

RESEARCH SUMMARY

Title	MOBiNET Dial-a-Ride Trial		
Objective	Explore customer reactions to the text/call alert service trialled on some Dial-a-Ride services to establish if this feature should be rolled out across all Dial-a-Ride services in London		
Date	February 2016	Agency	Future Thinking
Methodology	100 telephone interviews among Dial-a-Ride customers		

Abstract

The majority of those who received a text or automated telephone call from Dial-a-Ride telling them when their driver is 10 minutes away, were satisfied with this service and were likely to use the service again in future. Those who didn't receive an alert found the concept appealing and would be likely to use it in future. These results support a case for rolling out the alert feature across all Dial-a-Ride services.

Key findings

Forty-one per cent of our sample of 100 Dial-a-Ride users remembered receiving an alert.

Received an alert

Of the 41 customers that received an alert, 80 per cent received an automated phone call, either to their mobile or landline, with 20 per cent receiving a text alert to their mobile.

Seventy-one per cent claim their driver arrived on time/ early, with one in ten claiming that their driver arrived a few minutes late. The remaining 19 per cent of users could not remember what time their driver arrived.

Ninety-five per cent were satisfied with the alert service and the net promoter score rating for likelihood to recommend the service to others was 71 per cent. Ninety-three per cent stated that they would be likely (rating eight to ten on a scale of zero to ten) to use the alert service again.

Did not receive an alert

Of the 59 participants that did not receive (or do not remember receiving) an alert, three quarters found the idea of the service appealing, with 10 per cent finding it unappealing.

Three in five are likely to use the service for future journeys.

Fourteen participants gave reasons for why they wouldn't consider using the service in future. Of these, four did not see the need for the service, three thought the service could be unreliable and three did not have a mobile phone. Two people gave other reasons.

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