

RESEARCH SUMMARY

Title	Increasing Oyster registrations
Objective	To quantify the opportunity for further Oyster registrations, and inform related marketing activity.
Date	March 2010
Methodology	1,000 telephone interviews with London residents aged 16+, including 526 Oyster users.

Key findings

- Registration is a low involvement, low impact process. Some customers are not aware of what registration is, or whether they are registered or not.
- The demographic profile of customers who are registered is similar to those who are not, and there is also little difference in terms of appeal. However, those who are registered tend to travel on the main modes more frequently, and, if they use PAYG, to top up with higher amounts and more frequently.
- Most of those who are registered are aware of the key benefit of card protection. However, for many customers, simply being aware of the benefits is not sufficient to encourage them to register.
- While the benefits of registration have appeal, for many they are not sufficiently motivating to overcome the perceived inconvenience or hassle of registering, especially after initial point of purchase. However for most people there is little about the idea of registration that actively discourages them, and they are generally willing and able to provide an email address.
- If registration is not mandatory, it needs to be made easy and convenient to do and ideally incentivised, alongside clear communication of the benefits. For new Oyster users, point of initial purchase is the key opportunity to drive registration, while for existing Oyster users, proactively providing opportunities to register would help to overcome perceived hassle and apathy. Many also say they would like to register online.
- Based on the current proposition, and assuming full awareness of benefits and opportunity, an estimated additional 240,000 PAYG users could be registered. If a £5 PAYG incentive were also offered, an estimated additional 580,000 PAYG users could be registered. Non-financial incentives can also work well, such as only collecting name and email address, or offering discounts on shops and attractions.

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