

RESEARCH SUMMARY

Title	Victoria station contactless messaging		
Objective	To understand experiences / expectations of the ticket office closure and explore responses to / impact of contactless messaging		
Date	02/10/2015	Agency	2CV
Methodology	3 x 2 hour intercept sessions at Victoria station (one pre-launch of information poster and two post-launch)		

Abstract

Customers are concerned about the impact of the closures on their purchase experience and the station environment. Ahead of the closures, the ‘Use contactless today’ (digital screen) message is more motivating in the moment than ‘In a hurry?’ (whiteboard poster) as it communicates that contactless is ‘ready to go’. Customers are more motivated to use contactless when thinking about the potential problems they may face as a result of the closures eg queues / crowds. Overall, contactless is appealing and customers appreciate the offering, but it does not allay all concerns around ticket office closures. They are still left wanting reassurance that staff will be truly available to help them.

Key findings

With Victoria station already feeling quite chaotic, customers are concerned about the impact of the closures on their purchase experience (queuing / ease) and the station environment (flow / navigation). Some tourists and visitors feel nervous that they won’t get the right ticket if they have to rely on themselves. Commuters and other regular users see the closure as a big inconvenience to them, not because they want to use the office, but because more people will be in ‘their queue’ for the machines.

Ahead of the closures, the ‘Use contactless today’ (digital screen) message works hardest to motivate as it communicates that contactless is ‘ready to go’ in the moment. Customers feel the ‘In a hurry?’ (whiteboard poster) is aimed at a select group of customers who are rushing so they can use it ‘in an emergency’. The length of the text used in the poster is also felt at odds with the perceived target as these people are in a rush & would not have time to engage. Communications for contactless should focus on presenting it as a genuine payment option, not just a back up.

Frequent customers are more motivated to use contactless when thinking about the potential problems they may face as a result of the closures eg queues / crowds. In post-closure scenarios, contactless would be solving a problem that isn’t currently there for many customers. Contactless is appealing and customers appreciate the offering, but it does not allay all

concerns around ticket office closures. They are still want reassurance that staff will be in sight and available to help them.

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