

RESEARCH SUMMARY

Title	London Underground behaviours communications development
Objective	Customer behaviours and how customer care communications influence behaviour change across operational, safety, security and care issues
Date	February 2010
Methodology	Qualitative: Six sessions of intercept interviews and accompanied journeys at various LU stations and six focus group discussions with LU users

Key findings

- Communications designed to affect on-system behaviour come through a variety of channels (PAs, staff, posters etc) that have varying impact and immediacy
- Customer behaviour is most likely to be affected by an integrated, multi-channel communication strategy, which is optimised when all components work coherently together
- There is a clear distinction between messages intended to warn about serious issues and messages designed to change day to day behaviour, in terms of the desired style and tone of communications. Customers expect an authoritative tone for serious issues and a softer tone to encourage more transactional behaviours to change
- Customers have different relationships with the tube: Advocates are positive towards the Tube and tend towards co-operation with the system on the whole. Cynics and Neutrals are more recalcitrant when it comes to engaging with LU and taking on transactional messages. This in turn impacts their response to and expectations from an LU customer care campaign
- Advocates, Neutrals and Cynics had markedly different reactions to the new creative routes tested. Whilst 'Life on the Underground' was liked by Advocates, Neutrals were ambivalent and it was rejected by Cynics as a platform for behaviour change. The '3D Typography' route was preferred by the more utilitarian Neutrals and Cynics, but lacked impact in its current form and has opportunity to be developed

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