

Trenitalia c2c appoints Abu Siddeeq its new customer experience director

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Train operator **Trenitalia c2c** has appointed Abu Siddeeq as its new Customer Experience Director, starting the new role in February. He will head a newly-restructured team, dedicated to delivering excellent customer service for users of the east London and south Essex train line.

Abu will join from rail operator, LNER, where he was most recently Head of Customer Experience Strategy. Prior to this he was at Great Western Railway, latterly as Head of Customer Proposition. He has also held roles at FirstGroup, Transport for London and the NHS.

Rob Mullen, Managing Director of c2c, said: "I am absolutely delighted that we've appointed Abu. He joins us from LNER and has held multiple roles in customer services, experience and operations across different train operators and the NHS. A real benefit is Abu lives on our network, so understands our routes, our customers and our communities.

"Our communications, stations, revenue protection and security and customer services teams will sit under Abu's directorship to make sure they are right at the forefront of our thinking. Providing good service for our customers is more important now than ever, as we strive to attract them back to the

railway.”

Abu said: “I’m delighted to be joining Trenitalia c2c, which is consistently one of the highest performing train operating companies for customer satisfaction. What’s particularly attractive and exciting is the opportunity to further enhance an already strong customer offering, by looking at new and innovative ways of engaging with our customers and communities and using that insight to focus our priorities and improvements.

“I’m really looking forward to working alongside colleagues across the organisation in developing and embedding an ambitious customer strategy.”

Photo credit: Trenitalia c2c