RESEARCH SUMMARY

Title	London Underground ticketing metrics
Objective	To explore the LU ticketing process for customers in order to inform a set of metrics to measure the customer experience of ticketing

Date	01/07/2012	**Agency**	2CV

Methodology	Six focus groups with customers across a range of ticket types, six in-station intercepts across a range of different types of stations/times, call centre visit and email enquiry analysis

Abstract

To develop new metrics that will allow LU to measure the ticketing experience over time, and the impact of future ticketing, there is a need to understand the ticketing process from a customer perspective. Customers consider the ticketing process to be simple and straightforward, identifying only three stages – Selection, Purchase and Use. Across these stages the desired outcomes for the customer are ease, feeling in control, and trust in LU. These outcomes can be applied to measure success of the ticketing system for customers.

Key findings

LU ticketing is a simple and efficient process for most, especially when compared with other ticketing systems. It is a small part of a bigger journey and typically requires little engagement.

However, customers vary in knowledge levels. Customers with lower levels of ticketing knowledge need to engage more with the system; with first time users needing the most guidance and support. First time users go through a steep learning curve, to quickly learn the knowledge required to purchase a specific ticket. With each purchase, knowledge levels increase along with confidence.

Customers identify three steps to the ticketing process; Selection, Purchase and Use. Customers will move to only two stages (Purchase and Use) when purchasing repeat tickets, especially Oyster users 'topping up'.

The need for problem resolution exists across all stages, and whenever a problem arises customers demand easy to access and empathetic support from staff.

Customers have three key desired outcomes throughout all three stages;

- Ease of process – going through the ticketing process quickly and efficiently
- Feeling in control – feeling confident and secure throughout the process
- Trust in LU – getting the right ticket, best value for money and support from staff

These principles can be used to measure successful delivery in the system and can be crossed with selection, purchase and use when creating metrics, to ensure each ticketing stage is running effectively for customers.

Job number: