

Customer Information Touchpoints

Alice Emmerson

Customer & Employee Insight

September 2015



Headlines

1. Information Touchpoints are hugely important to customer satisfaction and TfL's reputation, and while customers feel satisfied on the whole and they have seen noticeable improvement in TfL's provision in recent years, we need to continuously improve and evolve just to keep up

- Customers want TfL's Touchpoints to consistently deliver information in a way that demonstrates progress, innovation, an integrated organisation and customer care, characterising the following principles:

ONE VOICE

ACTIONABLE

ALWAYS ON

HUMAN

PREDICTIVE

FOR ALL CUSTOMERS

2. There is a particular need to evolve a more empathetic and proactive Touchpoints strategy for when the system isn't working well. At present, customers can feel let down and in the dark when things go wrong

3. Customers want a more consistent, proactive and supportive approach from TfL across all touchpoints: *Staff; Real Time Information and Personalisation*, with a consistent *Tone of Voice*

A Touchpoints strategy based on these different Touchpoints **and that adapts to how the network is working** can improve satisfaction and impact positively on reputation

How this translates for the Customer Information Strategy

Real Time Information and Innovation:

TfL needs to improve and update technology to deliver 'everyday excellence' for customers, focused on keeping customers informed and connected

Staff and Customer Care:

To make customers feel confident and cared for, with service facilitated by TfL's investment in staff who are empathetic and proactive in delivering information and assistance

Personalisation:

Information from TfL that is based on customer behaviour and habits, localised and personalised which concerns customers' specific journeys and that also provides actionable outcomes

Consistency:

TfL needs to apply greater consistency – a shared cultural purpose and vision – across all its modes and businesses. This consistency relates to quality and format of information and customer service

TfL and Transport Information is ever-present in customers' lives



Watching the news and seeing traffic updates

Planning your journey on an app and seeing the next bus scheduled



Asking a member of staff for the best route



30 million journeys every day

Chatting with colleagues and finding out about delays



Looking at an ESUB and seeing service status



Reading the Metro and finding out about closures



The true picture is much bigger than 30 million journeys – the paradigm needs to shift to a seamless and “always on” strategy.

Customers compare TfL with other organisations, and the bar is constantly being raised: customers expect “everyday excellence”

Organisations are helping customers to feel **confident and in control**

Organisations are enabling customers to make the most use of **technology**

Organisations are increasingly recognising the importance of quality **Customer Care**

“Easy Jet send your tickets to your phone, your boarding pass, welcome you at the airport, talk to you via your phone throughout your journey so you feel reassured and safe. Done without being obtrusive as well, which is excellent.”

- Confidence and Control investigator

ASOS
the online fashion store

easyJet

“In some supermarkets, most notably Waitrose, consumers are given devices to log all of their items prior to check out, this saves time and the demand for extra staff and makes me feel confident while shopping”

-Tech Enabled Investigator

Waitrose

Westfield

“ASOS is very fast at delivering and getting back to you if you have any enquiries . I think what TfL could learn from this is trying to suit everyone's needs is important, trying to be flexible for all kinds of people is a must”

- Confidence and Control investigator

“One company that is very tech savvy is Westfield, whether it's fashion, a new film or experience - they use their digital platforms and partnerships with brands to let their customers know what's happening and what's on offer - love the live streams”

-Tech Enabled Investigator

“I'm a mobility impaired customer and I find that Sainsbury's staff will come up and ask if I need assistance. They will serve me or any other disabled person at a convenient till without the need to stand in a long queue. This makes me feel secure and more likely to return to those shops again and again.”

- Customer Care Investigator

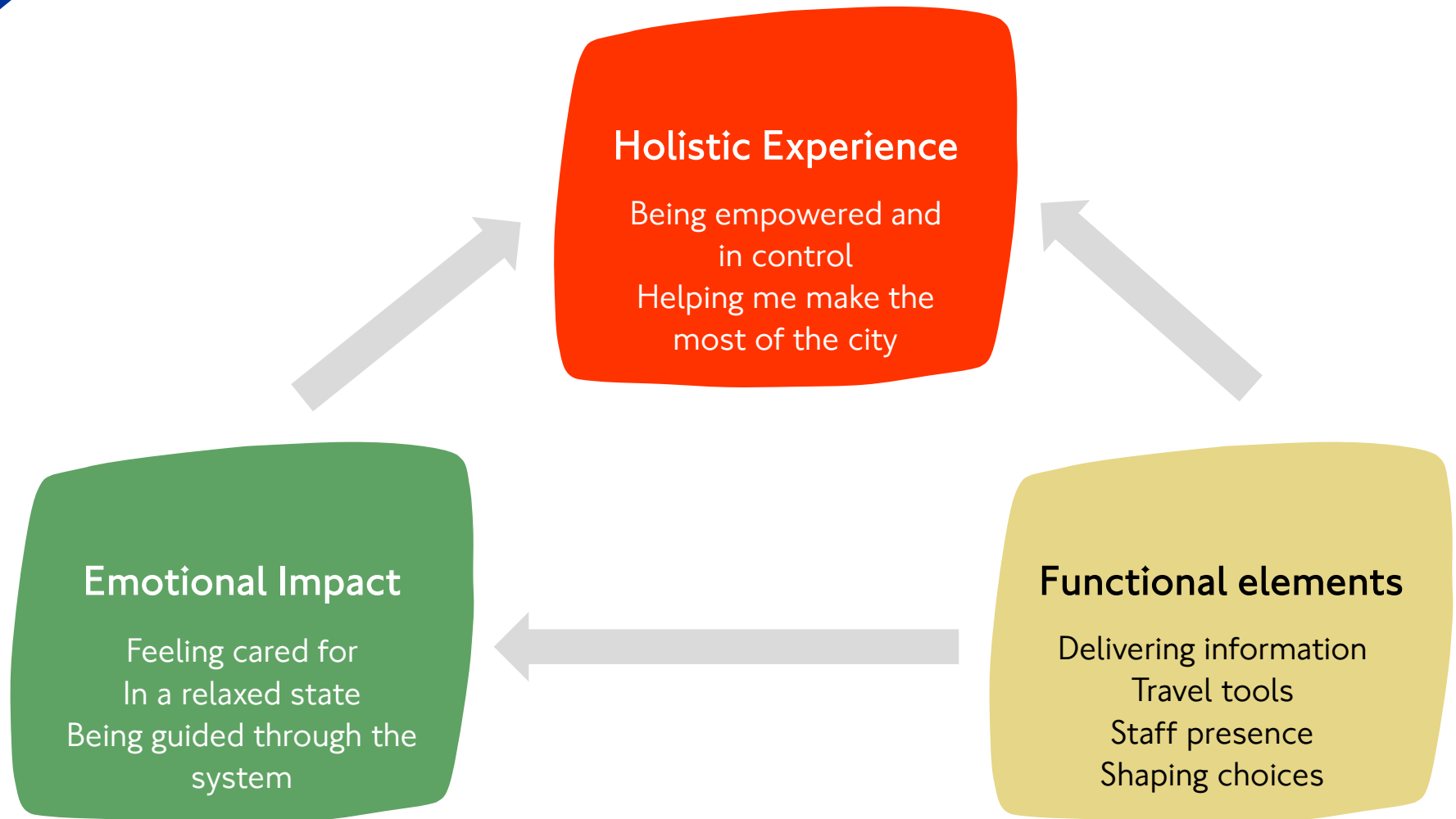
Sainsbury's

amazon

“Amazon really values customer service. They ensure that they can be contacted through any means possible. In addition, their refund and returns policy ensures that one gets the best for their money.”

- Customer Care Investigator

Customer Information touchpoints contribute to the emotional experience of journeys as well as the functional



Emotions, as well as functional elements, play a key role in driving customer experience

Customer needs from TfL depend on whether the service is running well or is disrupted

NETWORK WORKING WELL

When everything is running smoothly, customers can use mental resources to focus on other tasks (eg listen to music / check emails)

Customers are using a relatively low conscious, System-1 mindset to navigate the system

Neutral/ Positive

More likely to 'go with the flow' and pay less attention to surroundings

More 'internally focused' processing style

MINDSET

MOOD

NETWORK NOT WORKING WELL

When something goes wrong on the system (eg delay, cancellation, expectations not met), it forces customers out of their usual routine and forces them to engage

Customers are operating in a more deliberative, System-2 mindset and actively seeking reassurance

Negative

More attuned to the environment

Better memory for detail

More 'externally focused' processing style

MINDSET

MOOD

Customers' needs change when the state of the system changes, and they expect TfL to change too

Questions & further information

Contact:

Alice Emmerson

Customer & Employee Insight

aliceemmerson@tfl.gov.uk

020 3054 6304