

Future Direction

A nighttime photograph of the London skyline. The London Eye is prominently featured on the right side, illuminated with blue lights. The Canary Wharf financial district is visible in the background, with several skyscrapers lit up. The foreground shows a dense urban area with various buildings and streetlights.

Ian Henderson
Director of Group Customer Services

TfL's Customer Services and Contact Centres have a vital role to play in communicating with customers through a wide range of mediums and supporting TfL in delivery of Transport Services to London

Huge area of responsibility and accountability demonstrated in this annual snapshot:

- 10.5 million telephone calls
- 2.5 million face to face transactions
- 880,000 letters
- 270,000 emails
- £120 million Oyster web sales
- 900 million Journey Plan solutions
- 105 million website page views

Looking at this another way - in one year

- 320 years of talk time
- 75 years of direct customer interaction
- A stack of letters as tall as the London Eye
- 150 years responding and coordinating responses
- JP does the work of 30k agents at a fraction of the cost

Vision

- By 2014 TfL's customers will have access to a range of services through a blend of self-service and agent-assisted channels, using a method that fits their lifestyle choice. Transactions for each customer will be accessible through a single contact point, based around their personal preferences. Customers will have a single view of their transactions with TfL available over the web, mobile or other electronic media.

Business Strategies

- Supporting this vision are **5 key Business Strategies**, currently in train designed to maximise our offerings to the customer in the most efficient and effective way possible.
- The **Self-Serve Tools Strategy** will have exploited maximum business benefit through the effective development and implementation of self-serve platforms and solutions, including providing business capabilities through web and mobile service channels
- The **Operations Strategy** will have delivered world-class operational excellence through centralisation of control and continuous improvements

Business Strategies

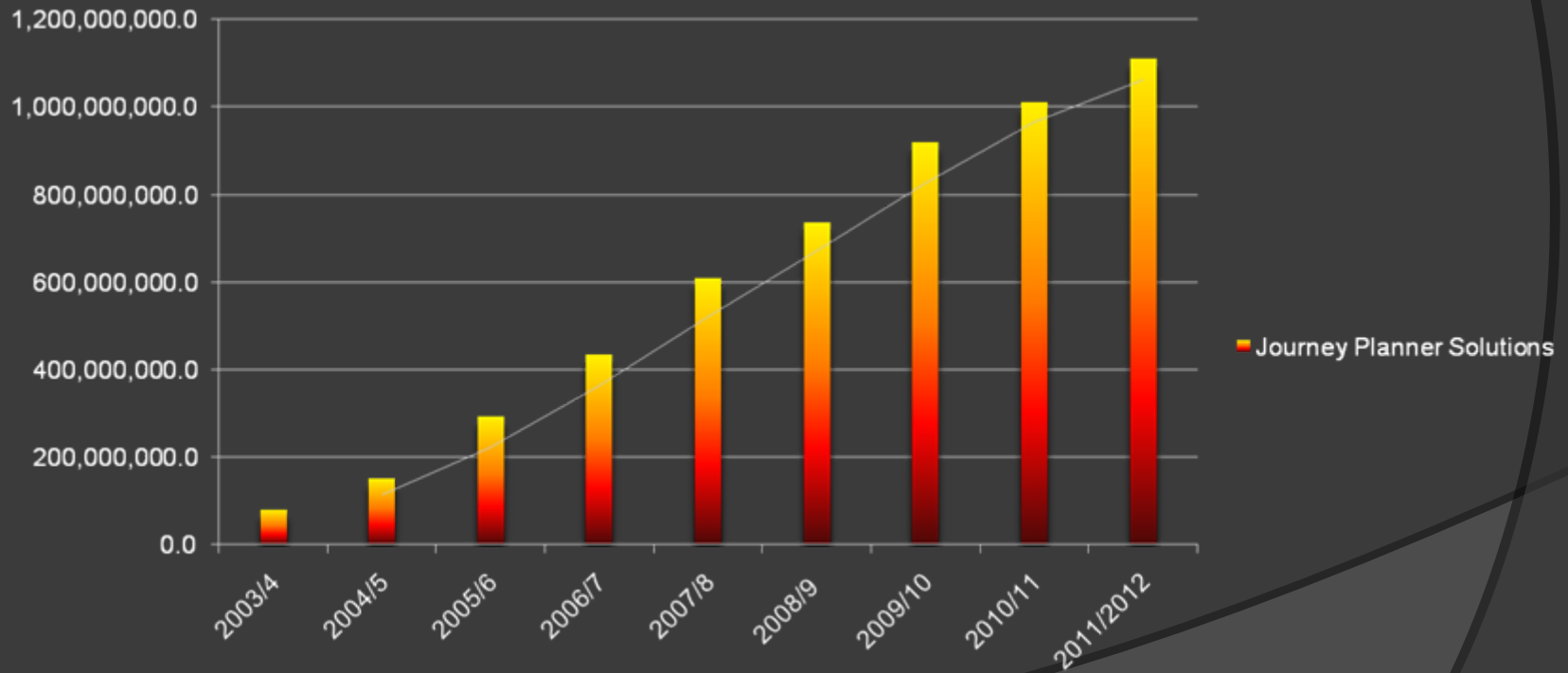
- The **People Strategy** will have instilled excellence in our people management; combining trust, support and communication to become an employer of choice
- The Group Customer Services **Process Strategy** will have delivered streamlined, end-to-end processes in the most efficient manner for our customers and staff alike
- The Group Customer Services **Sourcing Strategy** will have exploited opportunities through an agile and responsive partnership with our outsourcing affiliate

Customer Self-Serve

- ⦿ Implementation of a common technology platform
 - a single view of the customer
 - customer has a single view of TfL
 - equip staff with the ability to better respond to customer
 - queries, sales, feedback and requests for information
 - do this more efficiently.
- ⦿ Key indicators of a successful delivery of the programme include:
 - integration of customer service processes and technology across TfL
 - improved access to information for TfL customers
 - improved levels of customer service
 - efficient, improved services and new services

Illustrating Growth - Journey Planner

- Web based tool that allows customer to plan their journeys,
- Mobile services which includes allowing travel alerts for disruptions in services, journey planning on mobile and CABWISE location based service that provides licensed mini cab numbers.

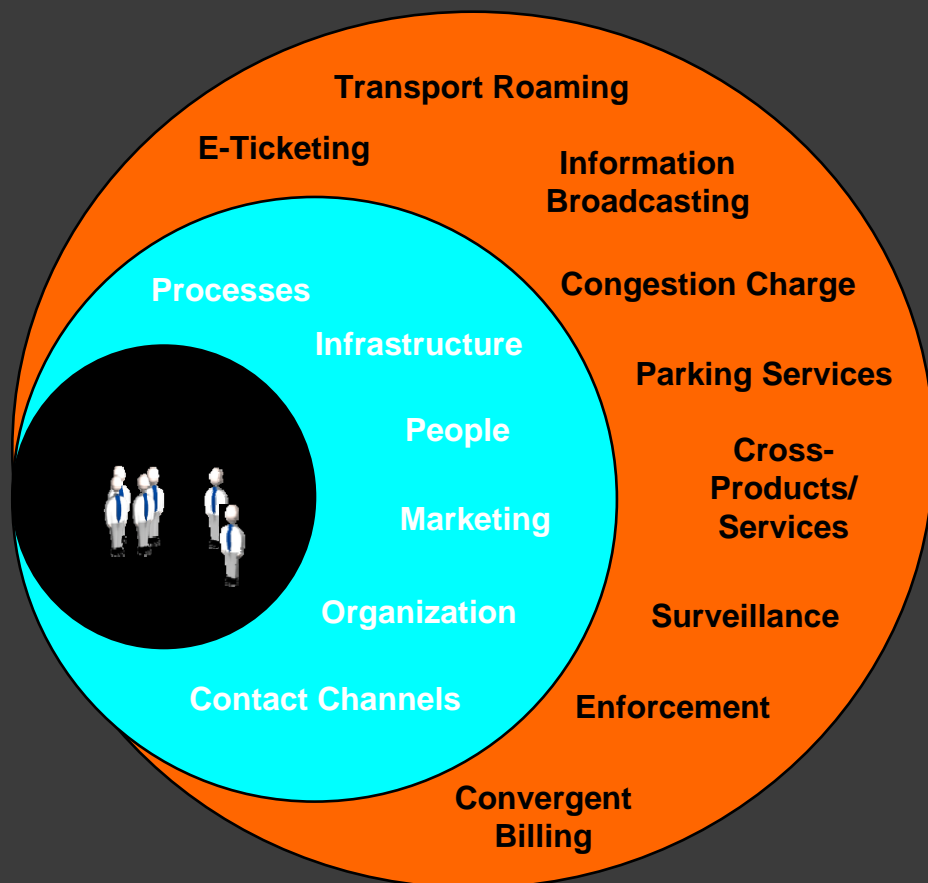


Mobile Platform

What is the Service?

- a new solution to deliver a more robust mobile services platform
- provide a more resilient service capability with increased capacity and allow reusability of the services.
- Push and Pull Information
- Push and Pull Financial and non-Financial Transactions
- Significant reductions in operating and running costs and be available 24/7.

Smart Cards, Smarter Phones



- Connection to the Customer
- 'Physical Account' to 'Virtual Account'
- Convenient customer experience; reduce queues and simplify travel planning
- Leverage existing investments
- Flexibility for new products and dynamic pricing
- Widen availability of services e.g. full-range of Oyster products fulfilling over the air.

Relationship

Re-Use

Services