

# RESEARCH SUMMARY

<b>Title</b>	<b>Oyster Database Marketing Development</b>
<b>Objective</b>	Customers' acceptance and appetite for increased or different information and marketing communications from TfL via electronic channels
<b>Date</b>	April 2009
<b>Methodology</b>	5 group discussions, 300 telephone interviews and 490 online interviews with a range of customers on the Transport for London (TfL) customer database

## Key findings

- The majority of customers are positive about receiving emails from TfL: nine out of ten open them and three fifths use them.
- The email content is highly rated. Most agree they: are easy to understand; use the right tone; are timely; are relevant; and sufficiently informative. Combined emails, with information from all modes, are also considered well designed and helpful.
- The majority are open to receiving a range of different email information. However, it must be: relevant to them; relevant to TfL's core business; one a week maximum. An interesting and well targetted email is not questioned.
- The current style and tone is appropriate and should not be deviated from (especially the combined email): clear layout; minimal content; informative tone; and not obviously 'marketing-led' (i.e. minimal images).
- Customers are more open to different types of information (e.g. river services) when examples of content are seen. Subject titles can be made clearer and more engaging, but must never be misleading.
- Information provided by SMS is viewed differently from email. It should be used on an 'opt in' basis only, or in the case of severe emergency.
- There is benefit in TfL using the customer database more, within the guidelines specified. It can: widen awareness of TfL services; broaden perceptions of the TfL brand; provide a helpful service; and encourage more effective use of / interaction with the system.

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