

Winning results example: Best Benefits Launch/Relaunch

The relaunch of the platform has had a positive effect across the business.

Platform Usage:

Since the relaunch, registrations, platform usage, and engagement with the internal blog have all increased.

Pre-relaunch (1st November 2023 - 1st July 2024)

- 803 users • 52% active users
- Blog posts: 101 views

Post-relaunch (1st November 2024 - 1st July 2025)

- 960 users
- 84% active users
- Blog posts: 21,300 views

94% of our Drivers, our hardest to reach colleagues are now active users.

Over 25% of our colleagues have downloaded and logged into the Connect+ app, with 97 first-time logins recorded on launch day.

Spend on the platform's discount feature has risen by 37% to £293,410 (1st November 2024 - 1st July 2025), helping us support colleagues through the cost-of-living crisis.

Colleague Engagement:

- Since relaunching Traxx our overall annual survey employee engagement score, has increased from 72% to 76%.
- We saw a 9% increase in perceptions of benefit competitiveness – rising by 12% in some areas – despite no major new offerings. This uplift was driven by clearer communication and hosting all available benefits on Traxx.
- Our new one-stop benefits page on Traxx has had 1,201 views since launch.
- Fun competitions continue to reward colleagues for logging into the platform. To celebrate Manchester's run of Oasis concerts, we offered themed daily prizes and received 1,068 entries over the seven-day period.

Customer Satisfaction:

We know more engaged colleagues boosts morale, drives performance and innovation, and ultimately enhances the customer experience.

In July 2025, we achieved our highest satisfaction score to date in the UK Customer Satisfaction Index since joining the survey in January 2021 with a score of 78.7.

This reflects a 3.5% year-on-year increase and is now 5.9% higher than the average satisfaction score for train operators in the UK.

