

Train operator CrossCountry helps its customers travel with confidence

December 2, 2020



Britain's long-distance train operator, CrossCountry, is continuing its work to help customers travel with confidence.

To help those who preparing to travel this Christmas and to be ready to welcome others back when social restrictions are relaxed, CrossCountry is continuing to enhance the onboard experience to make its customers' journeys easier.

Research conducted during June and October highlighted how the ongoing pandemic was affecting customers' confidence in how to store their luggage when travelling. With many seats not being used to help people continue social distancing, customers were asking for help to identify the places luggage can be kept and assurance it was being used properly to stop people wandering around carriages unnecessarily.

Throughout November, new signage was installed on CrossCountry's long distance trains to make it easier for customers to see the places to properly store their luggage. Large vinyl signs were placed on the outside of Carriage D to highlight the dedicated luggage storage area, and inside carriages extra labels

illustrate all placed luggage can be stowed away. To support the effectiveness of the new labels, extra announcements are being made to remind customers that properly stored luggage helps everyone traveling by train.

The new labels come soon after CrossCountry introduced online 'virtual tours' of its trains to enable customers to see what to expect when travelling, which also highlight the luggage store and include videos showing tips for the best way to take luggage by train.

Commenting on the new signs, CrossCountry Managing Director, Tom Joyner, said: "We're pleased to offer this latest step to help our customers travel with confidence. People take luggage in all shapes and sizes, so knowing the best places to store it on trains assists their quickly getting settled into their seats and helps them maintain the appropriate distance from fellow passengers. People still need to travel, and as the holidays approach it's important we do everything we can to help them on their journeys."

Photo credit: CrossCountry

For today's rail news from railbusinessdaily.com [click here](#).