

RESEARCH SUMMARY

Title	TfL and social media		
Objective	To understand TfL's role on social media and how TfL's social media strategy can be better adapted to meet customer needs and expectations		
Date	22/10/2015	Agency	2CV
Methodology	3 x expert interviews, tracking 3 x organisations on social media with 2CV WIRE, 10 day online customer forum and 4 x groups with inner and outer London customers		

Abstract

Brands on social media fall into one of three categories; entry-level, mid-level and best-in-class. TfL currently sits at mid-level, because it is perceived to be providing customers with useful, relevant and timely information, but it is not consistently interacting or engaging in a two-way relationship with them. TfL need to decide whether to stay at mid-level and focus on delivering information and customer care, or invest in being best-in-class. To be best-in-class, TfL will need to develop a more coherent social strategy that is authentic, responsive and engages the customer.

Key findings

Customers are aware and understand that once brands join social media, they are on a journey to learn what works and what doesn't work. There are three broad stages to this journey:

- **Entry-level:** Present on social media but yet to develop a successful social strategy and not meeting customer needs or expectations
- **Mid-level:** Providing relevant information and demonstrating customer care through responsiveness to customers, but lack consistency and human touch
- **Best-in-class:** Living the brand personality through social and behaving like a human, engaging with customers on their level and meeting the range of customer needs and expectations

TfL currently sits as mid-level because of its information focus across feeds. However it is felt to be inconsistent, lacking a human touch and not engaging in a two-way conversation with customers

- **Line and pan-London feeds:** meeting expectations for real time information, but content can feel like an announcement and lacks personality or demonstration of the 'human face' of TfL
- **Corporate Facebook:** not meeting expectations for the platform, as

lacks brand personality and interactive content for engagement, but is delivering some relevant updates

- **Corporate Twitter:** Unclear role or differentiation from pan-London feeds eg. @Travelalerts, but is delivering some relevant updates

Customer want TfL feeds to be more responsive, have more personality, more of a human touch and more engaging content:

- **Line and pan-London feeds:** more human tone of voice and different personalities for different feeds, through relevant content and tone
- **Corporate feeds:** more expression of brand personality and more engaging and authentic content, particularly on Facebook

Consequently TfL need to decide whether to stay at mid-level or invest in being best-in-class. At mid-level, TfL must **focus on delivering information and customer care – but dial up the human side** to the organisation. To be best-in-class, TfL must **bring to life the brand personality and demonstrate true customer focus**, through engaging and interacting with customers in a truly authentic and relevant way.

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