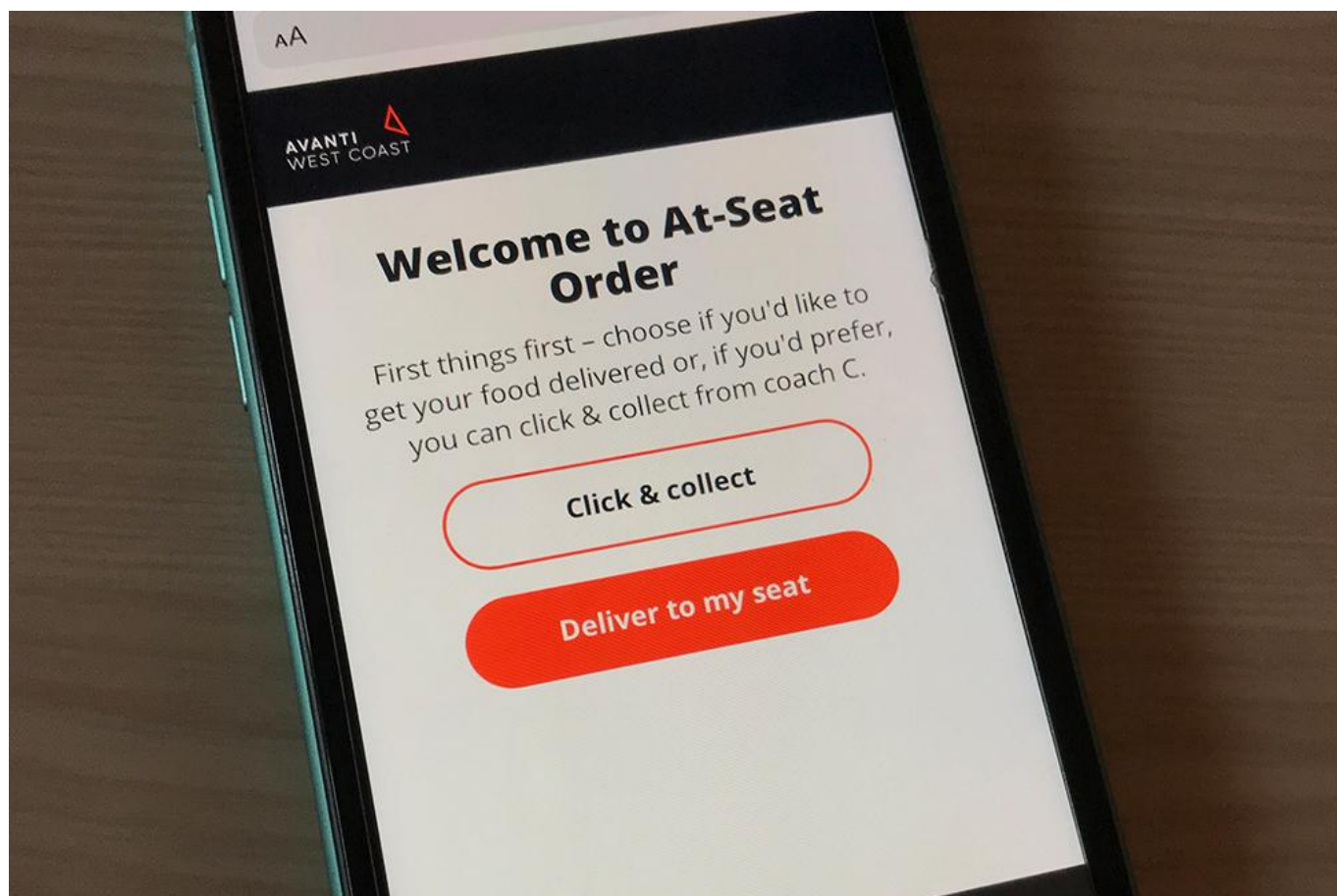


“At-Seat Order” catering service introduced by Avanti West Coast

September 1, 2020



Avanti West Coast customers are set to benefit from a new service where they can have food and drink delivered to their seat.

Whilst customers in First Class have always enjoyed being served at their seat, trials are currently taking place on selected Pendolino trains which enable customers in Standard to order food and drink and have it delivered to them.

Customers can log on to the onboard Wi-Fi using their mobile phone, tablet or laptop and then visit the dedicated page in their browser to choose their refreshments.

Payment is through debit or credit cards or PayPal. The order is then delivered to their seat by an onboard Customer Service Assistant.

Avanti West Coast is also testing Click and Collect – giving customers the option to choose food and drink at their seat before collecting from the onboard shop. Those using this will get a notification by text when their order is ready to collect.

While the trials, known as At Seat Order, take place, the onboard shop will remain open if customers prefer to buy their food and drink in the more traditional way.

Initial feedback shows the service has proved successful so far and Avanti West Coast will look to roll it out across the network if the good results continue.

One customer, who used the service, said: "I didn't need to leave my seat and I was able to fully relax on my journey."

Another said: "It gave me an enhanced perception that Avanti care about my onboard experience."

The service would run alongside the onboard Shop on all Pendolino services, which has now been installed with protective screens and safety lines in place to promote social distancing.

"We're always striving to improve the experience for our customers and these new services will let customers choose the most convenient way for them to buy food and drink. The feedback so far has been really positive," said Sarah Copley, Executive Director, Commercial at Avanti West Coast.

"For those travelling on their own or who don't want to leave their seat – this is a perfect solution.

"Alongside our increased safety measures, this innovation enables customers to pay for their items digitally providing them with even more reassurance when they travel with Avanti West Coast."

Earlier this month the complimentary at-seat catering service was reintroduced in First Class on all Pendolinos, along with a new menu, and last week it also returned to the Voyager fleet. It was halted as a precaution because of the COVID-19 pandemic.

For further safety measures introduced on our services see: www.avantiwestcoast.co.uk

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