

RESEARCH SUMMARY

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| Title | Good Service Trial | | |
| Objective | To understand the views of staff and customers towards to the trial messaging around Good Service | | |
| Date | 15/07/2015 | Agency | 2CV |
| Methodology | 8x 2 hour observation and intercept sessions | | |

Abstract

Responses to the new messaging varies considerably depending on whether staff and customers are based in a major/busy or a quiet station. In major/busy stations the response is consistently positive from staff and customers. However in quiet stations the response is more mixed; staff have lower levels of awareness and confidence in implementing the changes, and customers still feel that Good Service announcements are valuable in the context of quiet stations. The new protocols are working in major/busy stations, but increased guidance and support is needed for staff in quiet stations, particularly around tailoring and personalisation of messages.

Key findings

Staff in major/busy and quiet stations differed considerably in their response to the changes in announcements.

In major/busy stations, the response to changes from staff was consistent and positive

- **Staff are aware of the changes to announcements:** We spoke largely to station supervisors and Control Room staff, who tended to be very familiar with their station and were comfortable with and understood the changes
- **Staff are implementing the changes:** They have removed all Good Service Updates, apart from some staff on some very short announcements, where they felt Good Service Update was needed at the end to balance out the announcement
- **Staff are strongly in favour of the changes:** Staff felt that reducing the amount of information that they have to communicate is positive and makes their role easier

In quiet stations, the response to changes from staff was more mixed

- **Staff had mixed awareness of changes to announcements:** we spoke largely to Customer Service Assistants (CSAs), who are on rotation across several stations, they therefore tended to be less familiar with the station they were in, the everyday operations and the local area
- **Staff are inconsistent in implementing the changes:** personalisation

of messages was unclear for staff and not something they were confident in doing, particularly due to unfamiliarity with PA system in each station

- **Staff have a mixed response to the changes:** Some staff felt that the tailoring of messages makes their job harder and more complicated

None of the customers we spoke to had noticed changes to messages in any of the stations; however when probed, customers in major and quieter stations had some different responses to the new messages

- **In major/busy stations,** the overall response from customers was that removal of Good Service messages was positive, as they were not providing urgent information and there was already a lot of other, more important information that customers needed to take in e.g. delays
- **In quiet stations,** customers had a more mixed reaction; some felt the removal of the Good Service message was inconsequential, however others felt that it was the most important 'non-urgent' message available in quieter stations and should not be removed

Therefore the current protocols are working in major stations, but increased guidance and support is needed for staff in quiet stations, particularly around tailoring and personalisation of messages

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