

# PASSENGER SERVICE

The successful implementation of the Year of the Passenger Programme in 2016 did not make FPC complacent.

In 2017, FPC contributed to the development and implementation of the Action Plan for improving passenger service quality in 2017–2019 and the Passenger Service Improvement Programme for 2017–2019.

The Programme and the Plan aim to increase passenger satisfaction levels throughout all stages of their journey:

- Selecting the mode of transport
- Purchasing a ticket
- Waiting for the train
- Service throughout the journey
- Improving the passenger feedback process.

RUB 17.8 billion were invested in the initiatives.

FPC identified the key categories of passenger requests and focused most of its activities on:

- on-board services
- the technical condition of trains
- ticket booking services
- catering.

FPC's efforts helped reduce the number of complaints for all categories. Ticket booking services and the technical condition of trains demonstrated the best results, with complaints down by 49% and 23%, respectively.

**RUB 17.8**  
billion

budget of service  
quality improvement  
initiatives

## BOOKING BAGGAGE TRANSPORTATION E-TICKETS ONLINE AND FOR DISABLED PERSONS

Information accessibility and easy-to-use electronic services, which form part of a modern person's life, drive the appeal of our services to passengers and are our focus.

During the year, a service was implemented for booking electronic carriage documents for special luggage and pets through the Russian Railways website.

Passengers can now book an e-ticket with electronic carriage documents for transporting:

- small pets in carriers
- electronics, consumer video and audio equipment, sports and camping equipment beyond the regular standards.

Electronic carriage documents for baggage are generated and paid upon booking a ticket.

Since 11 April 2017, disabled persons can book dedicated seats in long-distance trains on the Russian Railways website.

## SUPPORTING SPECIAL NEEDS PASSENGERS

**50 %  
discount**

for passengers with reduced mobility

For unimpeded passenger, baggage, and wheelchair access from platform to carriage and back, FPC provided removable ramps for 41 branded trains, 6 international trains, and 7 express trains (1,403 carriages in total), which depart from and arrive at high platforms.

To support reduced mobility passengers, FPC introduced a 50% discount off the prices specified in the Tariff Guidelines for the deregulated transportation segment. Over 69,000 tickets were sold within this initiative in 2017.

## SELLING TICKETS FOR TRAVEL TO THE KALININGRAD REGION

Pursuant to Resolution of the Russian Government No. 1486 On Amending Rules of Tickets Issue to Passengers and Their Boarding Trains when Travelling to the Kaliningrad Region from the Rest of the Russian Territory via the Republic of Lithuania

and back by Rail dated 7 December 2017, e-ticket booking and online registration for FPC's trains on routes to the Kaliningrad Region via Belarus and Lithuania has been possible since 19 December 2017 on web portals.



## MEAL FREQUENCY SELECTION, FPC MARKET

Since 2017, 48 trains have been offering a diversified menu of extra meals throughout the journey at an affordable price when booking at a ticket office or on the Russian Railways website. In December 2017, www.pass.rzd.ru launched the pilot testing of FPC Market, a web service for selling merchandise to passengers.

When booking a ticket, a passenger may also purchase children's goods, printed media, souvenirs, travel goods, hot and cold beverages, desserts, and snacks. Goods purchased by the passenger form a separate order which is paid at the time of ticket booking, and the order is then issued by the train crew.

**on 48**  
trains

extra meals are  
available

## CARE FOR CHILDREN

From 1 June to 30 November 2017, all children travelling in FPC's compartment, first-class, and luxury carriages of branded trains and in premium carriages received one of two types of travel kit depending on age group. Children from 0 to 5 years old received a small daypack with a picture

of a train, a table-top game, a puzzle, wax pencils, and a book with creative tasks; while children from 5 to 10 years old received a small bag with a game of skill, a paper construction kit, pencils, and a colouring book. Over 260,000 travel kits were handed out to FPC's little passengers.

## INFOTAINMENT PORTAL

Poputchik (Fellow Passenger) infotainment portal was implemented on 45 branded trains and non-branded Strizh trains, train No. 45/50

Moscow – Samara, and express trains running between Bryansk and Moscow.

**16,000**  
cars

carried since 2012

## CAR TRANSPORTERS

New routes were introduced for car transporters: Moscow – Rostov-on-Don, Moscow – Kazan, and Rostov – Adler.

The number of cars carried increased by 10.5% year-on-year, with a total 16,000 cars transported by FPC since 2012.

## RZD BONUS LOYALTY PROGRAMME

RZD Holding launched RZD Bonus Loyalty Programme for families in 2017.

All family members can now accumulate bonus points on a joint account.

## UNIFORM SERVICE STANDARDS

STO FPC 1.05.001-2017 Corporate Standard "Passenger Services on Trains Made up by Joint Stock Company Federal Passenger Company. Service Quality Requirements for Carriages with Luxury Compartments" was introduced on 1 July 2017 to establish uniform service standards.

Service quality requirements applicable to carriages with luxury compartments.

The Standard was prepared to reflect international practice of VIP customer services. It sets forth requirements for services rendered, carriage equipment, and service staff.



## PREMIUM LOUNGES

In 2017, FPC and the Directorate of Railway Stations introduced a project providing luxury carriage passengers with free access to premium lounges at railway stations.

Such passengers are provided with services of personal hygiene rooms, mobile and portable device charging, wi-fi, and hot beverages.

The service is available to those with a luxury carriage ticket when entering the premium lounge at 18 railway stations.

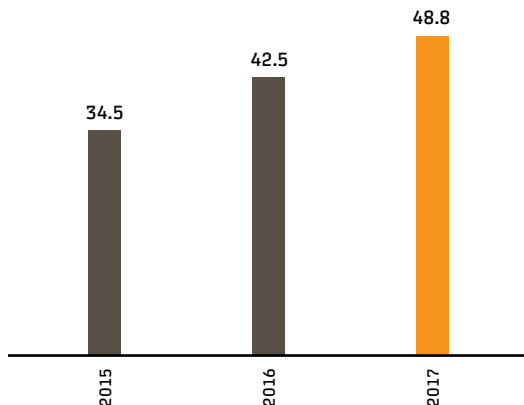
## CARRIAGE EQUIPMENT

All new rolling stock is equipped with environmentally friendly toilet facilities (composting toilets) and air conditioning units.

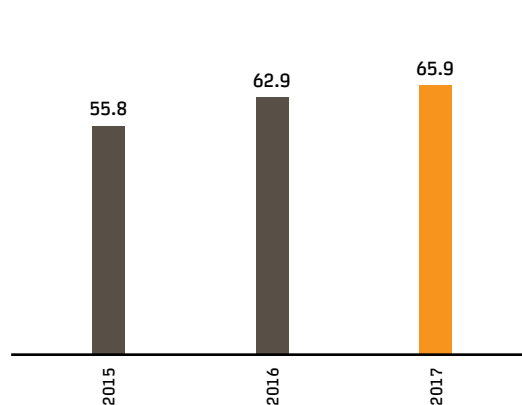
In 2017, the percentage of carriages equipped with air conditioning units increased by 3%, and the number of carriages with environmentally friendly toilet facilities increased by 6.3 % of the assigned fleet.

### Availability of carriages equipped with air conditioning units and environmentally friendly toilet facilities

% of the assigned fleet equipped with composting toilets



% of the assigned fleet equipped with air conditioning units




To provide its passengers with maximum comfort during a long-distance journey, FPC provides its carriages with innovative removable mattresses. Most carriages of FPC's Northwest Branch have already been provided with synthetic mattresses, which have an internal case with fire and biological protection and are moisture and odour resistant, providing extra comfort and improving the hygienic conditions of passenger travel.

PC provided another 2,321 carriages with extra sockets for device charging.

All branded trains, including dining carriages, accept bank cards as of 2017.

# SERVICE CLASSES FOR FPC'S CARRIAGES

Carriage type	Service class	Consumer properties and value-added services				Transporting animals 
		On-train services	A/C	Composting toilet		
Luxury	1A (4 compartments)	+	+	+	Small animals transported free of charge. No large dogs allowed.	
	1I (5 compartments)	+	+	+		
	1M (6 compartments)	+	+	+		
First-class	1E	+	+	+	Transporting small animals. Small animals transported free of charge. An entire compartment must be booked for transporting large dogs. Only one large dog may be transported at a time. Large dogs transported free of charge.	
	1B	+	+	+	Small animals transported free of charge. Only one large dog may be transported at a time. Large dogs transported free of charge.	
	1E	+	+	+	Small animals transported free of charge. No large dogs allowed.	
	1U	-	+	+	An entire compartment must be booked for transporting small animals. Small animals transported free of charge. An entire compartment must be booked for transporting large dogs.	
	1L	-	+	-	Only one large dog may be transported at a time. Large dogs transported free of charge.	
	1D (tourist)	-	+	-	No	
Compartment	2E	+	+	+	An entire compartment must be booked for transporting small animals. Small animals transported free of charge. An entire compartment must be booked for transporting large dogs.	
	2B	+	+	-	Only one large dog may be transported at a time. Large dogs transported free of charge.	
	2K	-	+	+	No entire compartment booking required for transporting small animals. Extra charge for transporting animals. Several large dogs may be transported.	
	2Y	-	+	-	Large dogs may be transported subject to paying the full fare for all seats in the compartment without extra charge for the transportation; the number of dogs and their owners or accompanying persons travelling in the compartment must not exceed the number of seats.	
	2L	-	-	-	Large dogs transported free of charge.	
	2D (tourist)	-	-	-	No	

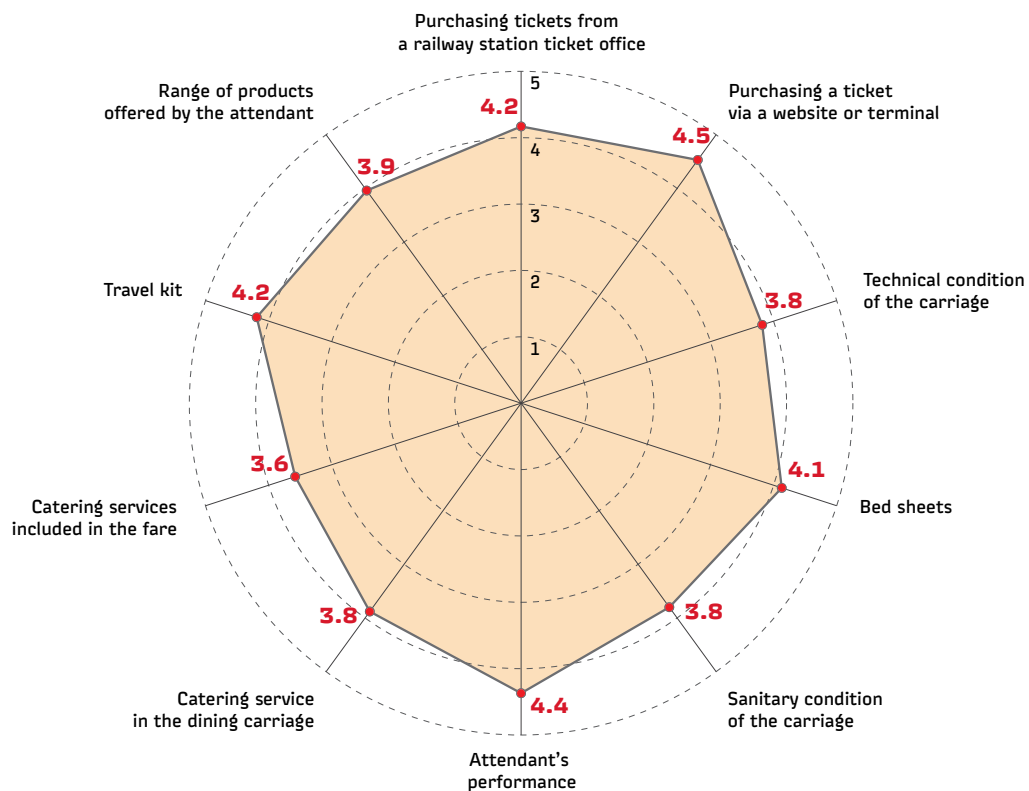
Carriage type	Service class	Consumer properties and value-added services			
		On-train services	A/C	Composting toilet	Transporting animals
Third-class sleeping	3E	-	+	+	No
	3T	-	+	-	No
	3D	-	+	-	No extra seat booking required for transporting small animals.
	3U	-	-	-	Extra charge for transporting animals.
	3L	-	-	-	No
	3P (for organised groups of children)	-	+	+	No
With seats (locomotive-hauled)	1R (improved seat arrangement)	+	+	+	No
	2R (standard arrangement)	+	+	+	No
	3R (seating carriage based on a compartment carriage)	+	+	+	No
	1V (seating carriage, separate compartment)	+	+	+	Small animals transported free of charge. No large dogs allowed.
	2S	-	+	+	No
	2V	-	+	-	No extra seat booking required for transporting small animals.
	3Zh	-	-	-	Extra charge for transporting animals. No large dogs allowed.
	2E	-	+	-	No
	3S	-	-	-	No
With seats (multiple-unit trains)	1S (improved seat arrangement)	-	+	+	No
	2S (standard arrangement)	-	+	+	No
	2V	-	+	+	No extra seat booking required for transporting small animals.
	3Zh	-	-	-	Extra charge for transporting animals. No large dogs allowed.
	2M (improved seat arrangement)	-	-	-	No
	3S (standard arrangement)	-	-	-	No
Open-plan carriage with seats	3O	-	-	-	No
	3V	-	-	-	No

## Online survey for assessing service quality

Service quality assessment

(on a scale from 1 to 5, where 5 stands for “excellent” and 1 – for “very poor”)

FPC will continue to monitor passenger service quality assessments in 2018.



Online survey on the website:

**OPROS.FPC.RU**



January – December 2017



Number of respondents:

**25,948**  
people



Overall service quality score

**4.1**  
points



## Introducing a system for assessing service quality after travel for passengers who have purchased an e-ticket

### Set-up of the FPC – passenger communication channel



Personalised messages thanking passengers for travelling with FPC's trains and prompting a service quality assessment

Targeted personalised offers based on a RTDM retrospective analysis of each specific passenger's mobility RTDM

### Impact:

- Better customer focus and image of FPC
- Higher passenger loyalty (higher NPS)
- Attracting new customers to RZD Bonus Loyalty Programme
- Establishing a passenger mobility database as an extra analytics tool

