

MOBiNET Dial-a-Ride Trial –
One page summary

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Satisfaction is very high among those that received an alert (either via text or automated call) with high levels of appeal of the service among those that didn't



41% of our sample of Dial-a-Ride users remember receiving an alert

Received Alert

(n=41)



4 in 5 received an **automated phone call**, either to their mobile or landline

A **fifth** received a **text alert** to their mobile



71% claim their driver arrived on time/ early

10% driver arrived a few minutes late



95% were satisfied with the service

Net Promoter Score of **71%**

(Percentage rating 9-10 minus percentage rating 0-6)

93% likelihood to use service again

Did not receive alert

(n=59)



Three-quarters found the idea of the alert service appealing

With only **10%** finding it unappealing



3 in 5 are likely to use the service for future journeys

14 participants gave reasons for why they wouldn't consider using the service in future. Of these, **four** did not see the need for the service, **three** thought the service could be unreliable and **three** did not have a mobile phone. **Two** people gave other reasons.

Base: All respondents (n=100); Remember receiving an alert (41); Did not remember receiving, or didn't receive, an alert(59)