



national express Products

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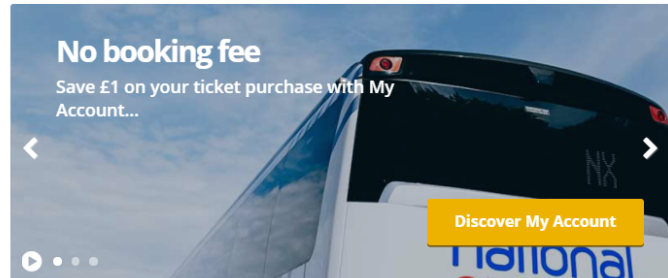
My Account

My Account: No Online Booking Fee Benefit

From **25 March 2021**, My Account holders will no longer pay an online booking fee when they book a journey and are logged into their account on [nationalexpress.com](https://www.nationalexpress.com).

This benefit will be available across all journeys, services and fare types as well as applicable with other discounts (such as Coachcards) - **as long as the customer is booking directly through the [nationalexpress.com](https://www.nationalexpress.com) or App and they are logged into their account**. The booking fee will be automatically deducted from their booking once they log into their account.

My Account is very similar to account areas you may see in retail and with other travel brands; it intends to provide up to date information and self-service options for the customer, enabling them to efficiently manage their booking.



This platform will continue to be developed and have new functionality delivered, some details for which we have provided below.

What is My Account?

No booking fee	Personalise your journey	Amend travel	Checkout faster	View tickets	Manage preferences
Enjoy removed booking fees with every purchase	Reserve your favourite seat or add extra luggage	Make amendments to your journey with ease	We'll securely save your details	Check your past or upcoming journeys	Great offers when you sign up to our mailing list

My Account is a self-service digital platform available on [nationalexpress.com](https://www.nationalexpress.com) which enables customers to:

- View, amend and download current and past tickets.
- Add, amend and remove optional extras, such as Standard/Premium Seat Reservations, additional luggage and insurance.
- Save their customer details - this will be pre-populate when they are logged in and purchase a journey next time.

- Manage their marketing preferences - opt-in/opt-out of marketing emails.
- Access to exciting offers and discounts!

How do customers sign up to My Account?

Customers can sign up to My Account at nationalexpress.com at any time, without having a journey booked. This is highlighted on the home page, in the booking process and at various points across the wider website.

They can create an account simply by entering their email address and setting up a password, as well as using social logins such as Facebook and Google.

If a customer has booked a journey and would like to sign up to My Account, it is recommended they use the email address they booked with and they can manually add their ticket to their My Account section.

What's next?

There's a long list of exciting features we want to add to the platform as well as use it as a new way to drive loyalty with our customers.

A few of the key features we're working towards are:

- Ability to refund and cancel tickets
- Delay repay - automatically delivering a discount code when a customer is delayed by a specific amount of time.
- Integration with existing products such as multi-rides, season passes and Coachcards.
- Purchase & amend Change & Go.
- Targeted loyalty offers
- Improvements to the overall look & feel of the platform

Got a question? Or have an idea for My Account? Please contact Emma Thompson, emma.thompson@nationalexpress.com