



Pacific Surfliner Website Redesign

Technical Advisory Committee
June 10, 2019

History of PacificSurfliner.com

PacificSurfliner.com

- In late 2015, the PacificSurfliner.com website was launched to provide both current and prospective riders with a more relevant online experience, to better engage audiences along the corridor, and attract new riders.
- While information about Pacific Surfliner is available on Amtrak.com, this content is general and static. Relevant information may also be difficult to find as Amtrak.com serves a broader, national audience.

Marketing Efforts

- Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) staff has worked to optimize and build out the Pacific Surfliner website, including launching a blog and online newsroom.
- Efforts include developing videos, articles, and other content to boost search engine visibility, awareness, and referring traffic.

Results

- Amtrak reports a consistent increase in sales and revenue generated by Amtrak.com.
- Approximately 530,000 qualified sales leads were delivered to Amtrak.com in 2018*, resulting in \$3.7 million in revenue from PacificSurfliner.com sales referrals.

*Referral sales tracking data is not available between January 2018 and February 2018 from Amtrak.com due to data processing issue

Project Goals

1. Redesign the Pacific Surfliner website to create a highly engaging, personally relevant online experience.
2. Implement Episerver as a content management system and migrate content from existing production sites.
3. Grow sales via online bookings by leveraging customer data in various forms for actionable personalization strategies.
4. Improve customer service by delivering timely, accurate, and relevant information to passengers.
5. Ensure a seamless digital experience for Pacific Surfliner audiences including integration between PacificSurfliner.com and other digital marketing channels such as social media, Amtrak.com, and online advertising.

Growing Ridership and Revenue

GOAL: Drive more traffic to PacificSurfliner.com and deliver more sales referrals to Amtrak.com



Amtrak reported a **95 percent** increase in referral sales revenue from PacificSurfliner.com in 2018, compared to the same period the previous year.

On average, 1 in every 10 customers completed a booking on Amtrak.com after visiting the Pacific Surfliner site.

*Referral sales tracking data is not available between October 2017 and February 2018 from Amtrak.com due to data processing issue.

Immediate Site Enhancements

Audience Insight

Booking Widget:

Currently, the LOSSAN Agency is unable to gather user data via the Booking widget, which inhibits us from providing customers with targeted, personalized experiences.

New site booking widget can collect user data before directing them to Amtrak to complete their purchase.

Operations

Editor flexibility:

The Episerver platform provides a user-friendly content management system with an intuitive interface. It enables editors to drag-and-drop content to quickly create new digital experiences that are automatically responsive to different devices, without the need for developers.

Episerver Digital Experience Cloud:

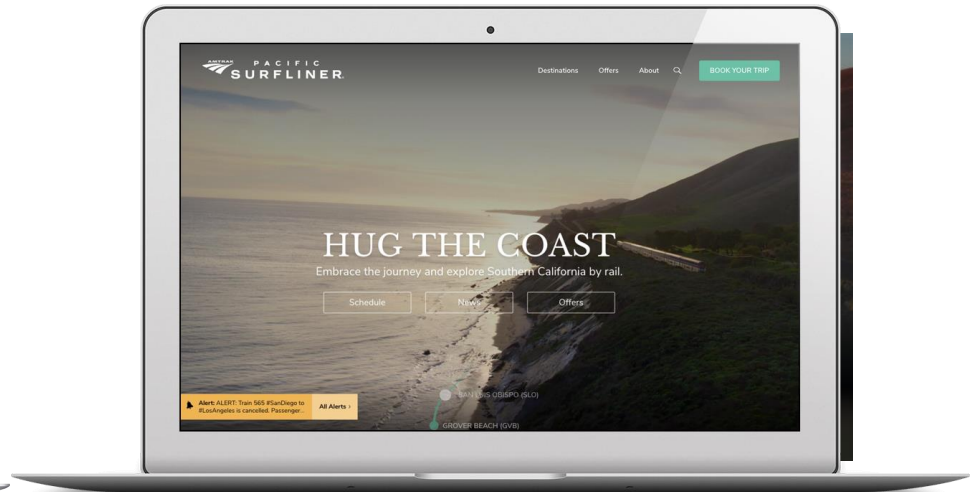
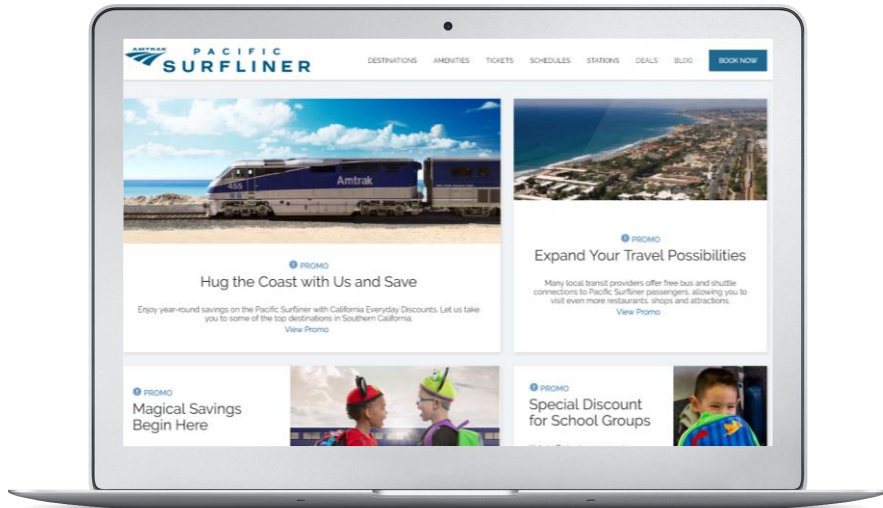
The fully managed cloud solution is secure and scalable, which helps to reduce information technology costs and minimize downtime.

Customer Experience

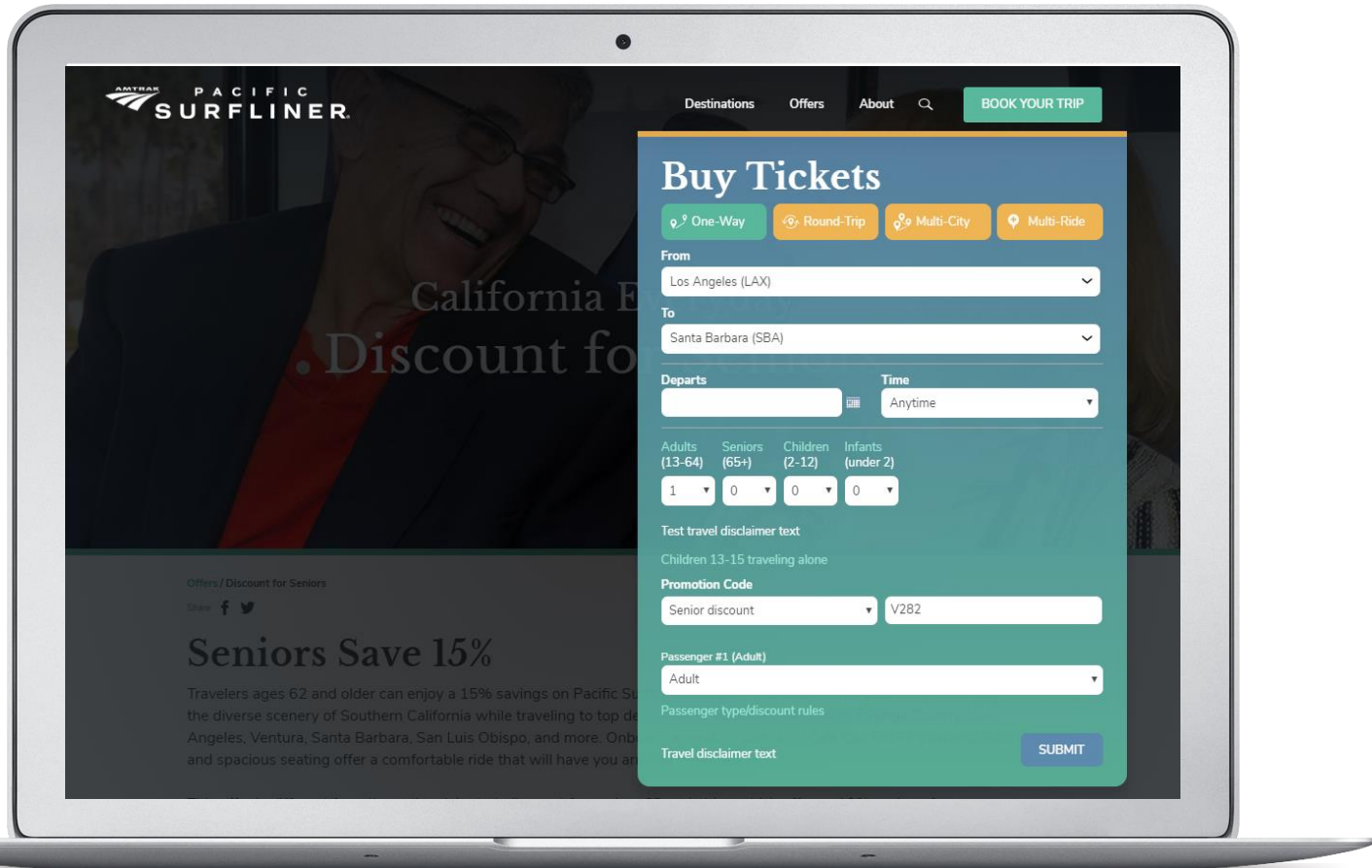
Timely, accurate, relevant:

In addition to making website updates more efficiently, marketing staff will be able to deliver alerts in real time and can personalize the content users see based on their location, interests, and behavior.

Before and After

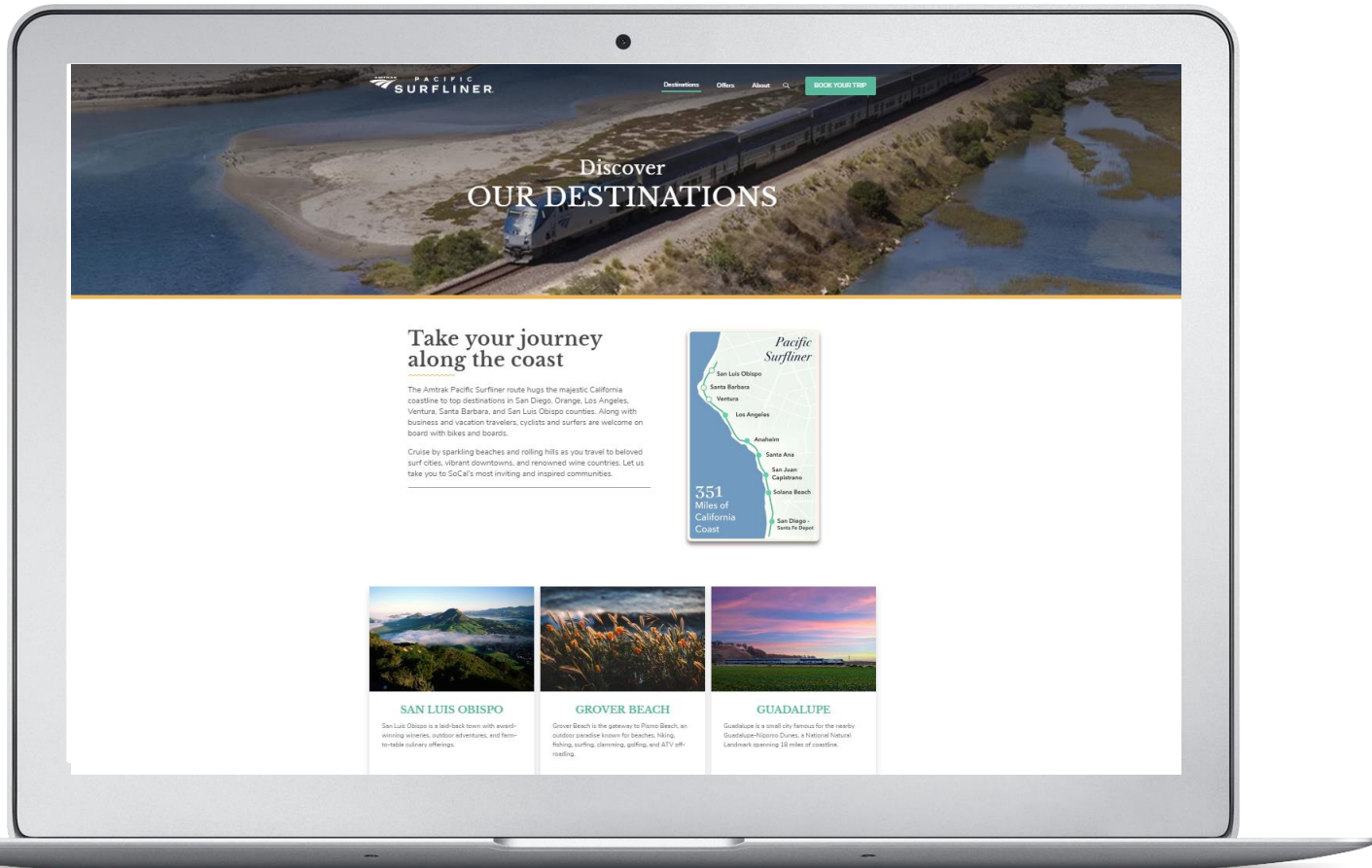


Optimized Booking Widget



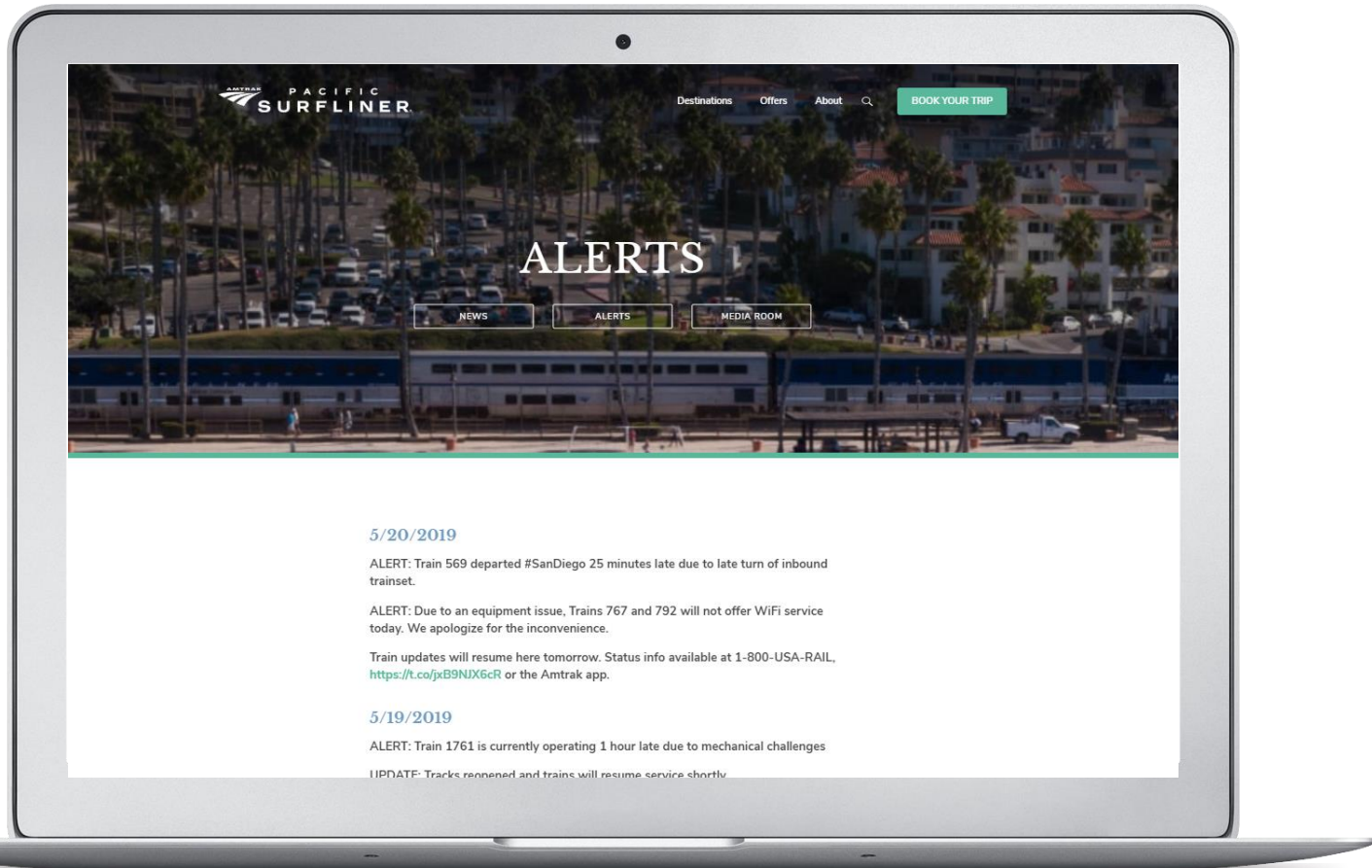
Demo

Enhanced Destination Pages



Demo

Service Updates and Alerts



Demonstration

Looking Ahead

Site Launch

- Currently working on entering and finalizing content
- Aiming for Summer 2019 for site launch

Phase 2

- Post-launch we will conduct a workshop to prioritize Phase 2 tasks
 - Integration of LOSSAN.org pages (agendas will be a future phase)
 - Personalization: Ability to tailor content to different customers based on location and other criteria via visitor groups