

# RESEARCH SUMMARY

<b>Title</b>	<b>Fares information review</b>
<b>Objective</b>	Customers' information needs in relation to fares and ticketing, and how this should be delivered
<b>Date</b>	July 2009
<b>Methodology</b>	10 focus groups with Londoners who use public transport; 44 interviews with visitors to London; 58 depth interviews with customer-facing TfL staff

## Key findings

- For most customers, most of the time, fares and ticketing information is not a high priority. Existing knowledge is often sufficient, and many travel using Oyster, which reduces the need to think about fares for every journey.
- Some information needs do exist, and these fall into three key areas:
  - **Journey specific needs** – Ticketing information for an unfamiliar journey, the validity of Oyster on National Rail services, querying a fare or fine after a journey, or to check Oyster card balance.
  - **General needs** – Finding the best ticket for a customer's circumstances, usage information about products such as Oyster, or fare changes
  - **Customer types** – Visitors to London have particularly high needs for information. Customers travelling by National Rail, and to some extent LU services, need more information due to more complex ticketing systems and the greater cost of fares. Information is also required for concessions, and more cost-conscious customers.
- Customers want information that is concise, trustworthy, tailored to their circumstances, and quick to access. This is usually sought on system.
- Customers generally prefer to use on system staff when available, since they meet the above requirements well. However there is also a role for information to be delivered through other channels.
- Improvements identified for existing printed and online information are to provide shorter, more targeted information that is closely structured around customer needs. New concepts for website received positive feedback.

**Job number:** 09006