

# Suppliers are clear that the passenger experience must improve

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Improving the customer experience is essential to attract passengers back to rail to create a financially sustainable industry.

That's the message from the Rail Supply Group's (RSG) [Rail Sector Deal survey](#), the results of which have been revealed today.

It was undertaken by independent market researchers [Savanta ComRes](#). The survey results show that suppliers believe opportunities are available by using digital technology, and accelerating innovation through collaboration which is the number one priority for suppliers.

However, the productivity challenge is only recognised as an industry priority by two in five organisations. Raising the importance of the link between productivity and a financially sustainable industry will require more work by the Rail Supply Group and its partners.

Responses strongly supported the industry's drive to address climate change and decarbonisation, and foster further economic growth within the industry and wider communities.

The RSG has incorporated the survey's key findings in its response to the [Whole Industry Strategic Plan Call for Evidence](#) and will also be using the results to help inform and tackle industry-wide issues.

[Click here for the full survey results.](#)

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