



TfL Communications

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Group Marketing and Communications



Engaging with London TravelWatch

- LTW's positive and significant influence recognised
 - Issues and requests prioritised
 - A high volume of information provided to LTW (much more so than to other stakeholders)
- Full time Public Affairs manager to facilitate relationship
 - Direct modal contacts at senior and working level
- Regular appearances by senior management at LTW Board meetings and committees
 - Topics suggested well in advance of implementation
- Dedicated correspondence casework officer
- Senior level interaction
 - Quarterly meetings with managing directors of all operational modes
 - Unparalleled access to senior TfL staff who are readily available to discuss matters of strategic importance

London TravelWatch Engagement

2009 Meeting schedule

Quarterly meetings with TfL MDs
LTW Casework committee: 28 January
Induction day for new members: 29 January
Lunch with LTW: 12 March
LTW visit to Croydon Tramlink: 7 April
LTW meeting with Research team: 23 April
Fares and Ticketing committee: 28 April
Access to Transport Committee: 5 May
Mayor's Transport Strategy presentation to the LTW Board: 19 May
Transport Services committee: 20 May
Research briefing to LTW: 9 June
Ed Thompson, Director of Taxis and Private Hire, meeting with LTW: 29 June
LTW Board meeting: 29 June
Consumer Affairs committee: 8 July
Jeroen Weimar meeting with Sharon Grant: 15 July
Fares and Ticketing committee: 21 July
TfL Government and Stakeholder Relations meeting with LTW: 31 July
Ben Plowden meeting with LTW: 16 September
Fares and Ticketing committee: 22 September
London TravelWatch Board meeting: 29 September
LTW Transport Services committee: 14 October
LTW Board meeting: 4 November
Board meeting: 25 November
Access to Transport committee: 17 December



Stakeholders



How we communicate with our customers



On system

- Staff
- Announcements
- Electronic boards
- Marketing campaigns
- i-Bus
- Customer leaflets



Off system

- Customer contact centres
- Travel information Centres
- Internet
- Text messaging and email
- Television/radio and print media
- Community events

Our Organisation

Group Marketing and Communications

Press Office

- 60,000 press enquiries
- Serves:
 - 25 national and pan-London print titles
 - 200 local newspapers
 - 50 trade media
 - 120 websites
 - 40 London radio and TV channels
- 24/7 365 day operation

Public Affairs & Stakeholder Engagement

- 2,500 Assembly Member enquiries
- Engages with 4,000 active stakeholders
- Writes and publishes corporate documents ie Business Plan
- Arranges and organises external visits and events

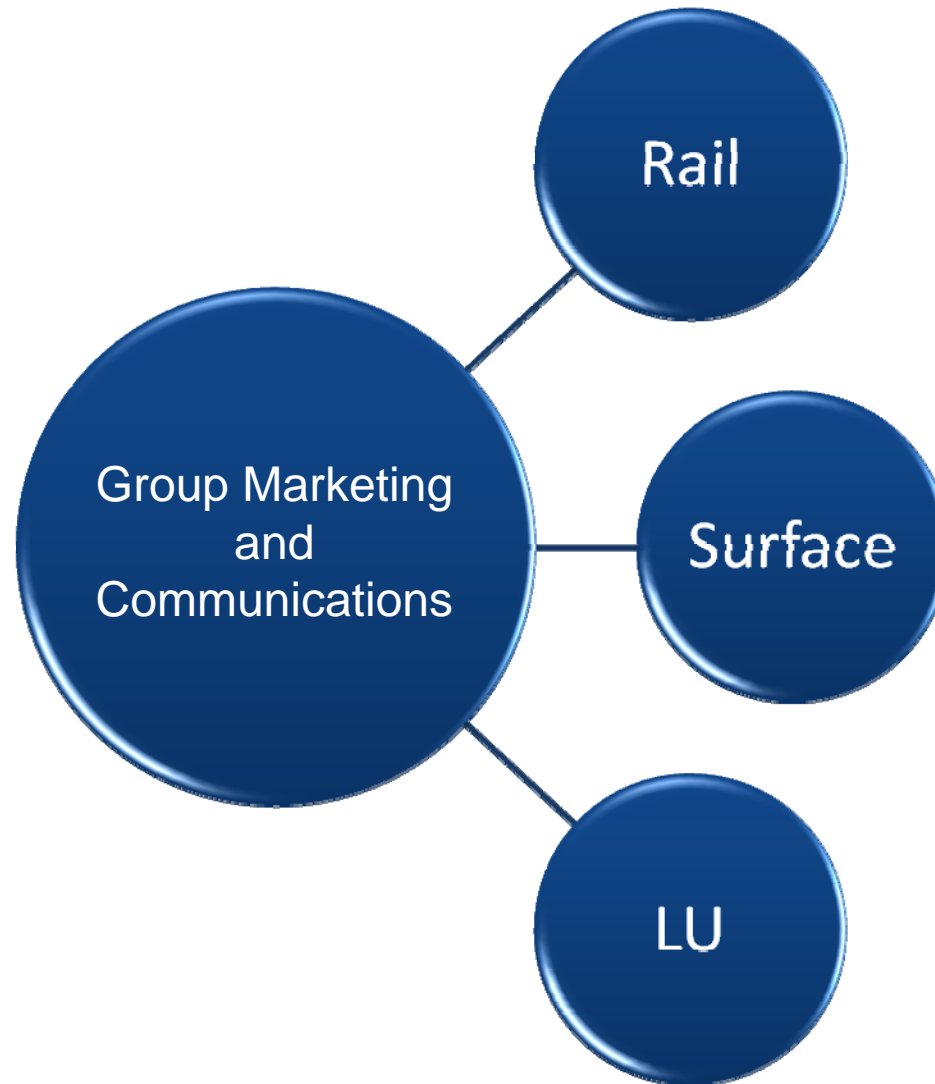
Marketing and Research

- Behavioural campaigns
- Posters, TV, Radio
- Customer research
- Collaborative revenue earning tie-ins
- www.tfl.gov.uk website – 10m hits per month
- Customer leaflets, maps and signage

Group Customer Services

- Contact centres handling 7m calls and correspondence pa
- Six travel information centres serving 4.5m customers
- Lost property
- Journey Planner delivers 650m solutions pa
- Technology to deliver better communication more effectively.

Working across the Modes



Customer Contacts

- 2008/09 dealt with 7m contacts from customers
- The vast majority of which were requests for information
- Each customer service area has its own complaints handling policy
- Freedom of Information and Environmental Information Regulation requests and subject access requests have legal timescales
- In 2008/09:
 - 1,267 FOI and EIR requests
 - 568 cases from London TravelWatch

Review of current complaints handling process

- The TfL-wide complaints policy is being reviewed
- Workshops were held in August and September to assess what we currently do well, and where there is room for improvement
- Key findings were:
 - The need for a high level strategy, to shape and focus complaints handling
 - The need to have an independent review process when considering escalated complaints
 - The need for a more robust feedback loop so identified issues can be addressed to prevent them from occurring again.
- Further reviews will highlight any additional areas that need to be addressed

Next steps

- Looking at other possible process improvements
- Involvement of LTW

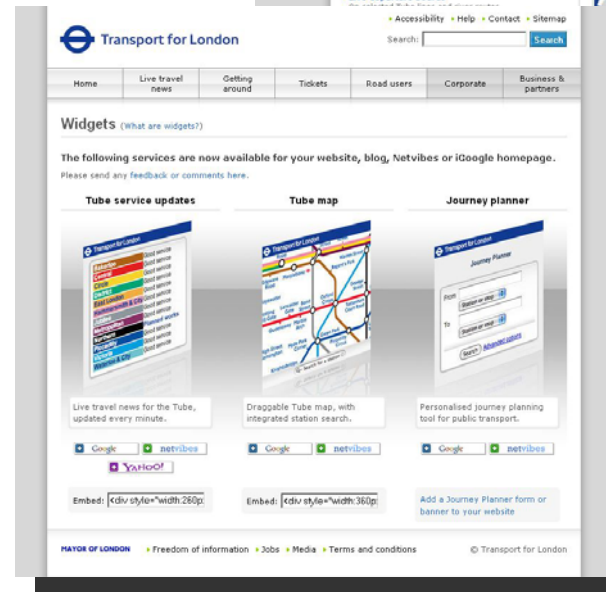
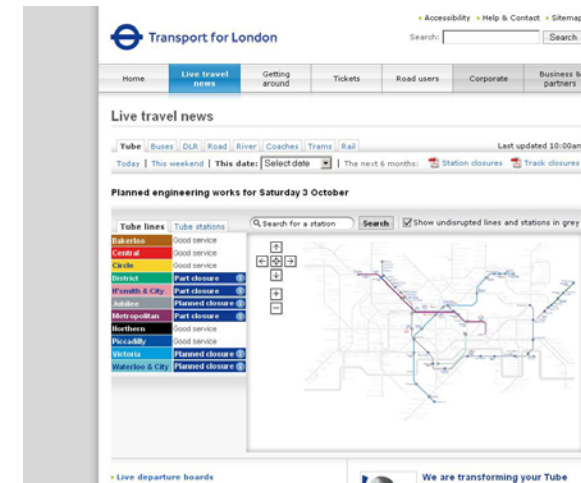
Digital Services: Website



- Over **10m visits** per month
- Over **5m unique users** per month
- Around **90m page views** per month
- 68% of Londoners have used the site
- 40+ sites integrated and delivered as a single TfL website
- Compliant with 'AA' accessibility standards and Plain English 'Crystal Mark'
- 89.4% satisfaction rating
- Multiple awards including 'Webby'

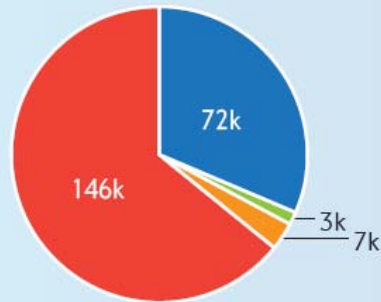
Digital Services: Website

- Website relaunched May 2007 fully integrating all TfL services for the first time
- Based on customer needs and preferences
- Simply and clearly supports key functions
 - Getting a map
 - Planning a journey
 - Checking for disruptions
 - Paying Congestion Charge
 - Buying Oyster
 - Finding fares
- Corporate and partner information separated off away from travel information



Digital Services: September Demand

Mobile services



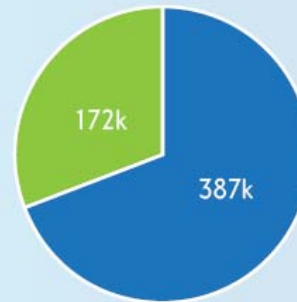
227k*
Mobile users

- Tube map downloads
4% ▲
- Journey Planner text message
7% ▲
- Cabwise text message
9% ▲
- Mobile travel alert users
1% ▲

Following the seasonal August dip, figures have recovered with **growth across all mobile services**.



Email services



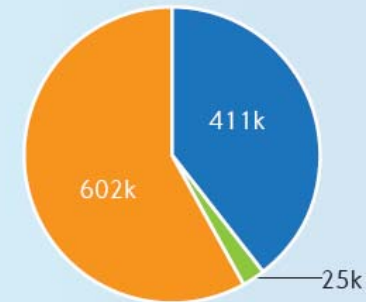
559k*
Email subscribers

- Weekend closures email recipients
2% ▲
- Email travel alert subscribers
1% ▲

A total of **1.9m weekend closure emails** were sent in September, alerting customers to planned works impacting their regular routes.



Web widget users

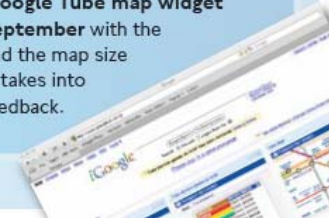


1m*
Widget users

Selected web services are made available for use on third party sites in the form of web widgets

- Tube map widget
4% ▲
- Journey planner widget
3% ▲
- Tube service updates widget
2% ▲

An **updated iGoogle Tube map widget** launched in September with the option to expand the map size – a change that takes into account user feedback.



Questions?