

RESEARCH SUMMARY

Title	Customer experiences of ticketing issues		
Objective	Understand customer experiences of ticketing problems with Oyster and cash payment, and how well these are resolved		
Date	April 2011	Agency:	SPA Future Thinking
Methodology	1,000 telephone interviews with a random representative sample of Londoners		

Abstract

As part of Transport for London's (TfL's) fares and ticketing programme, customer research was undertaken to examine the levels of ticketing problems customers experience and their satisfaction with problem resolution. A third of Oyster users had experienced a problem with their Oyster card, although season ticket holders were more likely to have done so. The most common problems related to being overcharged.

Key findings

Most Oyster users have not experienced ticketing problems, although 35% of PAYG users, and 45% of season ticket holders, have had a problem with their ticket at some point. Even amongst those who have experienced a problem, it is relatively rare with most reporting they had not had a problem within the last six months.

The most commonly reported problem is being overcharged, by 28% of those to have had a problem. Card-reader interface issues were also mentioned, with around a fifth reporting their Oyster card would not register on the ticket machine when they presented it, or that it would not allow them through a ticket gate.

Most customers ask stop or station staff for assistance when they have a problem, although around one in ten (12%) telephone TfL, and a fifth do not seek assistance. Those who do contact TfL usually have their problem resolved, with at least 80% of those speaking to stop, station or telephone staff reporting a positive outcome.

The expectation is that staff at the stop or station should be responsible for attending to problems, with 70% saying that ideally issues would be dealt with in this way. A quarter believe that telephone staff are best placed to deal with problems, while a fifth said that they would rather solve problems online.

Job number: 10108