

Customer experiences
of ticketing issues
April 2011

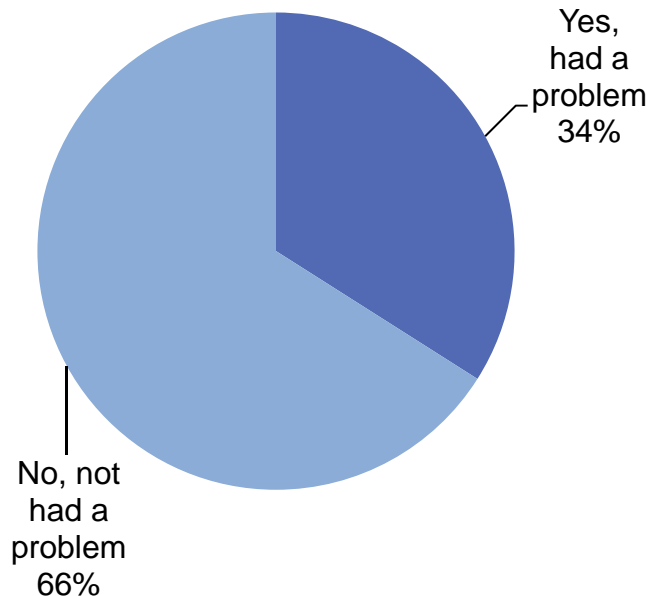


oyster® Problems with Oyster card

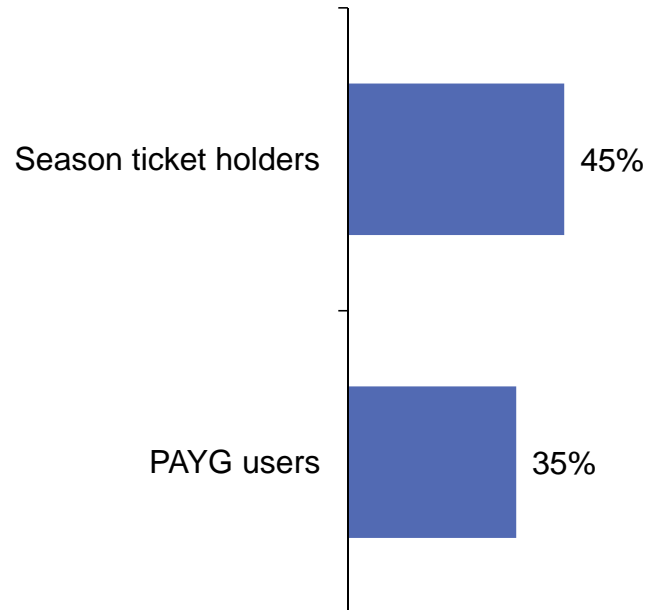
All who have an Oyster card

34% of those who have an Oyster card have had problems with it. Season ticket holders are significantly more likely than PAYG users to have had a problem.

Ever had problem with Oyster card



Oyster type (% of users to have had a problem with their Oyster card)



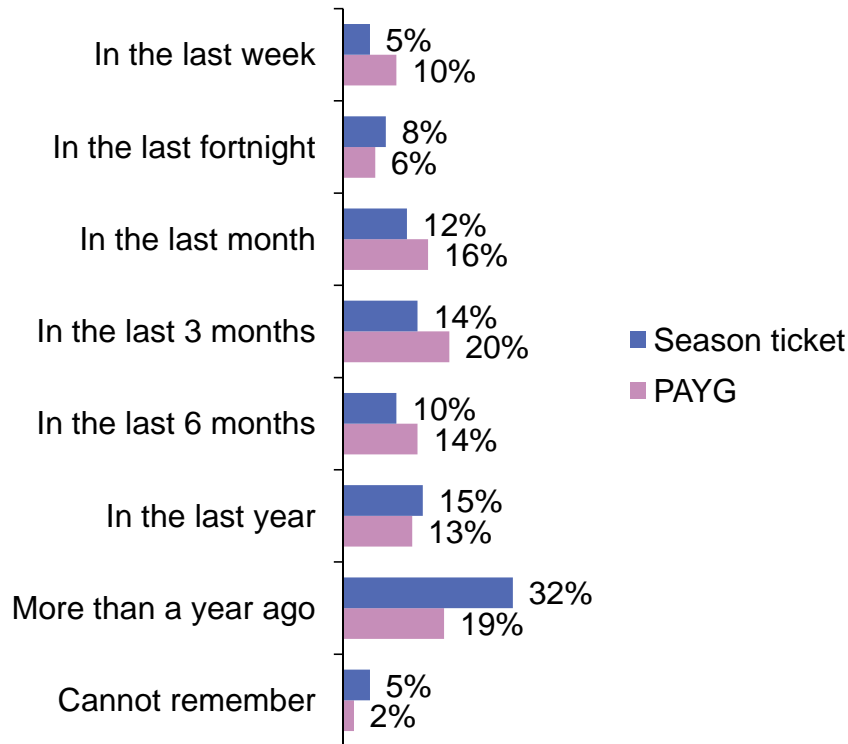
Who experiences problems with their

- Few differences in incidence of experiencing problems between different demographics
- Those aged 65+ are less likely than other age groups to have had a problem with their Oyster card
- Those with a registered Oyster card are significantly more likely to have experienced a problem than non-registered customers (39% versus 30% respectively)
- Those who are 'mainly favourable' towards Oyster are significantly more likely than customers who are 'very favourable' to have had a problem (38% versus 29%)
- No difference in terms of frequency of Tube use, gender, ethnicity, social grade, disability, or whether the customer lives in an inner or outer London borough

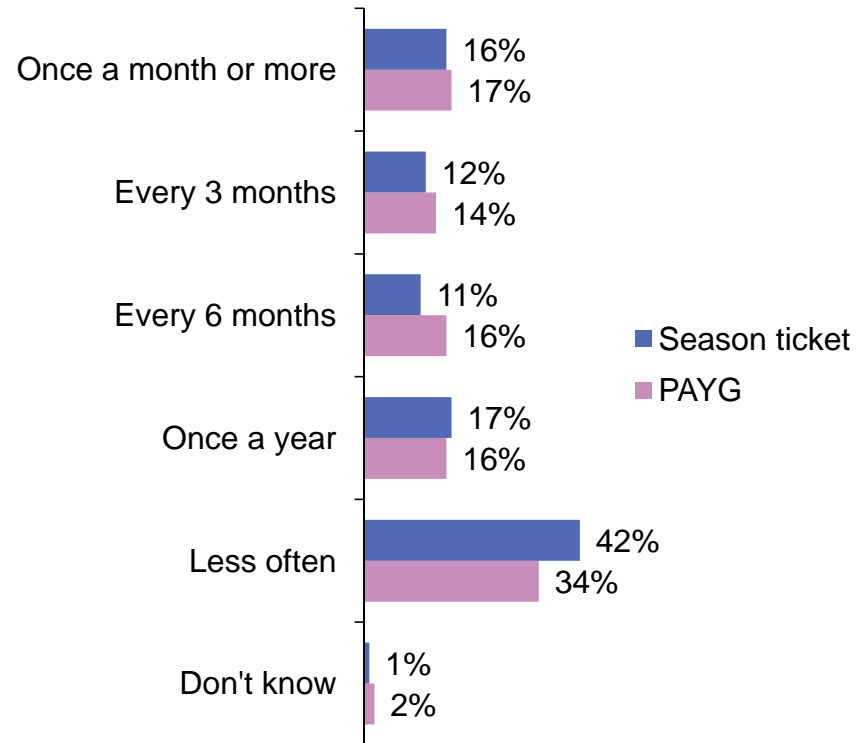
Frequency of problems with

All who have had problems with their Oyster card

Last time it happened



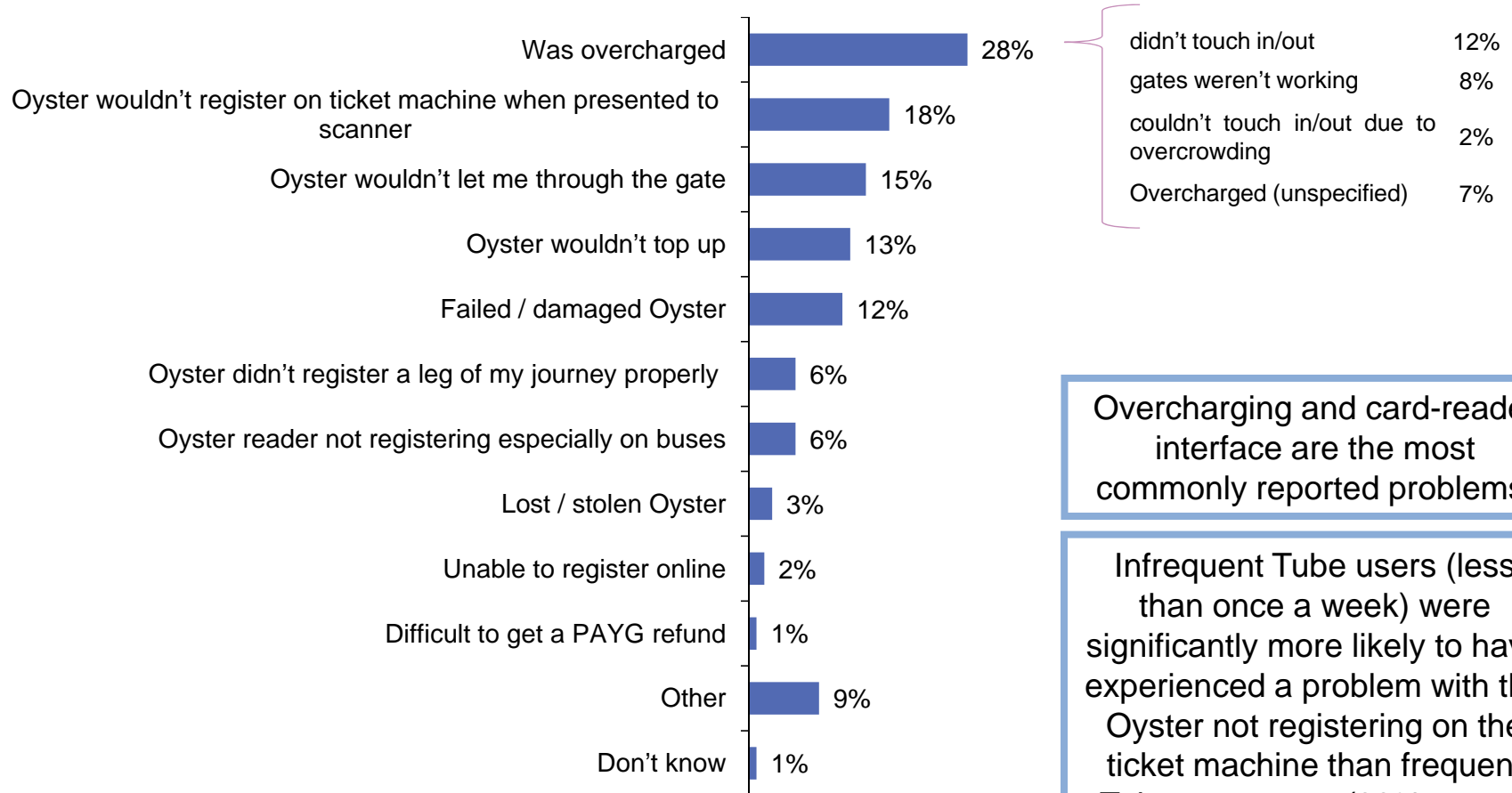
How often it happens



For around half the last occurrence was at least 6 months ago. However around 30% have experienced a problem in the last month, and around one in six have a problem monthly or more often.

Nature of problem with Oyster card

All who have had problems with their Oyster card



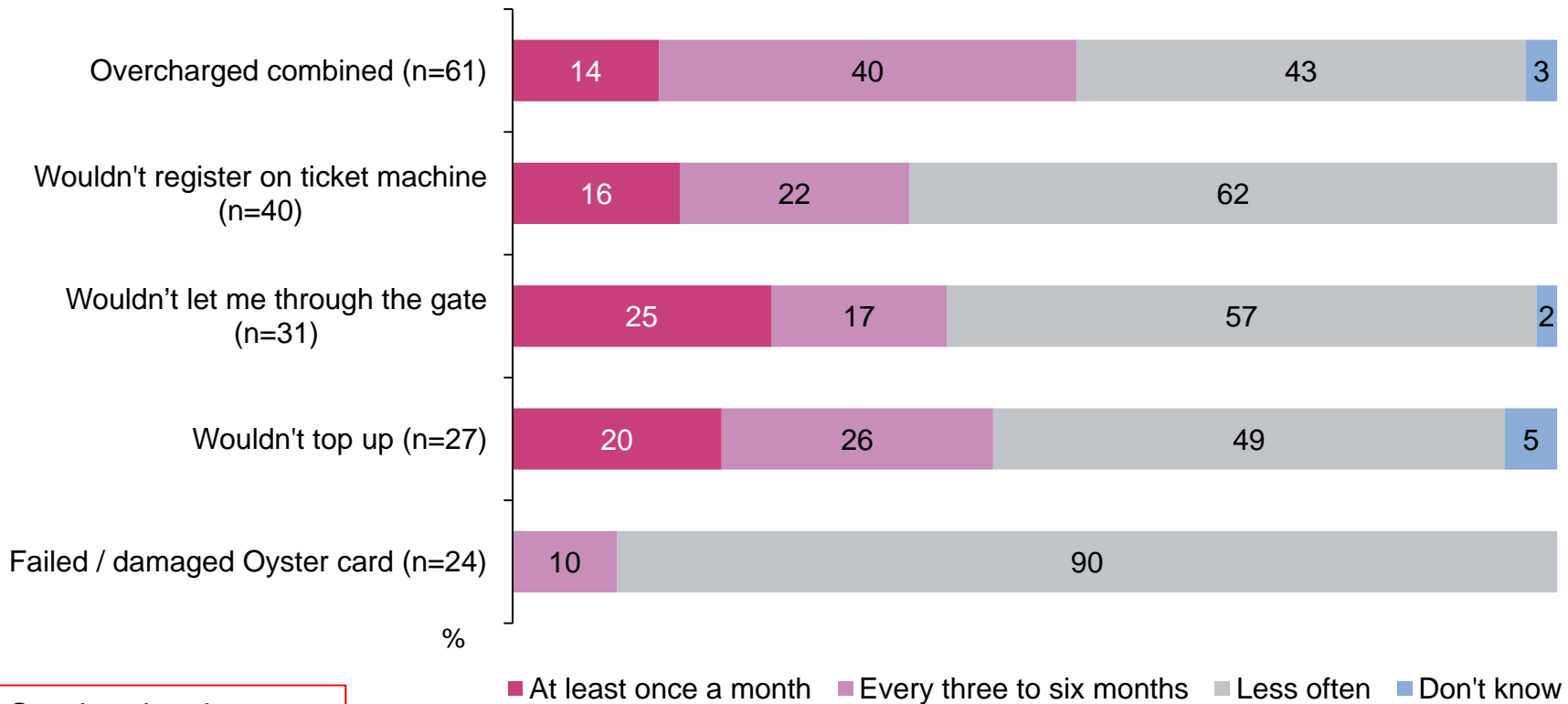
Overcharging and card-reader interface are the most commonly reported problems.

Infrequent Tube users (less than once a week) were significantly more likely to have experienced a problem with the Oyster not registering on the ticket machine than frequent Tube customers (33% versus 10%).

PROB4: What was the last problem you had with your Oyster card?
 Base: All who have had problems with their Oyster card (221)

Nature of problem by frequency

All who have had problems with their Oyster card



Caution: low bases
Ranked on base size

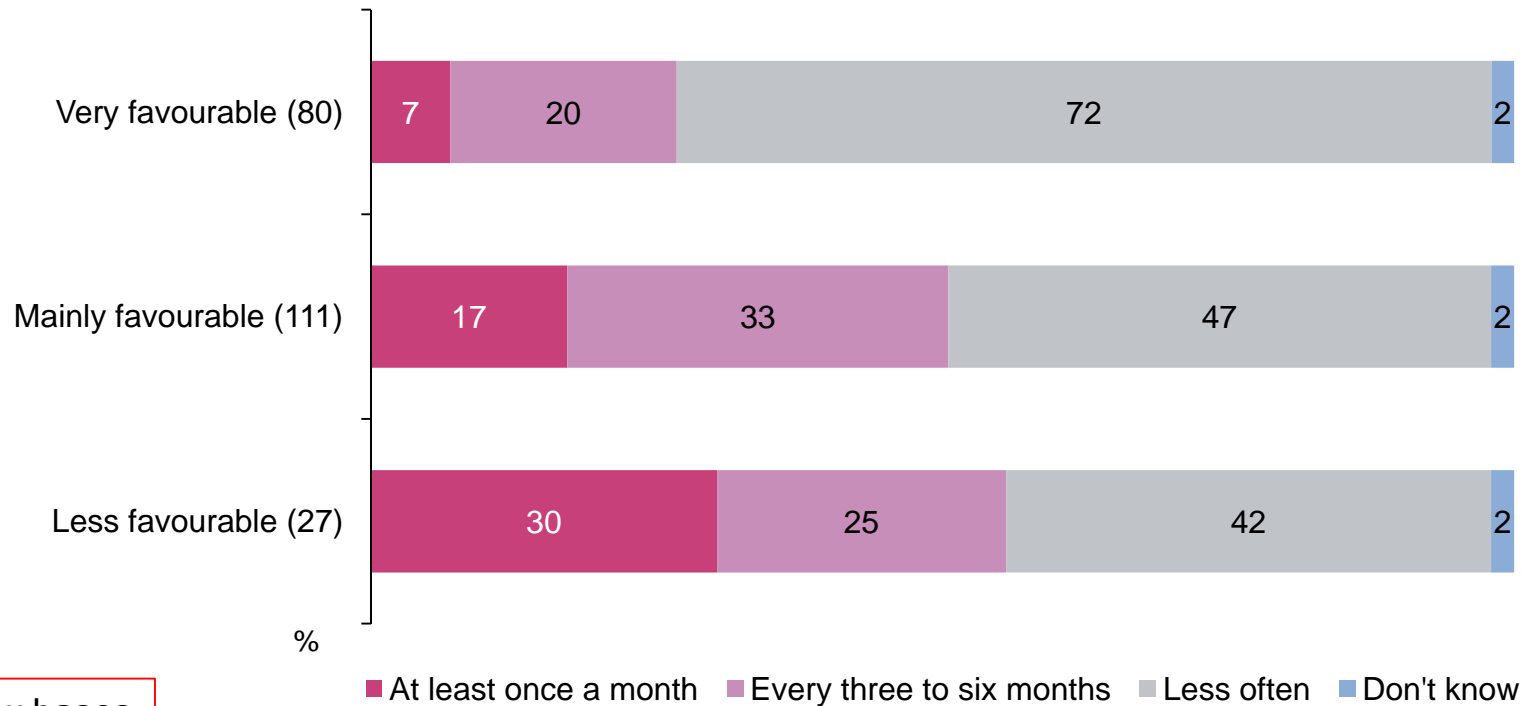
NB: no significant differences (but low bases)

PROB4: What was the last problem you had with your Oyster card? / PROB2 Generally how often have you had problems with your Oystercard?
Base: All who have had problems with their Oyster card (221) Showing all over 20 mentions of any particular problem

Frequency of problem by favourability

All who have had problems with their Oyster card

Those who are very favourable to Oyster tend to have problems less frequently

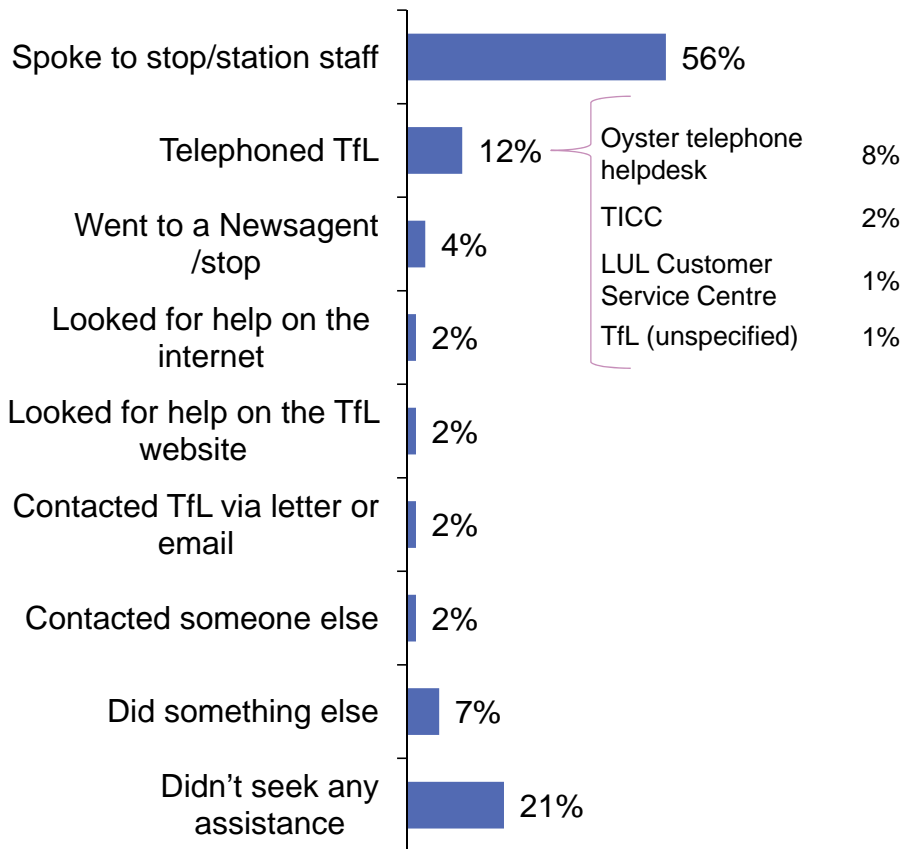


Caution: low bases

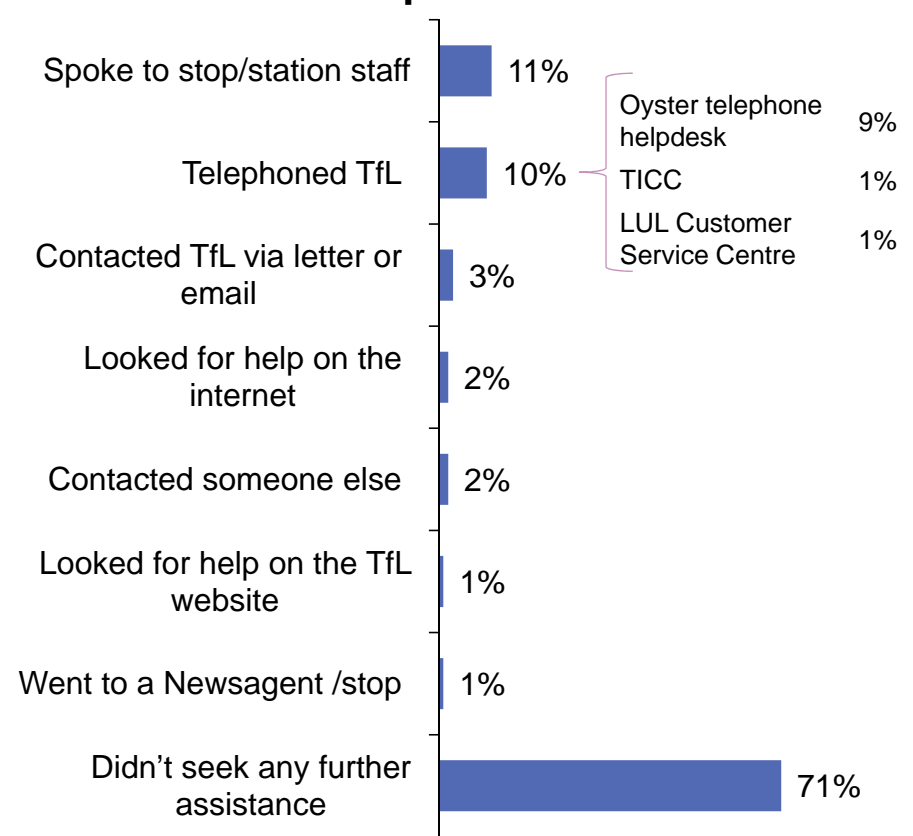
Seeking assistance with

All who have had problems with their Oyster card

First contact



Subsequent contacts

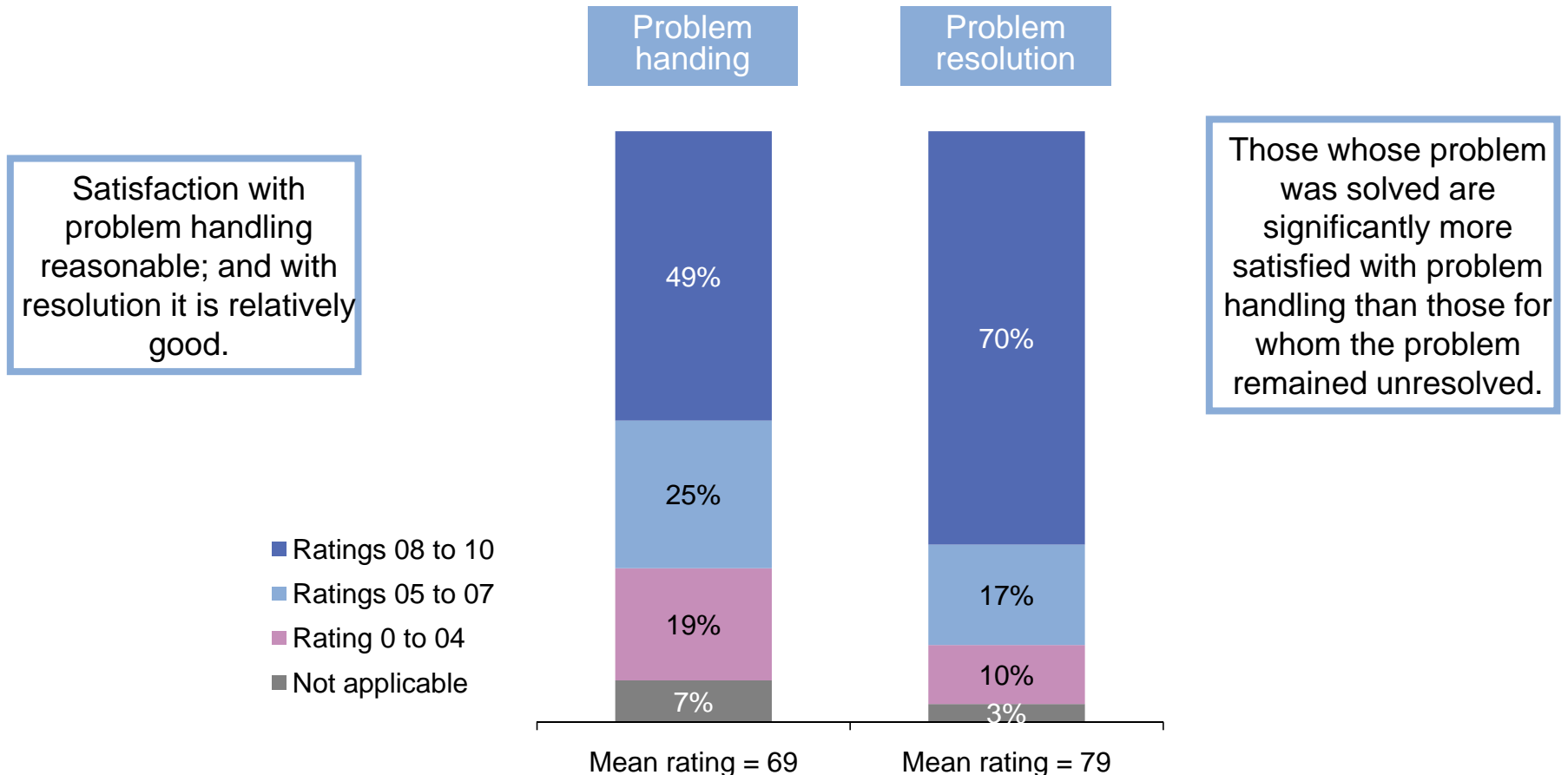


76% (39 out of 47 people) who sought further assistance were directed to the next source of help. 18% (9 people) found it on their own.

Satisfaction with problem handling and resolution

All who have had problems with their Oyster card

76% of those who have had a problem with their Oyster card had their problem resolved.



Satisfaction with problem handling reasonable; and with resolution it is relatively good.

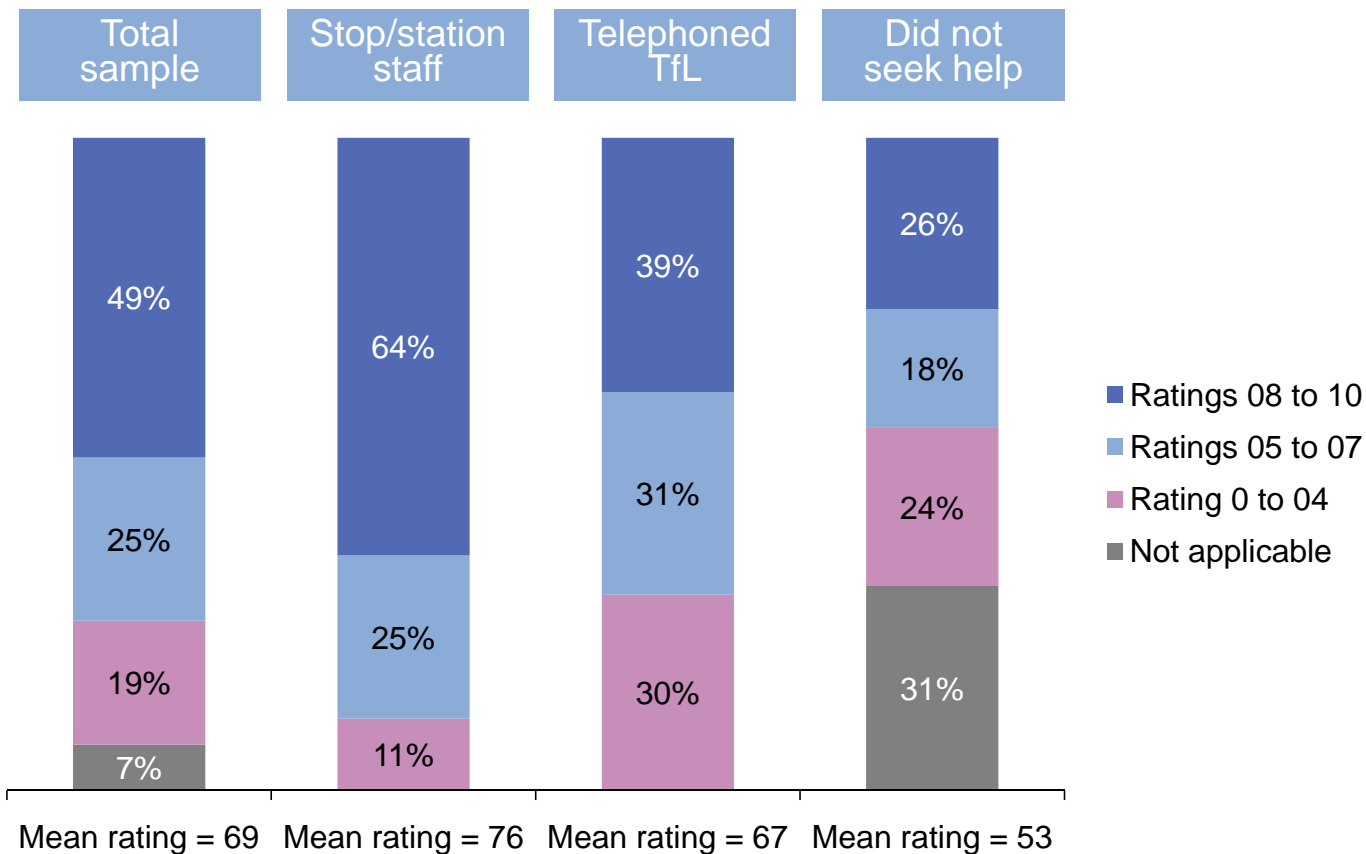
Those whose problem was solved are significantly more satisfied with problem handling than those for whom the problem remained unresolved.

PROB6/7/8: How satisfied are you with the way in which your problem was handled using a scale of 0 to 10 using a scale of 0 to 10 where 10 is 'extremely satisfied' and 0 is 'extremely dissatisfied'? Was your problem resolved? How satisfied are you with the way in which your problem was resolved using a scale of 0 to 10 where 10 is 'extremely satisfied' and 0 is 'extremely dissatisfied'?

Base: All who have had problems with their Oyster card (221)/All whose problem was resolved (167)

Satisfaction with problem handling by response

All who have had problems with their Oyster card

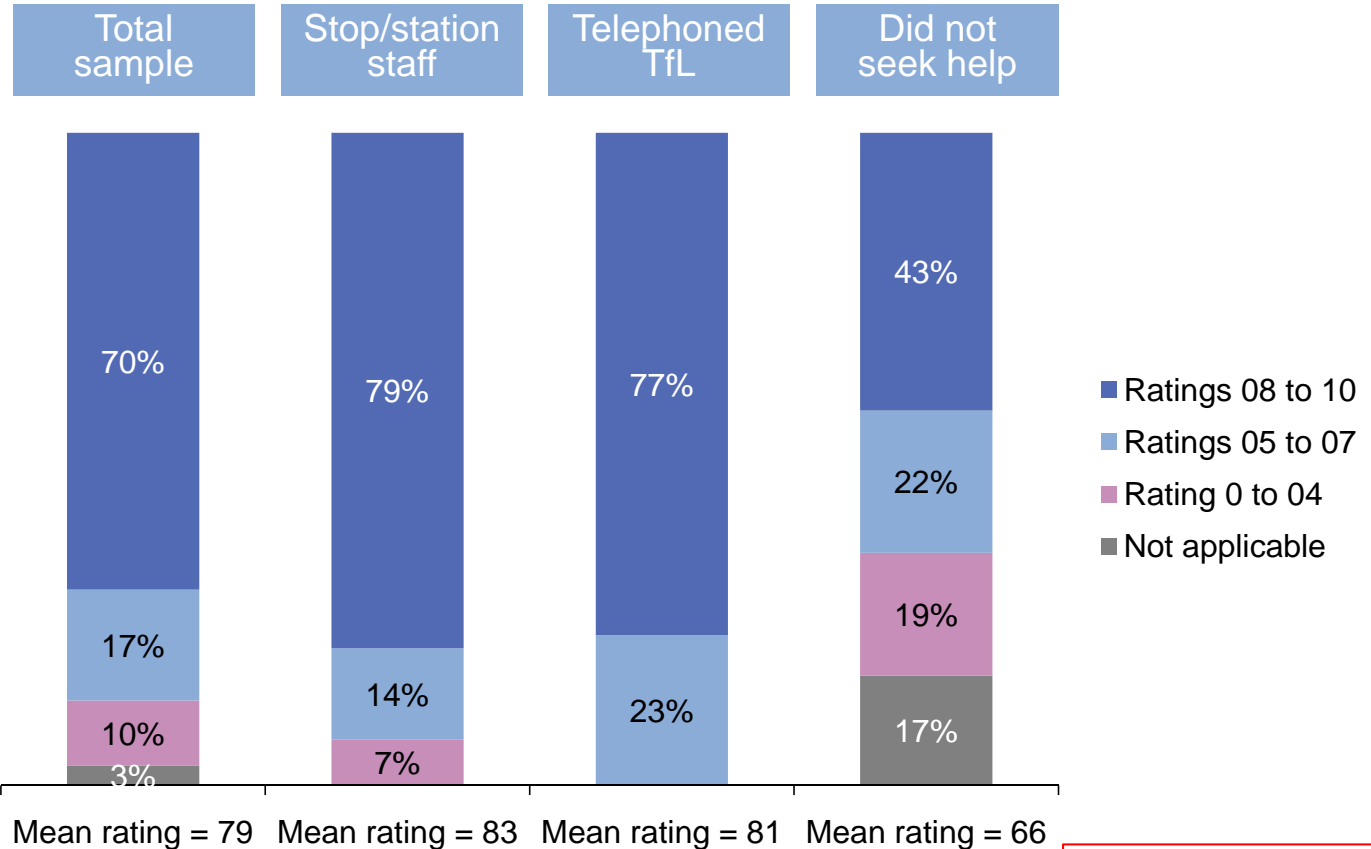


Those who were initially assisted by stop/station staff are significantly more likely to give an 8-10 rating than those who telephoned or did not seek assistance

PROB5/PROB6: How satisfied are you with the way in which your problem was handled using a scale of 0 to 10 using a scale of 0 to 10 where 10 is 'extremely satisfied' and 0 is 'extremely dissatisfied'? How did you first seek assistance with this problem, if at all?
 Base: All who have had problems with their Oyster card (221); spoke to stop/station staff (132); telephoned TfL (36); did not seek assistance (43)

Satisfaction with problem resolution by response

All who have had the problem with Oyster card resolved



Seeking assistance, whether from stop/station staff or by telephone, corresponds with higher satisfaction with problem resolution.

Those who have problems less often than once a month are slightly, but not significantly, less satisfied with problem handling and resolution.

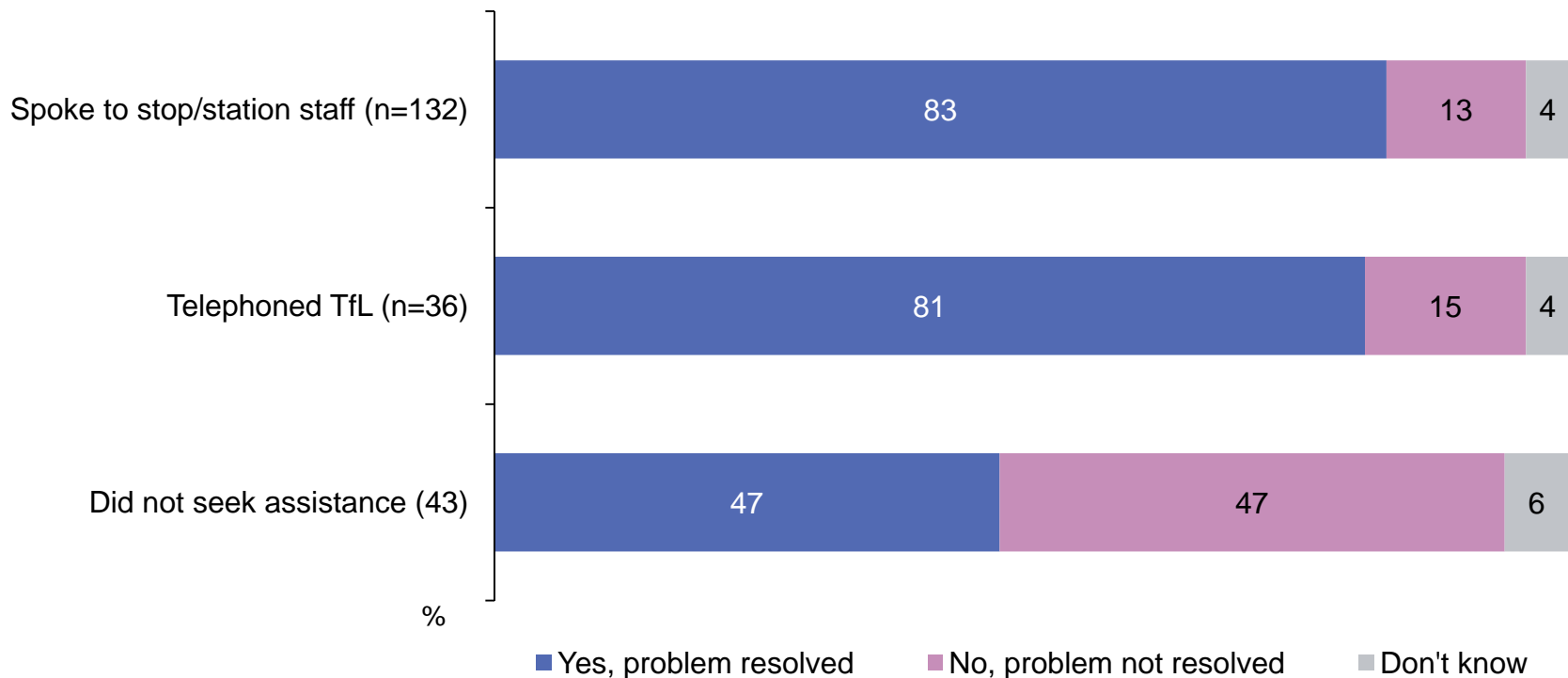
Caution: low bases

PROB5/PROB8: How satisfied are you with the way in which your problem was resolved using a scale of 0 to 10 using a scale of 0 to 10 where 10 is 'extremely satisfied' and 0 is 'extremely dissatisfied'? How did you first seek assistance with this problem, if at all?
 Base: All whose problem was resolved (167); spoke to stop/station staff (108); telephoned TfL (28); did not seek assistance (21)

Problem resolution by source of assistance

All who have had problems with their Oyster card

Those who spoke to stop/station staff, or telephoned TfL, are significantly more likely to have had their problem resolved than those who did not seek assistance.

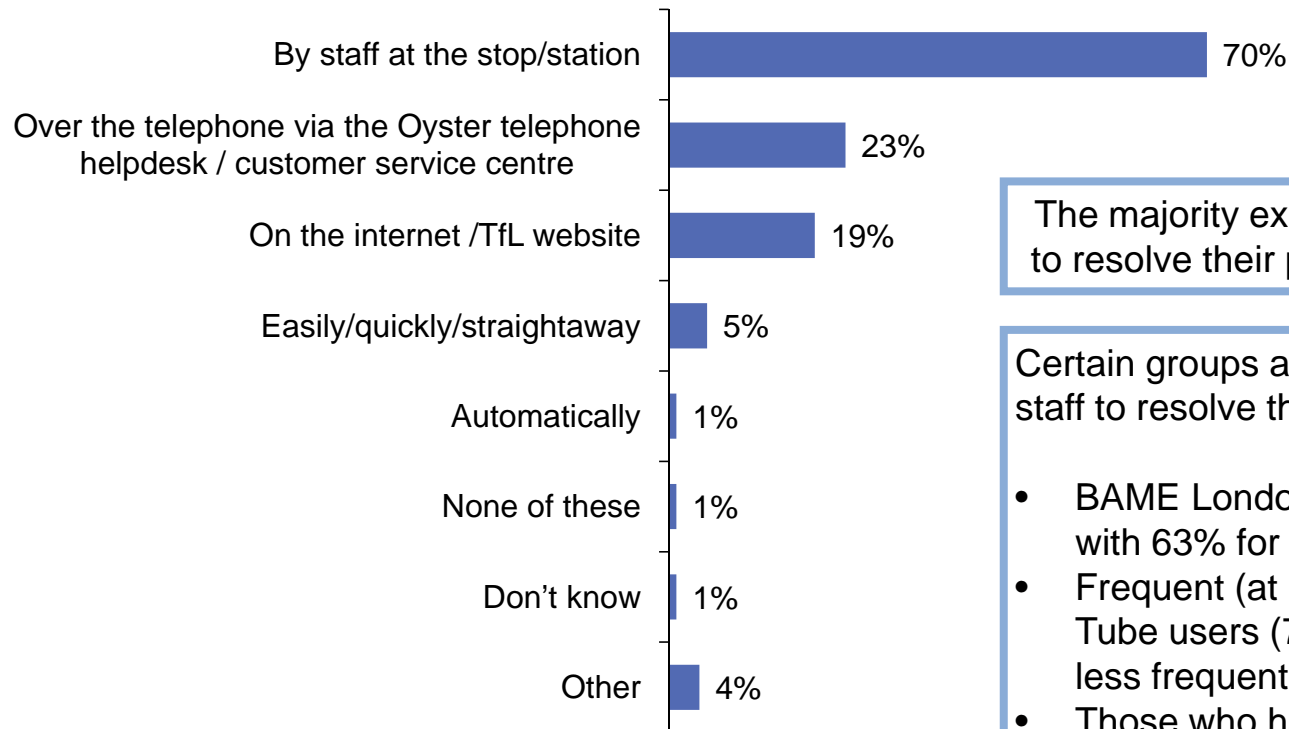


PROB5a / PROB7: How did you first seek assistance with this problem, if at all? / Did you seek any further assistance about the problem? / Was your problem resolved:

Base: All who have had problems with their Oyster card (221)

Expectation on how TfL should resolve problems

All who have had problems with their Oyster card



The majority expect stop/station staff to resolve their problems with Oyster.

Certain groups are more likely to want staff to resolve their problems:

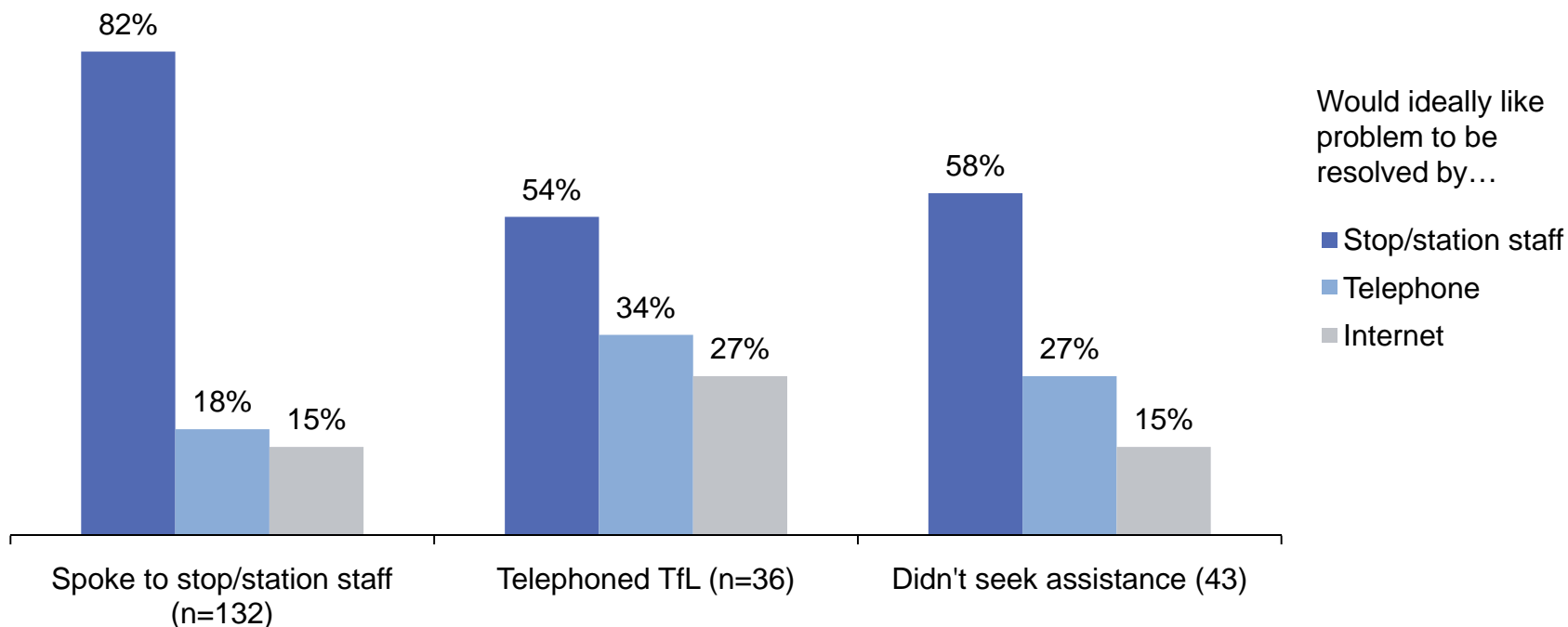
- BAME Londoners (78%, compared with 63% for white Londoners),
- Frequent (at least once a week) Tube users (76% versus 61% for less frequent users)
- Those who have had a problem within the last month (81%, compared with 66% of those whose last problem was longer ago)

*PROB9: Ideally how would you like problems with your Oyster card to be resolved?
Base: All who have had problems with their Oyster card (221)*

Expectations for problem resolution by assistance sought

All who have had problems with their Oyster card

More than 80% of those who were assisted by stop/station staff would like their Oyster problems to be resolved in this way.



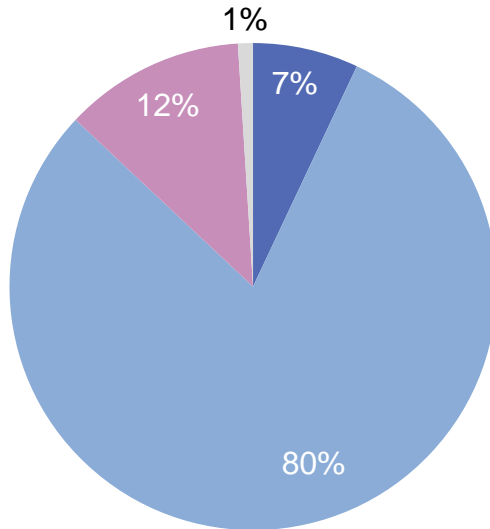
PROB5 / PROB9: How did you first seek assistance with this problem, if at all? / Ideally how would you like problems with your Oyster card to be resolved?

Base: All who have had problems with their Oyster card (221)

Problems with paper ticket

All who do not have an Oyster card

Very few report having problems with their paper ticket.
Where problems are reported they tend to be with using the ticket gates and generally some time ago.



- Yes, had a problem
- No, not had a problem
- Don't have a paper ticket
- Don't know

Last problem (n=20):
 Paper ticket wouldn't let me through the gate (15)
 Bought / was sold wrong ticket (1)
 Lost / stolen Paper ticket (1)
 Failed / damaged Paper ticket (1)
 Other (3)

Last time had a problem (n=20):
 Within the last week (1)
 Within the last fortnight (1)
 Within the last month (3)
 Within the last three months (3)
 Within the last six months (5)
 More than one year ago (6)
 Can't remember (1)

Frequency (n=20):
 Once a week (1)
 Once a fortnight (1)
 Once a month (2)
 Every six months (3)
 Once a year (6)
 Less often (6)
 Don't know (1)

PROB10/11/12/13: Have you ever had any problems with your paper ticket?/ Generally how often have you had problems with your paper ticket?/
 When was the last time that you had a problem with your paper ticket?/ What was the last problem that you had with your paper ticket?
 Base: All who do not have an Oyster card (332)

Satisfaction with handling and resolving problems with paper tickets

All who had a problem

17 people out of 20 had their problem resolved and most were satisfied.

Satisfaction with:	Handling (n)	Resolution (n)
08 to 10	14	14
05 to 07	3	3
Up to 04	2	-
N/A	1	

First sought assistance (n=20):

- Spoke to stop/station staff (17)
- Contacted someone else (1)
- Didn't seek any assistance (2)

Further assistance (n=18):

- Spoke to stop/station staff (2)
- Don't know (2)
- Didn't seek any assistance (14)

Escalation (n=4):

- Was directed to someone else (2)
- Cannot remember (2)

Ideal resolution (n=20):

- By staff at the stop/station (15)
- Over the telephone via the Oyster telephone helpdesk/
other TfL customer services centre (1)
- On the internet /Transport for London website (2)
- Other (3)
- None of these (2)

*PROB14/14b/14c/15:How did you first seek assistance with this problem, if at all?/Did you seek any further assistance about the problem? If so, what did you do second, third etc.)?/After you [RESPONSE AT PROB14], did the person you dealt with direct you to the next source of help, or did you find it on your own? How satisfied are you with the way in which your problem was handled using a scale of 0 to 10 where 10 is 'extremely satisfied' and 0 is 'extremely dissatisfied'?/Was your problem resolved?/How satisfied are you with the way in which your problem was resolved using a scale of 0 to 10 where 10 is 'extremely satisfied' and 0 is 'extremely dissatisfied'?/Ideally how would you like problems with your paper ticket to be resolved?
Base: All who had a problem with their paper ticket (20)/All who had a problem resolved (17)*