

## Appendix A

Data Source	Function	Relevance to Review
London Underground Customer Satisfaction Survey	Performance measure to monitor customer service satisfaction levels in the ticket hall, platforms and on trains.	Overview the London Underground customer experience including information, safety and ticketing.
London Underground Ticketing Customer Satisfaction Survey	Performance measure to monitor customer satisfaction with all elements of the ticket purchasing process at stations.	In depth survey of all elements of ticket purchasing and broken down by station category and customer type
Visitor Centre Customer Satisfaction Survey	Performance measure to monitor customer profile and service satisfaction levels at Visitor Centres	This survey was carried out before the Travel Information Centre transformation to Visitor Centres and illustrates the up lift in satisfaction scores following this change.
Staff and Information Mystery Shopping Survey	Measures key aspects of ticket hall staff performance, including staff presence, staff attentiveness and staff helpfulness	These have been key metrics throughout the FftFS programme and will be monitored in the future to ensure staff behavioural changes becomes embedded.
POM queuing and transaction timing data	Provides queue and transaction times.	It provides a useful comparison between the queuing and transaction times at the ticket office and the ticket machines during and after the transformation process.
British Transport Police crime data	Monthly figures for all reported crimes in the ticket hall	Illustrative of the impact of increased staff visibility in the ticket hall
Pay as you go – contactless and Oyster	Percentage of pay as you go journeys starting or ending at station made by Contactless and Oyster Four weeks worth of data between February and August 2016	Illustrates growth in Contactless as a pay as you go method removing significant demand from ticket halls