

RESEARCH SUMMARY

Title	London Underground WiFi		
Objective	To gather feedback on the customer usage, experience and attitudes towards LU WiFi and how future developments will affect customer experience		
Date	24/10/2012	Agency	2CV
Methodology	Six focus groups with customers (current and potential users) across a range of ages and life-stages and mix of journey types; all travelling through at least one of the 70 WiFi stations on a regular basis. All tasked to use WiFi for a week prior to group discussions		

Abstract

The introduction of LU WiFi represents high reputational value for TfL. LU WiFi delivers real emotional benefits (the ability to be constantly connected) to customers and there is an opportunity to leverage and communicate these benefits to encourage trial and increase usage. Salience of WiFi (and likelihood of use) will be largely dependent on the need to feel connected. There is also a role for more overt instructional resources to inform, build salience and manage expectations of WiFi.

Key findings

Recent positive experiences and perceived noticeable improvements to the Tube are attributed to the Olympic Games. Passengers feel that there is a marked difference services pre and post Olympics and a sense prevails that the 'Olympic standard' service' has set the benchmark for LU services. And many assume the trigger for the introduction of LU WiFi was the Games.

Awareness and salience are low of the WiFi offer with no recall of specific comms heralding its introduction. With little to inform them, there are gaps in peoples understanding & knowledge of the service. Expectations regarding the efficacy and reach of WiFi are high and do not always match their experiences.

While the introduction of WiFi to the Tube is universally seen as a significant achievement views on how critical LU WiFi is polarises customers:

- Viewed by some as an integral part of their online experiences
- While others it as a 'nice to have' but not a necessity

Despite mixed views on how essential WiFi on the Tube is the impact of pre-task on customers was significant in showcasing the user benefits (particularly to those who want more constant connectivity). Activities carried out via LU WiFi

are primarily the same as those undertaken above ground (email, downloading content, social media) though brevity of access determines that online activities are task focussed and quick. There is little evidence to suggest that customers will use LU WiFi to access news on travel disruption. Customers expect LU/TfL to provide in the moment' travel disruption information and will remain reliant on them for it

Responses to paid for access are broadly negative (though many assume a paid for proposition is inevitable) and will impact on propensity to use despite positive experiences of WiFi.

- Many struggle to justify cost for limited access
- Credit card only payment limits appeal

Comms will be crucial in terms of

- Preparing customers for the introduction of paid-for access and managing expectations
- Highlighting specific benefits of access; payment

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