

# CASE STUDY



## IMPROVING SERVICE STANDARDS AND THE CUSTOMER EXPERIENCE ON A LARGE RAIL NETWORK



### Situation

Transport for London (TfL) is committed to providing the highest standards of service for all its customers, making all customers feel that Every Journey Matters by delivering a consistently good customer experience.

Mystery shopping is a key tool for monitoring standards of service, highlighting everyday customer frustrations and understanding how staff can better support customers.



### What we did

Working in partnership with TfL we have developed a mystery shopping programme that reflects what customers see and hear throughout their journey as closely as possible.

The programme is focussed on key drivers of satisfaction; staff, presence, customer service, audible information provided whilst in the station and the timeliness of information provided by train drivers during delays.

The programme has been designed with a particular focus on data quality, robustness of process and high-quality face-to-face panel training, monitoring and in-field support.



### Key insight

All survey data is collected in real-time, providing an accurate picture of the customer experience as they go through their journey.

All stations and lines are assessed every four weeks, across all times of day, providing a complete picture of the customer experience across the whole network.

The data is compiled into a range of weekly and periodic outputs, each tailored to specific needs of the end user. A web portal, showing the latest scores is updated daily.



### Impact

The programme data is fully integrated into performance scorecards and provides a highly accurate and trusted measure of customer service and information.

Since the programme started the timeliness of information provided by drivers during delays has improved by more than a third. Customers now regularly receive real-time updates from drivers when trains are delayed.