

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: Official Complaint re: Journey Experience on 1G18 16:30 YRK-PBO 13 February 2022. TM - [REDACTED] KGX.
Date: 23 February 2022 19:24:48

Dear Sirs

****Official Complaint****

****Journey Experience on 1G18 16:30 YRK-PBO 13 February 2022. TM - [REDACTED] KGX.****

My name is [REDACTED] and I wish to make you aware of my recent and miserable journey experience on LNER.

As per your own website at [https://www.\[REDACTED\].faq/tickets-booking/upgrade-to-first-class/upgrade-to-first-class-onboard-the-train/](https://www.[REDACTED].faq/tickets-booking/upgrade-to-first-class/upgrade-to-first-class-onboard-the-train/) it clearly states that:

“You can upgrade your Standard ticket to First Class on weekends, Bank Holidays and on some Super Off-Peak trains.”

It goes on to say

“To upgrade just speak to the train manager and pay the upgrade there and then by cash or card.”

No where on this page is there a * or sub note to show extra small print nor subject to availability nor if the Train Manager cant be bothered to get his DORIS machine out of its bag etc etc.

So I approached the Train Manager who I now know to be [REDACTED] based at Kings Cross, BEFORE boarding at York to ask to Upgrade. He, quick as a flash, without even bothering to check, said “nah, because of engineering work cant upgrade ya, going to get busy along the route. Go sit in coach H”.

While getting onto coach H I noticed the reservation system was turned off, so had no idea if I was going to be turfed out my seat later on in the journey, because remember this was a very busy service due to engineering work. As such I was unable to relax due to the constant worry of being turfed out the seat.

[REDACTED] made constant announcements about how there were no upgrades due to engineering work and it was going to be an “extremely busy train”.

He also made announcements about face mask wearing saying that you had to wear them. York is still in England the last time I did Geography and correct me if I'm wrong but there were no Mandatory rules on face masks at the time in England.

While in coach H, I noticed a member of cafe bar staff just dump their uniform on a seat opposite me. Remember this was apparently an extremely busy train (well [REDACTED] claimed it was) and that staff member was stopping another passenger from having a seat. Photographic evidence can be provided.

During the Journey between York and Peterborough no walk through was done. No ticket or revenue check was completed at all. To be honest I doubt [REDACTED] even left the back cab at all, however being all the way in Standard cannot confirm this.

I actually suspect that the reason there were no upgrades available was because [REDACTED] [REDACTED] didn't actually have a ticket machine with him to sell them and thus made an excuse not to sell them.

The train was never busy as we kept being promised by [REDACTED] it would become. I reckon it was maybe 50% full, if that.

So onto the role of the Train Manager:

****As the leader of the service you will be expected to deliver an excellent experience for our customers, you will lead the team to ensure First Class is fabulous and Standard sparkles.****

****You will ensure the standards of your daily team are impeccable and that customer expectations are met.****

There was no delivery of any “service”, nor did Standard Class sparkle with staff uniforms being thrown around the seats. An effective Train Manager who can be bothered to come out of the back cab and do a walk through would notice this. The standards as stated were far from impeccable.

****Ensure that all available technology and equipment is utilised as instructed to enhance the customer experience.****

Reservation system was turned off. No ticket machine was taken out on duty. As such, how has my experience been enhanced? Clue: It hasn't.

****Delivery of revenue, safety and customer experience (NAS) targets. Demonstrates a positive attitude to maximising on board / ticket revenue, actively promoting sales, adapting the service and actively encouraging crews to deliver the targets.****

****Ensure effective ticket checks are maintained on all services and where required, retail tickets.****

Remember this was apparently a busy service so a perfect opportunity to maximise revenue. There was no revenue check done at ANY time. So based on the law of averages there is bound to have been ticketless passengers who have in effect gotten a free ride. There was a negative attitude to revenue almost as if [REDACTED] couldn't be bothered or didn't want to cash anything up or even never had a ticket machine in the first place!!!

****Love of our customers and a true desire to make their journey amazing****

There was no love or desire from [REDACTED] I was really made to feel like I was a hindrance and just cattle.

As you can see [REDACTED] has not held up to his Role and there are numerous breaches of what he is supposed to do as a TM. The journey was not a relaxing experience for me at all.

I feel as compensation for your colleagues' failures a complimentary return first class ticket anywhere on your network should be provided so I can experience the proper first class service just as long as [REDACTED] isn't the Train Manager.

[REDACTED]

From: [REDACTED]
To: [REDACTED]
Subject: From London North Eastern Railway (LNER)
Date: 24 February 2022 17:01:45

Dear Mr [REDACTED]

I write further to your communication with [REDACTED] and [REDACTED] regarding your recent experiences with London North Eastern Railway (LNER). In particular, I refer to your concerns regarding the issues that arose when travelling with us from York to Peterborough on the 13th February 2022. Your case has been passed to myself for response.

I am aware there are a number of issues of concern for you, and with this in mind I would like to invite you to meet with me personally, on a face to face basis, to discuss the points you raise in detail. Naturally we will adhere to social distancing and other relevant Government guidelines and I am sure you will agree that by meeting this will allow us the opportunity to address the issues and look at a resolution and way forward to prevent similar issues in the future.

I travel the country weekly so am happy to travel to wherever you are based and to meet you at any convenient public location, and time, for yourself. I am sure you will agree to this being the best way forward, and if you would like to suggest a few dates, times and locations over the next couple of weeks and I will arrange my diary accordingly.

I look forward to hearing from you at your convenience and hopefully meeting you in the near future.

With kind regards,

[REDACTED]
Senior Customer Relations Manager – MD Office

[REDACTED]
Senior Customer Relations Manager
[REDACTED]

[REDACTED]



From: [REDACTED]
To: [REDACTED]
Subject: From London North Eastern Railway (LNER)
Date: 21 March 2022 14:41:00

Dear Mr [REDACTED]

Thank you again for your correspondence regarding your experience when travelling with London North Eastern Railway (LNER) from York to Peterborough on 13th February 2022. Your comments regarding your recent experience are noted.

At LNER our fares are set using a Rail Price Optimiser system which is a revenue management tool, used by most UK rail operators to set fares and ticket allocations. The Optimiser system forecasts demand for every journey on each LNER service and looks at the full routing of the train to determine the pricing structure, rather than just a particular section of the routing. The optimiser system is also used to control the availability of Advance fares, by allocating a quota of fares at certain price levels for each service. For reference, there is not one specific Advance fare for each service, instead a range of possible Advance fares levels is offered, which vary in availability and price, again according to demand and how far in Advance a customer is booking. This can also mean that certain shorter journeys, which have higher demand, can be priced at a higher fare than some of our longer distance journeys, particularly if there is high demand for the shorter sector of the journey. This can also be the case when seat sale fares are calculated and published at certain times of the year.

We take this approach to pricing to maximise the availability of Advance tickets, which are popular with customers, whilst also ensuring that particular services do not become overcrowded and remains profitable. Of course, we also need to consider passengers who purchase flexible tickets, such as 'Anytime', who do not need to travel on a specific service. It should also be noted however, that the Revenue Optimiser system does look at the profitability of the train as a whole, when offering tickets for sale, rather than the number of tickets sold. This is why higher than expected fares are often only available between destinations, even though the train may not appear to be full or the distance travelled not as great as other journeys where fares may be lower. Again, this is normal commercial practice in travel businesses, including airlines and rail. That said, although this process is also used when buying upgrade tickets prior to departure, an upgrade ticket sold on the day of travel, and onboard the train, is at the discretion of the Train Manager depending on availability, and the anticipated loadings as the train continues it's journey.

I am also naturally sorry to read of your interaction with our staff during your time with us, and of course I am addressing this further internally to address any knowledge gaps or training needed. At LNER we aim to deliver a high standard of service at all times, particularly given the current climate we are all living in, and again this will be addressed within our business to look at any changes which may be needed, to ensure customer expectations are met. As you will appreciate, for reasons of confidentiality I am unable to forward the outcome of our discussions, however I will myself be reviewing the reports to fully understand the outcomes and any actions that need addressing, to ensure completion.

Finally, please accept my apologies for the delay in a response being sent to you, and in view of this I will be adding a £25.00 e-voucher to your online LNER account, which can be used against future online ticket purchases for all UK rail companies. If you can forward to me the user name for your LNER account (not password) and I will have the vouchers loaded within 48 hours.

Thank you once again for making contact with us, customer feedback is important to LNER and something we look at closely when reviewing the service we offer.

With kind regards,



Senior Customer Relations Manager
Sent 'without prejudice'

From: [REDACTED]
To: [REDACTED]
Subject: Fwd: Official Complaint re: Journey Experience on 1G18 16:30 YRK-PBO 13 February 2022. TM - [REDACTED] KGX.
Date: 23 February 2022 19:28:41

FYI

[REDACTED]
On Train Delivery Manager
[REDACTED]



From: [REDACTED] <[REDACTED]>
Sent: Wednesday, February 23, 2022 7:24 pm
To: [REDACTED]
Cc: [REDACTED]
Subject: Official Complaint re: Journey Experience on 1G18 16:30 YRK-PBO 13 February 2022. TM - [REDACTED] KGX.

Dear Sirs

****Official Complaint****

****Journey Experience on 1G18 16:30 YRK-PBO 13 February 2022. TM - [REDACTED] KGX.****

My name is [REDACTED] and I wish to make you aware of my recent and miserable journey experience on LNER.

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“To upgrade just speak to the train manager and pay the upgrade there and then by cash or card.”

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While getting onto coach H I noticed the reservation system was turned off, so had no idea if I was going to be turfed out my seat later on in the journey, because remember this was a very busy service due to engineering work. As such I was unable to relax due to the constant worry of being turfed out the seat.

[REDACTED] made constant announcements about how there were no upgrades due to engineering work and it was going to be an “extremely busy train”.

He also made announcements about face mask wearing saying that you had to wear them. York is still in England the last time I did Geography and correct me if I'm wrong but there were no Mandatory rules on face masks at the time in England.

While in coach H, I noticed a member of cafe bar staff just dump their uniform on a seat opposite me. Remember this was apparently an extremely busy train (well [REDACTED] claimed it was) and that staff member was stopping another passenger from having a seat. Photographic evidence can be provided.

During the Journey between York and Peterborough no walk through was done. No ticket or revenue check was completed at all. To be honest I doubt [REDACTED] even left the back cab at all, however being all the way in Standard cannot confirm this.

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The train was never busy as we kept being promised by [REDACTED] it would become. I reckon it was maybe 50% full, if that.

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****Ensure that all available technology and equipment is utilised as instructed to enhance the customer experience.****

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****Delivery of revenue, safety and customer experience (NAS) targets. Demonstrates a positive attitude to maximising on board / ticket revenue, actively promoting sales, adapting the service and actively encouraging crews to deliver the targets.****

****Ensure effective ticket checks are maintained on all services and where required, retail tickets.****

Remember this was apparently a busy service so a perfect opportunity to maximise revenue. There was no revenue check done at ANY time. So based on the law of averages there is bound to have been ticketless passengers who have in effect gotten a free ride. There was a negative attitude to revenue almost as if [REDACTED] couldn't be bothered or didn't want to cash anything up or even never had a ticket machine in the first place!!!

****Love of our customers and a true desire to make their journey amazing****

There was no love or desire from [REDACTED] I was really made to feel like I was a hindrance and just cattle.

As you can see [REDACTED] has not held up to his Role and there are numerous breaches of what he is supposed to do as a TM. The journey was not a relaxing experience for me at all.

I feel as compensation for your colleagues' failures a complimentary return first class ticket anywhere on your network should be provided so I can experience the proper first class service just as long as [REDACTED] isn't the Train Manager.

[REDACTED]

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: Official Complaint re: Journey Experience on 1G18 16:30 YRK-PBO 13 February 2022. TM - [REDACTED] KGX.
Date: 24 February 2022 10:46:22

Hi [REDACTED]

Yeah I'll be back in the station by 12:00, catch up with you later then

Sent from my iPhone

[REDACTED] (He/Him)
On Train Skills & Comp Mgr London
[REDACTED]

On 24 Feb 2022, at 10:33, [REDACTED] <[REDACTED]> wrote:

Thanks [REDACTED]

[REDACTED] – are you in KGX to pick up on this today?

[REDACTED]

[REDACTED]
Senior Customer Relations Manager
[REDACTED]

From: [REDACTED] <[REDACTED]>
Sent: 24 February 2022 10:11
To: [REDACTED] <[REDACTED]>
Cc: [REDACTED] <[REDACTED]> [REDACTED] <[REDACTED]>
Subject: Re: Official Complaint re: Journey Experience on 1G18 16:30 YRK-PBO 13 February 2022. TM - [REDACTED]
[REDACTED] KGX.

Morning [REDACTED]

Thanks for checking for me

[REDACTED]

Sent from my iPhone

[REDACTED] (He/Him)
On Train Skills & Comp Mgr London
[REDACTED]

On 24 Feb 2022, at 10:01, [REDACTED] <[REDACTED]> wrote:

Hi [REDACTED]

I am well thank you, hope you are too?

There is nothing logged on the system under that email address so that is very bizarre. I'm copying in [REDACTED] and [REDACTED] from the Customer Relations team as they may be able to shed some insight.

Thanks

[REDACTED]

[REDACTED]

Contact Centre Manager

[REDACTED] . [REDACTED]

From: [REDACTED] <[REDACTED]>
Sent: 23 February 2022 22:23
To: [REDACTED] <[REDACTED]>
Subject: Fwd: Official Complaint re: Journey Experience on 1G18 16:30 YRK-PBO 13 February 2022.
TM - [REDACTED] [REDACTED] KGX.

Hi [REDACTED]

Hope you're well.

Just wondering if you are able to shed any light on the below complaint email that I have been copied into.

The email address it's been sent from seems like an external email and not come via the contact centre, are you able to check if there has been any complaint from the customer that has been logged by the contact centre?

Cheers,

[REDACTED]

Sent from my iPhone

Begin forwarded message:

[REDACTED] (He/Him)
On Train Skills & Comp Mgr London

[REDACTED] [REDACTED]

[REDACTED]

From: [REDACTED]
Date: 23 February 2022 at 19:24:48 GMT
To: [REDACTED] <[REDACTED]>
Cc: [REDACTED] <[REDACTED]>
Subject: Official Complaint re: Journey Experience on 1G18 16:30 YRK-PBO 13 February 2022. TM - [REDACTED] [REDACTED] KGX.

Dear Sirs

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I feel as compensation for your colleagues' failures a complimentary return first class ticket anywhere on your network should be provided so I can experience the proper first class service just as long as [REDACTED] isn't the Train Manager.

[REDACTED]

From: [REDACTED]
To: [REDACTED]
Subject: Re: From London North Eastern Railway (LNER)
Date: 15 March 2022 19:20:16
Attachments: [image124853.png](#)

Hello,

We are currently taking further advice on your case and a response will be sent by Monday 21st March at 5pm.

Kind regards,

[REDACTED]
Senior Customer Relations Manager

Get [Outlook for iOS](#)

From: [REDACTED] <[REDACTED]>
Sent: Tuesday, March 15, 2022 6:52:25 PM
To: Michael Ross <[REDACTED]>
Subject: Re: From London North Eastern Railway (LNER)

Hi [REDACTED]

Any update on the below or is it easier if I just ask you for a deadlock letter and refer to Rail Ombudsman as not dealt with

A response was sent to you as per below before your deadline.

[REDACTED]

On 7 Mar 2022, at 22:52, [REDACTED] <[REDACTED]> wrote:

Dear Mr [REDACTED]

Thank you for your Email of 24/02/22 and your follow up on 02/03/22.

As you are aware I have already raised some issues with the member of staff mentioned in my earlier Email. I do not see the reason to meet face to face as the issues have been raised in writing already.

Additionally I would prefer to continue correspondence in writing so as to keep a record. In addition in case I need to raise to the Rail Ombudsman they will want to see all correspondence. Face to face meetings will not have such a record.

Once again thank you for offering to meet face to face but I will have to decline your offer.

[REDACTED]

On 2 Mar 2022, at 16:59, [REDACTED] wrote:

Dear Mr [REDACTED]

Further to my email below, I note to date I have not received a response, with a date where we can meet to discuss your concerns in detail.

Please do let me have a couple of convenient dates and times to meet, together with a location, and I will of course arrange my diary accordingly.

For avoidance of doubt, should I not receive a response by 5pm on Tuesday 8th March 2022, I will close your case and no further correspondence will be entered into regarding this matter.

Yours sincerely,

[REDACTED]

Senior Customer Relations Manager – MD Office



Senior Customer Relations Manager

From: [REDACTED]
Sent: 24 February 2022 17:02
To: [REDACTED]
Subject: From London North Eastern Railway (LNER)

Dear Mr [REDACTED]

I write further to your communication with [REDACTED] and [REDACTED] regarding your recent experiences with London North Eastern Railway (LNER). In particular, I refer to your concerns regarding the issues that arose when travelling with us from York to Peterborough on the 13th February 2022. Your case has been passed to myself for response.

I am aware there are a number of issues of concern for you, and with this in mind I would like to invite you to meet with me personally, on a face to face basis, to discuss the points you raise in detail. Naturally we will adhere to social distancing and other relevant Government guidelines and I sure you will agree that by meeting this will allow us the opportunity to address the issues and look at a resolution and way forward to prevent similar issues in the future.

I travel the country weekly so am happy to travel to wherever you are based and to meet you at any convenient public location, and time, for yourself. I am sure you will agree to this being the best way forward, and if you would like to suggest a few dates, times and locations over the next couple of weeks and I will arrange my diary accordingly.

I look forward to hearing from you at your convenience and hopefully meeting you in the near future.

With kind regards,

[REDACTED]
Senior Customer Relations Manager – MD Office

This message has been scanned for malware by Proofpoint Protection Server.

This email is sent for and on behalf of London North Eastern Railway Limited, registered in England and Wales with company number 04659712. Registered Office: East Coast House, 25 Skeldergate, York YO1 6DH.

This email and its attachments, if any, is for or from the above named company only and may contain confidential or proprietary information and/or information which may be legally privileged.

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Whilst reasonable caution has been taken to ensure that this email and any attachments are free from viruses, it is your responsibility to check for viruses before opening this email or forwarding it.

To the fullest extent permitted by law, London North Eastern Railway Limited accepts no liability for any losses arising from your receipt or use of this email including but not limited to those caused by viruses. Any opinions or information expressed in this email and its attachments do not necessarily represent the views held by London North Eastern Railway Limited.

From: [REDACTED]
To: [REDACTED]
Subject: Re: From London North Eastern Railway (LNER)
Date: 15 March 2022 18:52:34
Attachments: [image124853.png](#)

Hi [REDACTED]

Any update on the below or is it easier if I just ask you for a deadlock letter and refer to Rail Ombudsman as not dealt with

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Yours sincerely,

[REDACTED]

Senior Customer Relations Manager – MD Office



[REDACTED]
Senior Customer Relations Manager
[REDACTED]

From: [REDACTED]
Sent: 24 February 2022 17:02
To: [REDACTED]
Subject: From London North Eastern Railway (LNER)

Dear Mr [REDACTED]

I write further to your communication with [REDACTED] and [REDACTED] regarding your recent experiences with London North Eastern Railway (LNER). In particular, I refer to your concerns regarding the issues that arose when travelling with us from York to Peterborough on the 13th February 2022. Your case has been passed to myself for response.

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I look forward to hearing from you at your convenience and hopefully meeting you in the near future.

With kind regards,

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This email is sent for and on behalf of London North Eastern Railway Limited, registered in England and Wales with company number 04659712. Registered Office: East Coast House, 25 Skeldergate, York YO1 6DH.

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From: [REDACTED]
To: [REDACTED]
Subject: Re: From London North Eastern Railway (LNER)
Date: 07 March 2022 22:52:29
Attachments: [image124853.png](#)

Dear Mr [REDACTED]

Thank you for your Email of 24/02/22 and your follow up on 02/03/22.

As you are aware I have already raised some issues with the member of staff mentioned in my earlier Email. I do not see the reason to meet face to face as the issues have been raised in writing already.

Additionally I would prefer to continue correspondence in writing so as to keep a record. In addition in case I need to raise to the Rail Ombudsman they will want to see all correspondence. Face to face meetings will not have such a record.

Once again thank you for offering to meet face to face but I will have to decline your offer.

[REDACTED]

On 2 Mar 2022, at 16:59, [REDACTED] wrote:

Dear Mr [REDACTED]

Further to my email below, I note to date I have not received a response, with a date where we can meet to discuss your concerns in detail.

Please do let me have a couple of convenient dates and times to meet, together with a location, and I will of course arrange my diary accordingly.

For avoidance of doubt, should I not receive a response by 5pm on Tuesday 8th March 2022, I will close your case and no further correspondence will be entered into regarding this matter.

Yours sincerely,

[REDACTED]

Senior Customer Relations Manager – MD Office



[REDACTED]
Senior Customer Relations Manager
[REDACTED]

From: [REDACTED]
Sent: 24 February 2022 17:02
To: [REDACTED]
Subject: From London North Eastern Railway (LNER)

Dear Mr [REDACTED]

I write further to your communication with [REDACTED] and [REDACTED] regarding your recent experiences with London North Eastern Railway (LNER). In particular, I refer to your concerns regarding the issues that arose when travelling with us from York to Peterborough on the 13th February 2022. Your case has been passed to myself for response.

I am aware there are a number of issues of concern for you, and with this in mind I would like to invite you to meet with me personally, on a face to face basis, to discuss the points you raise in detail. Naturally we will adhere to social distancing and other relevant Government guidelines and I sure you will agree that by meeting this will allow us the opportunity to address the issues and look at a resolution and way forward to prevent similar issues in the future.

I travel the country weekly so am happy to travel to wherever you are based and to meet you at any convenient public location, and time, for yourself. I am sure you will agree to this being the best way forward, and if you would like to suggest a few dates, times and locations over the next couple of weeks and I will arrange my diary accordingly.

I look forward to hearing from you at your convenience and hopefully meeting you in the near future.

With kind regards,



Senior Customer Relations Manager – MD Office

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From: [REDACTED]
To: [REDACTED]
Subject: RE: From London North Eastern Railway (LNER)
Date: 02 March 2022 16:58:52

Dear Mr [REDACTED]

Further to my email below, I note to date I have not received a response, with a date where we can meet to discuss your concerns in detail.

Please do let me have a couple of convenient dates and times to meet, together with a location, and I will of course arrange my diary accordingly.

For avoidance of doubt, should I not receive a response by 5pm on Tuesday 8th March 2022, I will close your case and no further correspondence will be entered into regarding this matter.

Yours sincerely,

[REDACTED]
Senior Customer Relations Manager – MD Office

[REDACTED]
Senior Customer Relations Manager
[REDACTED]



From: [REDACTED]
Sent: 24 February 2022 17:02
To: [REDACTED]
Subject: From London North Eastern Railway (LNER)

Dear Mr [REDACTED]

I write further to your communication with [REDACTED] and [REDACTED] regarding your recent experiences with London North Eastern Railway (LNER). In particular, I refer to your concerns regarding the issues that arose when travelling with us from York to Peterborough on the 13th February 2022. Your case has been passed to myself for response.

I am aware there are a number of issues of concern for you, and with this in mind I would like to invite you to meet with me personally, on a face to face basis, to discuss the points you raise in detail. Naturally we will adhere to social distancing and other relevant Government guidelines and I sure you will agree that by meeting this will allow us the opportunity to address the issues and look at a resolution and way forward to prevent similar issues in the future.

I travel the country weekly so am happy to travel to wherever you are based and to meet you at any convenient public location, and time, for yourself. I am sure you will agree to this being the best way forward, and if you would like to suggest a few dates, times and locations over the next couple of weeks and I will arrange my diary accordingly.

I look forward to hearing from you at your convenience and hopefully meeting you in the near future.

With kind regards,

[REDACTED]

Senior Customer Relations Manager – MD Office

From: [REDACTED]
To: [REDACTED]
Subject: Re: From London North Eastern Railway (LNER)
Date: 04 April 2022 22:11:45
Attachments: [image521555.png](#)

Dear Mister [REDACTED]

Thank you for your email about how you use software to deny passengers the opportunity to upgrade due to alleged predictions by some software you call a pricing optimiser.

This is interesting information and it goes some way to explain why advance tickets at the bottom level of the fares basket are never available on the trains I travel on

However I note you are refusing to answer any of my allegations into [REDACTED] [REDACTED] hiding behind "confidentiality". You haven't even mentioned if any investigation has taken place.

You've not even referred to the allegation of staff throwing uniform on the seats.

It feels like let's cover it up and hope the customer goes away because [REDACTED] is one of our mates.

It has also been brought to my attention that you may think that I am a regular traveller between Leeds and London who likes to name drop you and Mr Hornes names on board services. This would be incorrect and could be misconstrued as libellous against me, but of course I hope that's just my wrong assumptions.

The webpage concerned that continues to advertise on board upgrades is still not showing ANY small print nor "at the discretion of the TM" nor "subject to availability". I also note you have failed to refer to that in your response to me.

As mentioned previously I am aware of my rights to escalate to rail ombudsman and would like to give you a final chance to resolve my complaint.

As stated I feel due to your Train Managers lack of LNER mores or following any of his job roles a complimentary return first class ticket anywhere on your network should be provided so I can experience the proper first class service just as long as [REDACTED] isn't the Train Manager.

Of course if this isn't acceptable just send the deadlock letter without further wasting either of our time.

[REDACTED]

On 21 Mar 2022, at 14:41, [REDACTED] wrote:

Dear Mr [REDACTED]

Thank you again for your correspondence regarding your experience when travelling with London North Eastern Railway (LNER) from York to Peterborough on 13th February 2022. Your comments regarding your recent experience are noted.

At LNER our fares are set using a Rail Price Optimiser system which is a revenue management tool, used by most UK rail operators to set fares and ticket allocations. The Optimiser system forecasts demand for every journey on each LNER service and looks at the full routing of the train to determine the pricing structure, rather than just a particular section of the routing. The optimiser system is also used to control the availability of Advance fares, by allocating a quota of fares at certain price levels for each service. For reference, there is not one specific Advance fare for each service, instead a range of possible Advance fares levels is offered, which vary in availability and price, again according to demand and how far in Advance a customer is booking. This can also mean that certain shorter journeys, which have higher demand, can be priced at a higher fare than some of our longer distance journeys, particularly if there is high demand for the shorter sector of the journey. This can also be the case when seat sale fares are calculated and published at certain times of the year.

We take this approach to pricing to maximise the availability of Advance tickets, which are popular with customers, whilst also ensuring that particular services do not become overcrowded and remains profitable. Of course, we also need to consider passengers who purchase flexible tickets, such as 'Anytime', who do not need to travel on a specific service. It should also be noted however, that the Revenue Optimiser system does look at the profitability of the train as a whole, when offering tickets for sale, rather than the number of tickets sold. This is why higher than expected fares are often only available between destinations, even though the train may not appear to be full or the distance travelled not as great as other journeys where fares may be lower. Again, this is normal commercial practice in travel businesses, including airlines and rail. That said, although this process is also used when buying upgrade tickets prior to departure, an upgrade ticket sold on the day of travel, and onboard the train, is at the discretion of the Train Manager depending on

availability, and the anticipated loadings as the train continues it's journey.

I am also naturally sorry to read of your interaction with our staff during your time with us, and of course I am addressing this further internally to address any knowledge gaps or training needed. At LNER we aim to deliver a high standard of service at all times, particularly given the current climate we are all living in, and again this will be addressed within our business to look at any changes which may be needed, to ensure customer expectations are met. As you will appreciate, for reasons of confidentiality I am unable to forward the outcome of our discussions, however I will myself be reviewing the reports to fully understand the outcomes and any actions that need addressing, to ensure completion.

Finally, please accept my apologies for the delay in a response being sent to you, and in view of this I will be adding a £25.00 e-voucher to your online LNER account, which can be used against future online ticket purchases for all UK rail companies. If you can forward to me the user name for your LNER account (not password) and I will have the vouchers loaded within 48 hours.

Thank you once again for making contact with us, customer feedback is important to LNER and something we look at closely when reviewing the service we offer.

With kind regards,

[REDACTED]
Senior Customer Relations Manager
Sent 'without prejudice'



[REDACTED]
Senior Customer Relations Manager
[REDACTED]

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