



## Be the manager your passengers need

### About the course

Putting your passengers first is not only good for passengers, it's good for business.

This unique, three day course from Bus Users UK will transform your transport strategy by putting the needs of your passengers at the heart of your business.

We will help you to:

- Identify and respond to the needs of the communities you serve
- Turn complainers into champions through positive passenger engagement
- Recognise the business benefits of building healthy relationships with your customers
- Discover how putting your passengers first, will attract the passengers of the future.

### Who should attend

To register for a place on this course, managers have to be nominated by senior managers within their company.

This course will be invaluable to:

- Bus managers with strategic management responsibility
- Bus managers who recognise the need to focus their business on the needs of their customers
- Bus managers who want their business to stand out.

## Course content

- Why talk to passengers?
- Mapping your CX: How do you currently engage with passengers and local communities?
- What kinds of engagement works best for different purposes?
- Case study: CX in other industries
- Case study: Building success around the customer experience
- What might work in your company?
- Measures of success
- Risks, benefits and best practice
- Changing attitudes and seizing opportunities
- Leadership qualities and best practice
- Finding your leadership style
- Practical steps towards making change happen
- Constructing a proposal for change
- Overcoming obstacles and making negative feedback work for you
- Understanding your audience
- Progressing options and roll-out plan
- Presenting your community engagement plan to senior management
- Follow up plan.

## Learning outcomes and benefits

This course will demonstrate the business value of putting customers at the heart of your transport strategy.

It will show how to change the focus of your business in order to improve your strategic impact, engage more effectively with existing passengers, and attract new ones.

Attendees will have the opportunity to network with other, like-minded and progressive managers within the industry, and share experience and best practice in an open and confidential environment.

## Guest Speakers

**Be the manager your passengers need** will bring together experts both from within the bus and coach industry and from wider business and industry backgrounds.

Each will have a proven record of success built on exceptional customer engagement and the drive to provide the best possible customer experience.

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## Course Leaders

### **Claire Walters, Chief Executive of Bus Users UK**

Claire has an impressive track record in transforming small, third-sector groups into more professional and effective organisations. Under her leadership, Bus Users is now an approved Alternative Dispute Resolution Body for bus and coach passengers, the nominated body for dealing with complaints under the European Passenger Rights Regulation, and a registered charity with the mission to bring people and communities together, through socially inclusive transport.



### **Dawn Badminton-Capps, Director Bus Users England**

Dawn has extensive experience of the public and NGO sectors with particular strengths in community and stakeholder engagement and project management. Dawn campaigns on behalf of communities across England to raise awareness of the impact of cuts to subsidies and the loss of services. She is involved in bus and passenger consultations and oversees an extensive programme of Your Bus Matters events which bring bus operators and local authorities together with local communities.



## Course Details

- The three day course takes place over a period of three months, with project work to be undertaken between each session
- Participants are required to present their findings to the senior management team or board at the end of the course
- An additional one day course is available for anyone looking to improve their public speaking and presentation skills
- Bus Users UK will be following up this work to find out what impact course participants have been able to make within their companies.

**Be the manager your passengers need** takes place on TBC at a Central London venue TBC

3 day course £1,500

Price for this year only £1,000

**Public speaking and presentations skills** takes place on TBC at a Central London venue TBC

Optional 1 day course £350

**To register your interest, call 0300 111 0001 email [managementcourse@bususers.org](mailto:managementcourse@bususers.org)**

## About Bus Users UK

Bus Users UK is an independent, registered charity that aims to bring people and communities together through socially inclusive transport.

We are an approved Alternative Dispute Resolution (ADR) Body for bus and coach passengers and the body which deals with complaints under the European Passenger Rights Regulation (outside London).