

Customer Service Operational and Performance Panel



Date: 7 October 2021

Item: Winning Back Our Customers

This paper will be considered in public

1 Summary

- 1.1 The coronavirus pandemic had a significant impact on the way people live, work and travel around London.
- 1.2 The safety measures we put in place enabled key workers to get around safely during lockdown and continue to reassure customers as they return to public transport.
- 1.3 The 'core truths' about customers needs still hold true: safety, reliability and value supported by good customer information are vital.
- 1.4 Our nine-part Customer Programme is having a positive impact by ensuring we deliver the right improvements to continue building confidence and drive London's recovery.
- 1.5 This paper sets out the actions we are taking to win customers back to public transport and make more extensive use of walking and cycling facilities.

2 Recommendation

- 2.1 **The Panel is asked to note the paper.**

3 Background

- 3.1 We have taken action to ensure:
 - (a) customers feel safe and confident to travel; and
 - (b) we drive the recovery of London, encouraging people to travel safely as restrictions lift.

4 Ensuring customers feel safe to travel

- 4.1 Customers told us that they want to travel on a network that feels safe, clean and orderly.
- 4.2 We have responded by:
 - (a) making the wearing of face coverings a condition of carriage;
 - (b) carrying out visible cleaning across the network;

- (c) running a near full service to ensure that people can continue to just turn up and go;
 - (d) providing customers with information about travelling during quieter times via the TfL Go app, 23 per cent up on last period with 433,000 downloads; and
 - (e) using marketing campaigns to promote our safety measures and reassure customers.
- 4.3 As a result customer confidence is growing and passenger numbers are recovering, especially in our leisure markets.

5 Winning back our customers

- 5.1 Many Londoners say they will use public transport more when they have more reasons to travel.
- 5.2 We are encouraging travel via a marketing campaign to promote what makes London a great place to live, work and visit, and our TV advert is welcoming back customers. It is running on some of the busiest audience slots on television and has been seen by 4.1 million people, in addition to 1.5 million via video on demand, and 0.8 million in cinema. Our YouTube video advertising has been seen 2.9 million times.
- 5.3 The 'core truths' about customer needs remain. Customer needs include safety, reliability and value supported by good customer information.
- 5.4 Customers have continued to rate us highly throughout the pandemic, particularly for safety, support and communication.
- 5.5 We are focusing on nine key areas where we can improve the customer experience further to win back customers, and several initiatives are already having a positive impact.

6 Working towards a better London

- 6.1 We are making London an attractive place to live, work and visit via infrastructure improvements, e.g., the Elizabeth line, Northern Line Extension, and bus electrification.
- 6.2 We are improving air quality and healthy outcomes via active travel, our environmental plan and Healthy Streets.
- 6.3 We are making London a safer place for everyone to live and work, e.g., via Vision Zero and initiatives to ensure the safety of women and girls.
- 6.4 We are making London a more equal and accessible place to live and work via inclusive infrastructure and information, affordable fares, community engagement and inclusivity built into customer service and decision making.

List of appendices to this report:

Appendix 1: 'Winning Back Our Customers and Building a Better London' presentation

List of Background Papers:

None

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