RESEARCH SUMMARY

Title	Digital Whiteboards Desk Review
Objective	To provide an overview of a range of relevant insights from recent research projects related to customer information, whiteboards and digital formats to provide proof on concept for digital whiteboards
Date	18/02/2016 **Agency** 2CV
Methodology	An audit of research projects pertaining to customer information, whiteboards and digital formats

Abstract

Customers increasingly expect information to be delivered through digital channels. As customer's lives become increasibly digital, there is a growing expectation that TfL deliver digital solutions that are live, accurate and actionable. Currently, there is a sense that whiteboard posters are an outdated information channel – both staff and customers feel that there are too many of them, conveying too much information, and that this information is not always relevant to customers. Customers want information to be 'demonstrably live', help them feel in control, and reduce stress. Digitising whiteboards has the potential to have a positive impact on TfL's reputation by delivering to customers' core needs more efficiently and effectively.

Key findings

Digital is an ever increasing part of customers' lives – the bar is constantly being raised and there is an expectation that TfL keep up with this trend.

Whiteboard posters sometimes look scruffy and feel like an outdated information channel, especially when compared to other recent innovations on the system (esubs, bus countdown, contactless, etc). Both customers and staff agree that there are too many, often poorly placed around the station and that the information presented is too text heavy and sometimes irrelevant to customers (eg information on line closures they don't use). Moreover, staff find it difficult to know which posters to prioritise in stations and often find themselves with more posters than the station has capacity to hold. As a result, both staff and customers agree that whiteboard posters are not having the desired impact as an important source of information to customers.

Previous projects have shown that customers respond well to information channels that are 'demonstrably live', accurate and actionable. Provision of live and accurate information enhances customers' confidence when travelling in the station, while actionable information allows customers to quickly re-plan when something goes wrong (*Touchpoints, 2015).*

The customer experience can be improved with the use of more digital information channels. Customers want to be able to move through the station with minimal disruption – more 'real-time' digital information can support this experience and demonstrates that TfL genuinely cares about its customers and is making and effort to innovate in the digital space to improve the customer experience.

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