

## London Underground Research

July 2008

### Listening to what you have to say...

At London Underground (LU) we have a long tradition of listening to customers, whether through customer research, Meet the Manager days, Question Time events or receiving calls and e-mails to our Customer Service Centre. During any given year we will talk to well over 30,000 customers as part of our market research programme. Here are some highlights of recent research...

### You tell us we're getting better

Our Reputation Survey says that Londoners feel that London Underground is improving. You say that LU has improved in the areas of reliability, real time information, cleanliness of the trains and stations, safety of travel, and friendliness and helpfulness of staff. The only area where you have noticed deterioration is in the area of crowding. The last round of research (Autumn 2007) shows that more of you would speak highly of LU than would be critical.

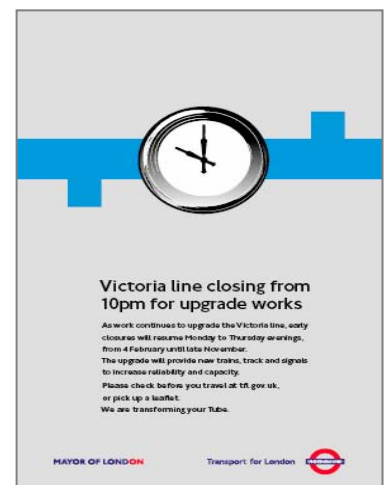
Our Customer Satisfaction Survey (CSS) scores also reflect these improvements. Every quarter we question around 2,200 people about various aspects of their last journey as they leave the station. Since the early 1990s scores have been improving, as we have worked hard to improve our service in the face of rising passenger numbers and extensive upgrade work. We are committed to serving the customer during these challenging times to achieve our vision of being world class.

If you want to see our CSS scores and other performance measures click on the link below:

<http://www.tfl.gov.uk/tfl/corporate/modesoftransport/tube/performance/>

### You tell us you want to know about the Investment Programme and how it affects you

We are currently entering a new era in the history of the Underground as we rebuild the entire network. We understand that this will inevitably cause inconvenience to you as normal services will sometimes be disrupted. In order to reduce the inconvenience during this time we know we must explain what is happening, which is why we have been running a number of advertising campaigns to explain more about the Investment Programme. Our research suggests that you want to hear about the programme, and that the most important information is about delays, closures, engineering works and alternative routes.



### Helping you get on and off the train

You may have noticed platform markings on some stations on the Jubilee line, which are designed to enable customers to get on and off the trains more easily by ensuring that people on the platforms do not block the doors for people getting off the train. People using these stations are very positive about the markings. The majority agree that they make you stand behind the line and make it easier for people getting on and off the train. We are currently running some tests to see the impact that these markings have on actually how quickly people get on and off of the train.



### Keeping you cool

New trains on the Circle, District, Hammersmith & City and Metropolitan lines, to be introduced from 2010 onwards, will be air-conditioned, and we are implementing a number of other initiatives to help cool the Tube. These include installation of industrial sized fans at stations – a project trialled at Seven Sisters and Chancery Lane stations, where you told us that you welcomed the temporary fans, which were installed in June 2007. A large majority of you felt that the fans were a good idea, and a number felt that they had a positive effect on the temperature and overall ambience of the station concerned. Any increase in noise caused by the presence of the fans was perceived to be worthwhile if temperatures were reduced.

Transport for London

### Getting around London

Your guide to accessibility



### Helping you use the Tube

Those of you who have difficulty using the Tube can use a number of aids designed to make the Tube more accessible to you, including large print maps, an audio CD, the *Tube Access Guide* and *Getting Around London*.

When we carried our research those customers who had seen them were impressed with the range, quality, and extensive information.

These can all be obtained at stations or at the Customer Service Centre:

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Transport for London

[www.tfl.gov.uk/contact](http://www.tfl.gov.uk/contact)

### **Listening to you...**

We regularly run Customer Manager Workshops to allow small groups of managers and customers to meet and discuss issues about travelling on the Underground. Managers value these workshops because they show them where they need to concentrate their efforts.



For example, in the past, one of the clear messages our managers heard was how much you value a train driver making an announcement when a train is delayed in a tunnel. Even if the driver doesn't know why there is a delay you told us that you want to hear a reassuring voice who is trying to find out when the train can be on the move again. We have been working hard to make sure that drivers understand this and make announcements within 30 seconds of a train being delayed if at all possible.

Some actions we take as a result of the workshops are very specific – for example cleaning up “pigeon mess” at Surrey Quays station.

Customer Manager Workshops are a good example of customers and managers working together to make travelling on the Underground better. As one customer put it:

“...we all want to achieve the same thing at the end of day.”

**We will update this page every few months to keep you informed of how we are listening to you.**