

RESEARCH SUMMARY

Title	Understanding ticket purchase channel choice
Objective	To understand usage of ticketing purchase channels and inform strategy to increase off-system Oyster ticket sales
Date	October 2010
Methodology	Six focus groups and three intercept sessions with Oyster users, covering a spread of mode, product and channel use

Key findings

- Many customers use a repertoire of channels, with usage driven by ease, modal choice and whether the purchase is for a regular requirement or not
- The majority of customers are keen to self-serve for regular or other familiar ticketing purchases
- Those newer to travel in London tend to use ticket windows, driven by a lack of familiarity with the transport system and need for information or reassurance. They are also used by other customers when they have information needs, a new ticketing requirement, or wish to resolve a problem
- Ticket machines are popular amongst more familiar transport system users, though many are not aware of the full range of their functionality, and sometimes use ticket windows as a result
- Oyster Ticket Stops are primarily used when there are no other options, eg for bus users without a station nearby. They serve these ticketing needs reasonably well, but don't have the clear advantages over on-system channels necessary to drive significant changes in behaviour
- Online channel has potential to increase off-system transactions, but the current system under-delivers for most people
- Auto top-up (ATU) works well for users, but has limited appeal in its current format. There is potential for ATU and automated season ticket renewal if a reminder system were in place to give more control over payments
- Five customer typologies are evident, distinguished by how they manage ticketing purchasing and their level of involvement with Oyster. Understanding the behaviour of these groups presents opportunities for potential interventions and messaging to increase off-system channel usage. Technology such as text alerts or smartphone applications may have a role to play in achieving change

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