Transforming revenue growth through upsell

Discover how LNER partnered with Seatfrog to transform empty First class seats into maximised revenue and customer loyalty.

SEATFROG

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LNER operates on the UK's East Coast Mainline, connecting 22 million customers from London to Edinburgh and beyond every year. Carrying such large volumes of passengers presents significant retailing challenges, especially with ancillary revenue. Seat upgrades emerged as a key ancillary opportunity to offset load factors in First Class cabins and tap into an achievable multi £million ancillary revenue stream.

Traditionally, running upgrade programmes was limited by manual processes and legacy technology. These processes involved a mix of email promotions and train guards, which were highly manual, expensive to run, manage, track, and impossible to scale.

For passengers, this led to a level of customer experience that fell short of their expectations, leading to low conversions and missed incremental revenue opportunities.

While growing ancillary revenue was important to LNER, the operator could only achieve such a feat by using technology to deliver a best-in-class customer experience that maximises revenue on every train service. A supercharged solution fit for the modern age of travel.

Upsell Transformed

LNER partnered with Seatfrog to roll out its upgrade API solution across its entire digital ecosystem. Integrated within six weeks, Seatfrog's technology empowered LNER passengers to bid within an auction or instantly upgrade their seats, transforming LNER's spare First Class capacity into rich ancillary revenue on every service.

By running an upgrade programme that truly delights its customers, LNER can rapidly translate spare First Class capacity cabins into rich ancillary revenue streams and drive long-lasting customer loyalty across its entire ecosystem.

By processing over eight million data points per second, Seatfrog's proprietary intelligence engine remembers, relates, and connects journey, passenger, and pricing data so that LNER can eliminate any guesswork. Armed with this technology, LNER can also deliver dynamically priced upsell opportunities throughout the customer journey.

"**Seatfrog has been a huge success, supremely intuitive for our passengers and delivering excellent commercial performance, our team loves working with such a fast moving, forward thinking partner.**"
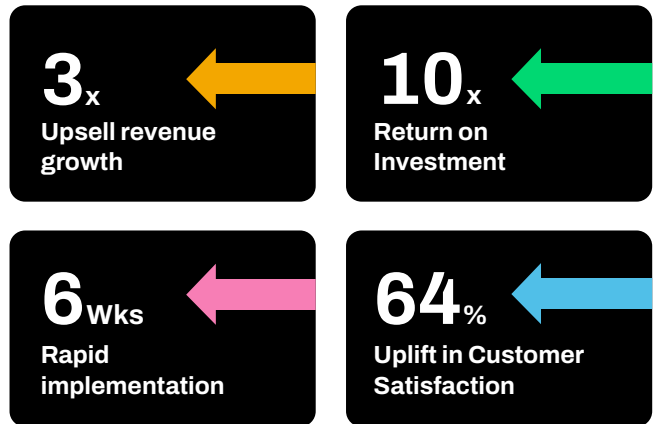
SUZANNE DONNELLY, CCO - LNER

Speed to Revenue in 6 Weeks

Seatfrog's proven rail platform and end-to-end automation ensured the delivery and deployment of a highly effective upgrade programme to market within a mere six weeks. The result? Delivering revenues beyond LNER's expectations as well as 10 x ROI within 12 months.
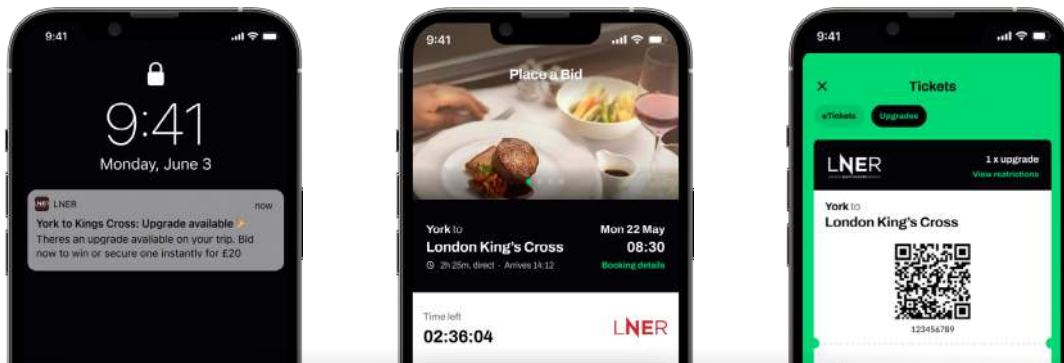
A Series of Substantial Benefits

By partnering with Seatfrog, LNER has seen industry-defining ancillary revenue growth and delivered an outstanding passenger experience. Seatfrog's mobile-only approach has given passengers the tools to upgrade their seats in a matter of seconds, providing a frictionless, brand-boosting customer experience in the process.
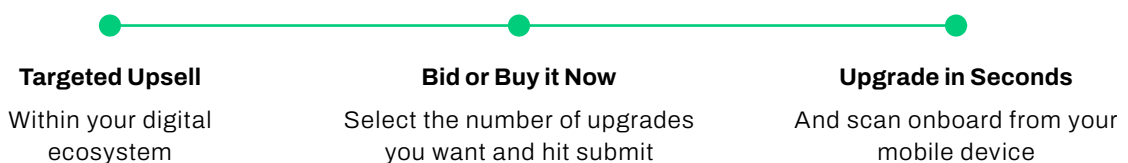
3x
Upsell revenue growth

10x
Return on Investment

6 Wks
Rapid implementation

64%
Uplift in Customer Satisfaction

"**"This goes beyond upgrades, Seatfrog is helping us understand what our customers want and what they're willing to pay for it."**

ERIC CAMPBELL-WESTLIND,
HEAD OF REVENUE MANGEMENT- LNER

HOW SEATFROG WORKS

Targeted Upsell
Within your digital ecosystem

Bid or Buy it Now
Select the number of upgrades you want and hit submit

Upgrade in Seconds
And scan onboard from your mobile device

ABOUT SEATFROG

Seatfrog is the rail industries leading upsell platform, helping leading rail operators recognise 3X ave upsell revenue growth and world leading customer happiness.

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SOME OF OUR PARTNERS