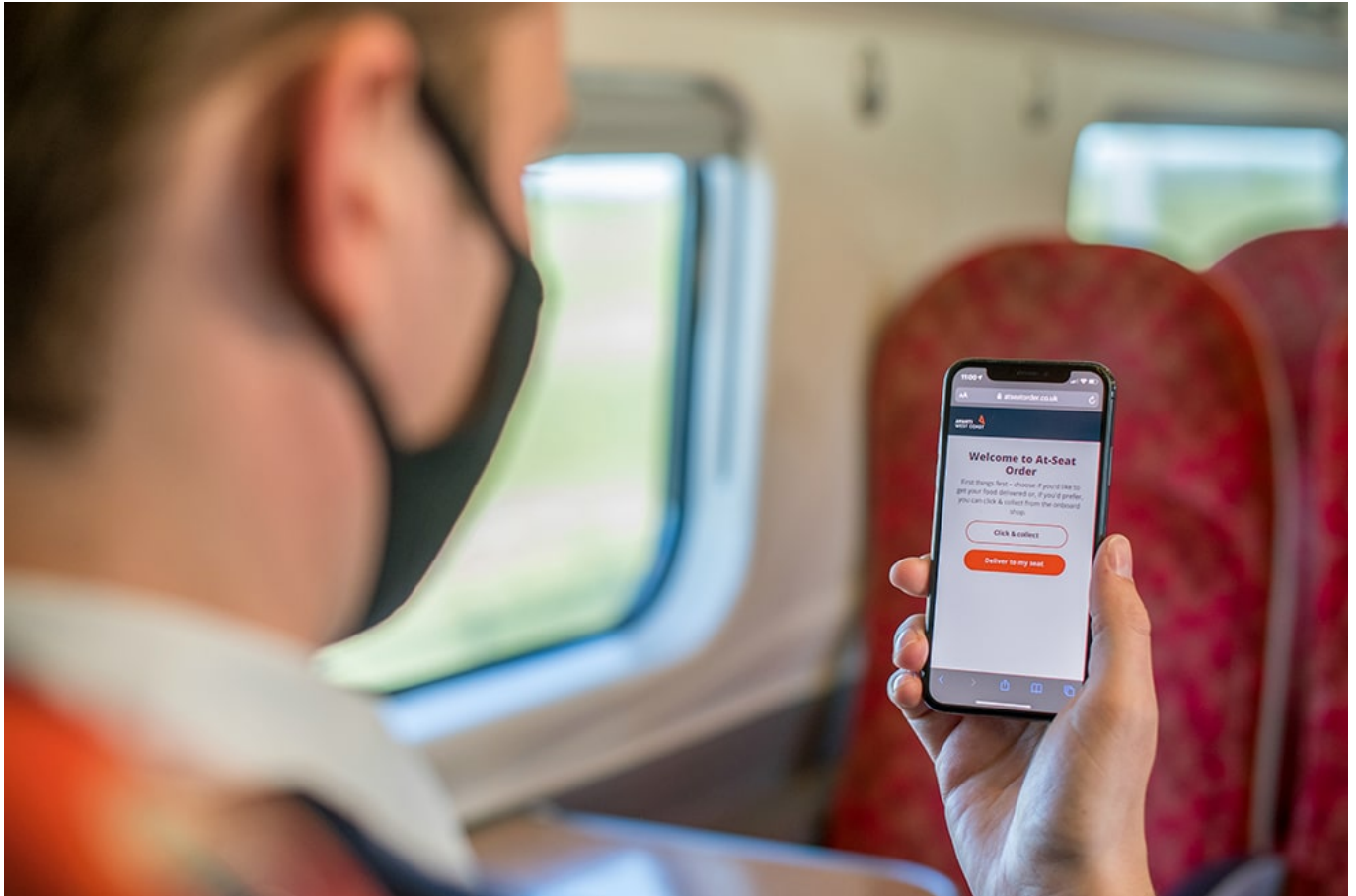


“At-Seat Order” rolled out across Avanti West Coast UK network

May 6, 2021



Avanti West Coast has rolled out a new service across its UK network where customers can have food and drink delivered to their seat.

Introduced on trains operating across the West Coast Main Line, this new feature follows a successful trial onboard last year.

Whilst customers in First Class have always enjoyed being served at their seat, this will enable customers in Standard to order refreshments and have it delivered to them.

Known as At-Seat Order, this additional customer benefit has been introduced across services on Avanti West Coast's routes.

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 items.

Payment is through debit or credit cards and PayPal. The order is then delivered to their seat by an

onboard Customer Service Assistant.

As part of At-Seat Order, a click and collect function has also been introduced on Pendolino trains – giving customers the option to choose food and drink at their seat before collecting from the onboard shop. A notification will be sent to customers on their phone when their order is ready to collect.

Feedback for At-Seat Order has been overwhelmingly positive with customers rating the service as good or excellent.

Accessibility groups also welcomed the new service, citing it was helpful for disabled customers who find it difficult to leave their seat.

At-Seat Order will also run alongside the onboard shop on Pendolino services if customers prefer to buy their food and drink in the more traditional way.

The onboard shop on Pendolinos have been installed with protective screens and safety lines in place to enable social distancing.

“The results of our trial proved At-Seat Order was a great addition to services and a perfect solution for customers who did not want to leave their seat,” said Sarah Copley, Executive Director, Commercial at Avanti West Coast.

“It’s a new, easy way for those travelling to enjoy great food and drink with us and to pay digitally, providing extra reassurance during a journey so customers can travel with confidence.”

Customers using Avanti West Coast can visit At-Seat Order here: <https://www.atseatorder.co.uk/>

Photo credit: Avanti West Coast