



# Irish Rail

## *Irish Rail and CIT Collaboration on Track.*

**A subsidiary of Córas Iompair Éireann, Iarnród Éireann provides passenger and freight rail services as well as operating Rosslare Europort.**



"I am delighted that our involvement has resulted in a positive experience for CIT and its students as well as addressing a number of business challenges that are relevant in today's trading environment."

Gerry Culligan  
Irish Rail Commercial Director

### **The Need**

Irish Rail continually seek to improve the service they offer passengers. Gathering information about the customer experience as well as investigating best practice within European rail providers is essential to delivering a first class service. This need for new market research led to the collaboration with CIT's Master of Business students.

### **The Solution**

The Taught Master of Business (MBus) programme focuses on real business problems and identifying appropriate marketing solutions for organisations. The market research conducted by students has led to suggestions about how to improve service delivery, while increasing awareness and revenue. The Masters programme is aimed at professionals who want to develop their key core competencies in business. It seeks to enhance strategic thinking, leadership skills, ability to carry out effective research and decision-making while adding value to the individual and their organisation.

### **Critical Success Factors**

The research was wide ranging including a first-hand examination of the customer experience and extensive interviews with the travelling public on the rail network.

It also extended to in-depth interviews with relevant industry experts from other European Countries.

An intrinsic element of the Taught Masters programme, from the outset, has been to interact with the real marketplace, experience the problems of real business practitioners and allow the students to come face to face with Ireland's actual business environment.

### **Benefits of the Engagement**

The depth and quality of research carried out by CIT's Masters students has led to fresh new creative ideas which have been implemented by the company to enhance Irish Rail's service delivery.

Mr Gerry Culligan, Commercial Director of Irish Rail, said of the engagement, "The research presentations and business recommendations from the four teams of participating Masters students were highly professional and provided valuable customer insight which will have very practical applications in improving the customer experience of our services". The two year part-time MBus offers companies the benefit of access to research capabilities as well as creative ideas while allowing students an opportunity to work on a real-life company situation, with all of the challenges involved.

"It was extremely valuable to be allowed access this year to the work of one of our major national business operators, Irish Rail."

Dr Angela Wright  
Research Supervisor

