

RESEARCH SUMMARY

Title	Twitter Customer Satisfaction 2013		
Objective	Assess satisfaction with the TfL Twitter feeds amongst users		
Date	September 2013	Agency:	SPA Future Thinking
Methodology	Online survey among users who were invited to respond via a Tweet (Rail, Bus, Traffic, Oyster, BCH and TfL Official feeds included)		

Abstract

Users of the TfL Twitter Rail/Bus/Traffic feeds gave a fairly good mean satisfaction score for the information of 73, down from 75 in December 2012. Bus and Traffic feed users are most satisfied (mean satisfaction score of 77 and 78 respectively). The Oyster feed had a slightly lower mean score of 71 and TfL Official was lower again at 69. Barclays Cycle Hire had a mean score of 57.

When asked about the effect on their perceptions of TfL, the mean score for rail/bus/traffic feeds was 71. The ranking of the feeds on this measure was similar to the ranking of the satisfaction scores, with the lowest score being achieved by BCH at 60.

All the feeds are most likely to be checked when checking Twitter generally. The real-time feeds tend to be referred to for regular trips/commuting (74%) and have resulted in a change in travel plans for most users (79%). The non-real time feeds tend to be used to find out about updates/changes to the services (BCH: 85%, Oyster: 87%) or about travel information (TfL Official: 82%).

Key findings

Real time feeds:

Users of the TfL Twitter Rail/Bus/Traffic feeds gave a mean satisfaction score for the information of 73, down from 75 in December 2012. Bus and Traffic feed users are most satisfied (mean satisfaction score of 77 and 78 respectively). Following a TfL real time Twitter feed has also had a largely positive impact on perceptions of TfL, with a mean score of 71, again higher for the Bus feed (at 75) and Traffic feed (at 74) than the Rail feed (70). However, impact on perceptions is less positive than was seen in December 2012 (when the real-time feeds had a mean score of 74).

The feeds are considered to be accurate and reliable most of the time by 59% and all of the time by 25%, making a combined score of 84%. This is however lower than in December 2012 when 89% found them to be accurate/reliable all of the time or some of the time.

The real time Twitter feeds are checked often with 80% of users looking at them at least once a day (Traffic feed users even more frequently at 87%). Most refer to the feeds for regular trips or commuting (74%), and check the feed when checking Twitter generally (78%), before travelling (50%) or during their journey when they encounter a problem (47%, up from December 2012: 41%). 79% have changed their travel plans as a result of the information provided and were most likely to opt for a different route (59%).

Non real time feeds:

Oyster feed

Most Oyster feed users are satisfied with the information, resulting in a mean satisfaction score of 71. Following the Oyster feed has also had a mostly positive impact on perceptions of TfL with a mean score of 70. Almost all consider it to be accurate and reliable with 91% finding it to be so most of the time or all of the time

People refer to the feed when checking Twitter generally (74%), with 30% checking before they travel, 25% during their journey if there is a problem and 23% after their journey if they encountered a problem with Oyster. People use the feed to find out about updates/changes to Oyster (87%) or Oyster refund options (21%).

TfL Official

The majority of TfL Official feed users are satisfied with the feed, providing a mean satisfaction score of 69. Following the TfL Official feed has had a fairly positive impact on perceptions of TfL with a mean score of 65. It is considered to be interesting and informative most of the time or all of the time by 66% of users.

Users are most likely to refer to this feed when checking Twitter generally (84%) or when they hear of a transport related story in the news (29%). People tend to use this feed to find out about travel information (82%), with two-fifths also checking it to find out about developments and improvements (43%) or as they have a general interest in transport in London (42%). 95% refer to this feed for personal use and 34% for business purposes (most likely travel/transport industries)

Barclays Cycle Hire feed

BCH feed users had a mean satisfaction score of 57. Following the BCH feed has a mean score of 60 for impact on perceptions of TfL. 57% find the feed to be interesting and informative only some of the time, with 37% finding it to be so most of the time or all of the time.

People are most likely to check the BCH feed when checking Twitter generally (79%), rather than before or during use of the bikes. The BCH feed is most likely to be used to check for updates/changes to the service (85%), with just under half (48%) also checking it for information on docking stations. The majority (59%) are unlikely to make any changes to their journey as a result of checking this feed; when changes are made this tends to involve taking an alternative route (21%)

Future Improvements

Two thirds (71%) of users of the Rail feeds would like to see information on how busy platforms/stations are, and a further third (33%) would like to know about problems on other lines or buses in the local area.

Two thirds (71%) of users of the Bus feed would like to know about problems on buses in the local area and 61% would like to see daily updates on known hotspots.

Two thirds (70%) of users of the Traffic feed would like to see daily updates on known traffic hotspots and 42% would like to see traffic updates during the night.

Suggestions for improvements to the BCH feed (unprompted responses) included providing accurate/real time information (14%), traffic information (14%), information on docking stations (13%). 31% could not think of any other information they would like to see on the feed.

Job number: 13039