First TransPennine Express Aims To Fast-Track Growth In 2014 With All-New Website

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One of the UK's leading train operators First TransPennine Express (FTPE) has launched a new website to ensure it's on track for ambitious growth in 2014.

First TransPennine Express runs inter-city train services on three main routes across the North of England. Key regions serviced by the train operator include Manchester, Liverpool, Leeds, York, North East, Sheffield, Doncaster, Glasgow, Edinburgh and the Lake District and beyond. It carries more than 25m passengers every year and its website now accounts for 23% of overall ticket sales within the business.

The all-new site, designed and built by digital agency Code Computerlove, has introduced new features and digital functionality to deliver an industry-leading customer experience. It's fully adaptive to ensure the user experience and customer journey is tailored to the millions of users now accessing its site via mobile devices, and innovative personalisation functionality will present frequent users with their popular routes and local stations.

The brand's refreshed visual identity and designs launched earlier this year have been incorporated in the site to present a new look and feel, and in-depth AB testing carried out by Code Computerlove ahead of the re-launch has informed the user interface to ensure increased conversion.

Information is presented in a fun and engaging way, and customer's can book tickets and access key information with ease. The site has clear messaging - with offers and tips on how to find the best fares - and it also enables customers to find out more about the destinations FTPE services without having to leave the site.

The adaptive site, built on Umbraco, supersedes the firm's previous multi award-winning* website that was also created by Code more than four years ago and that this year recorded more than 4.5m unique visitors. Code was re-awarded the digital contract following a competitive pitch.

Victoria Tennant, E-commerce Manager - FTPE, said: "We have experienced a 30% growth in site traffic year on year, from both mobile and desktop visits, and recognise what a vital role our digital capabilities play in overall future growth. We had continued to adapt our previous site and cater for the ever-evolving mobile consumer, but the time was right to lay the foundation for even bigger increases in digital revenues with a complete overhaul.

"Having been the first to market with initiatives like GPS technology and introducing a mobile site, our aim with the new site is to continue to set the benchmark with regards to customer experience online and make the most of our search traffic. Increased conversion is a key objective of the overall design and we're confident that it will deliver."

The offline branding was created by TBWA while SEO is implemented by Code and MEC handles the media.

Code Computerlove's relationship with First TransPennine Express now spans more than six years.

Ian Rabagliati, account director - Code Computerlove, added: "The previous site won four awards for its design and effectiveness and, having supported FTPE in its journey to deliver an exceptional customer experience and convert online sales, we're confident that the new site will exceed all objectives and support FTPE in achieving their ambitious targets.

"It delivers greater engagement and efficiencies than ever before."

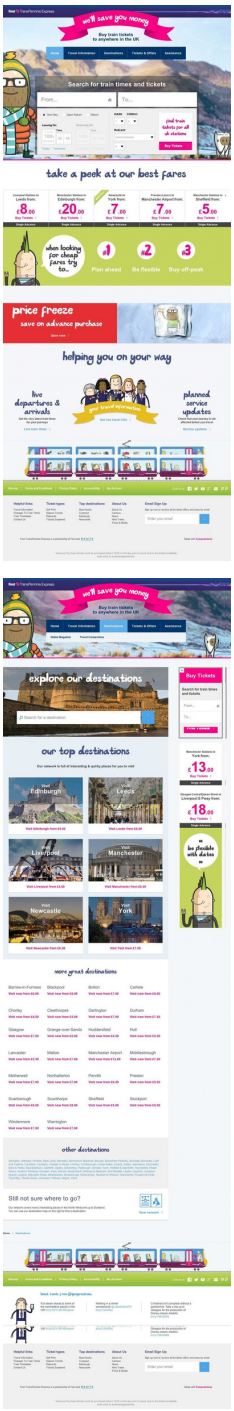
The website can be viewed at http://www.tpexpress.co.uk

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Media:



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Notes to Editors:

First TransPennine Express received Best Travel Site in the 2012 DADI awards, the award for Best E-business project in the 2012 Big Chip awards, a commendation in 2011 and Best Travel Site in the 2009 DADI awards. ?

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