



Mike Tuckett

Transport for London

Club Conference, Florence

5th October 2006

“Using new technology to deliver  
business benefits”

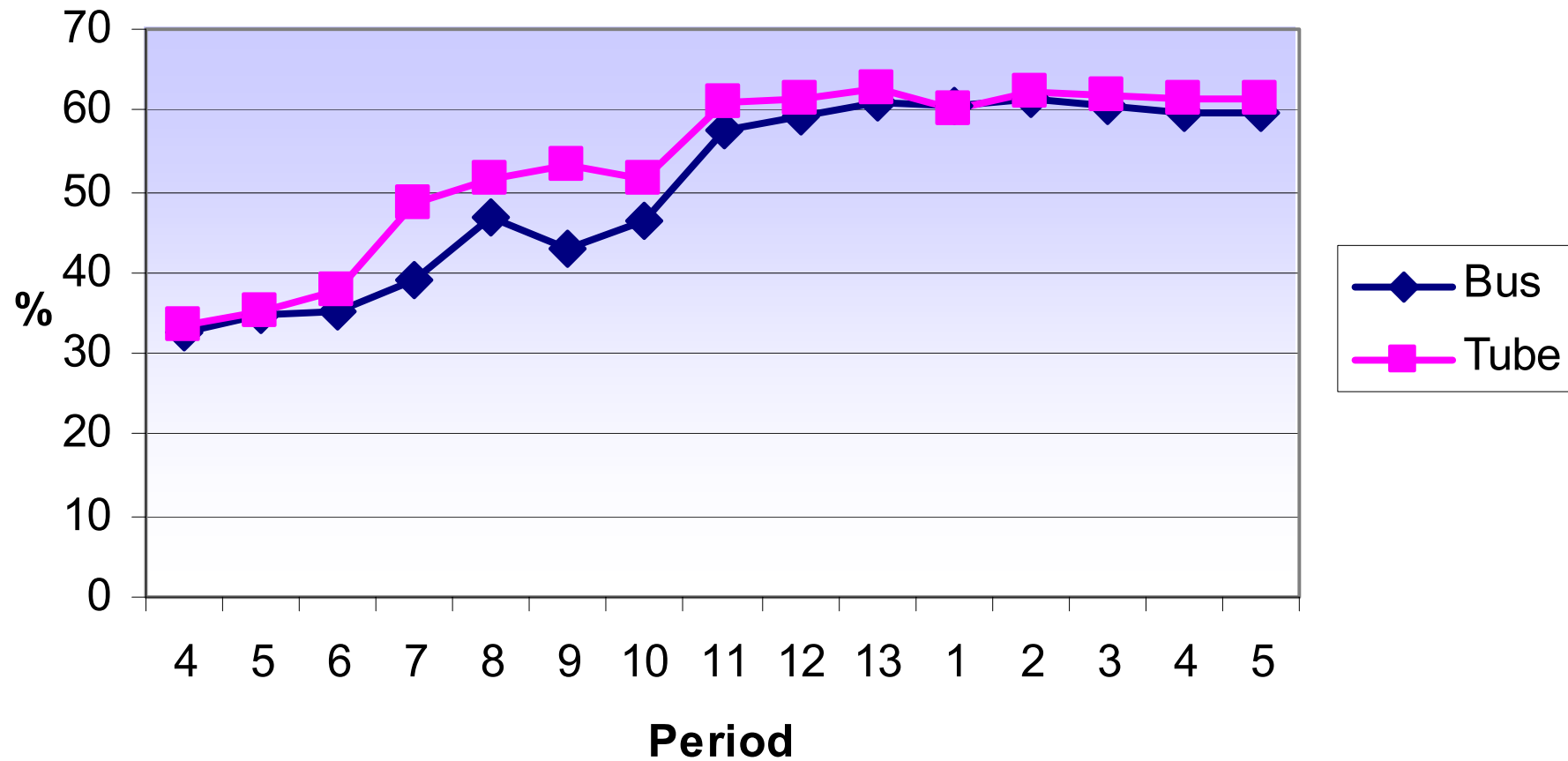
**Issued subject to conditions – see over**



# Transport for London



# Oyster as % of all journeys



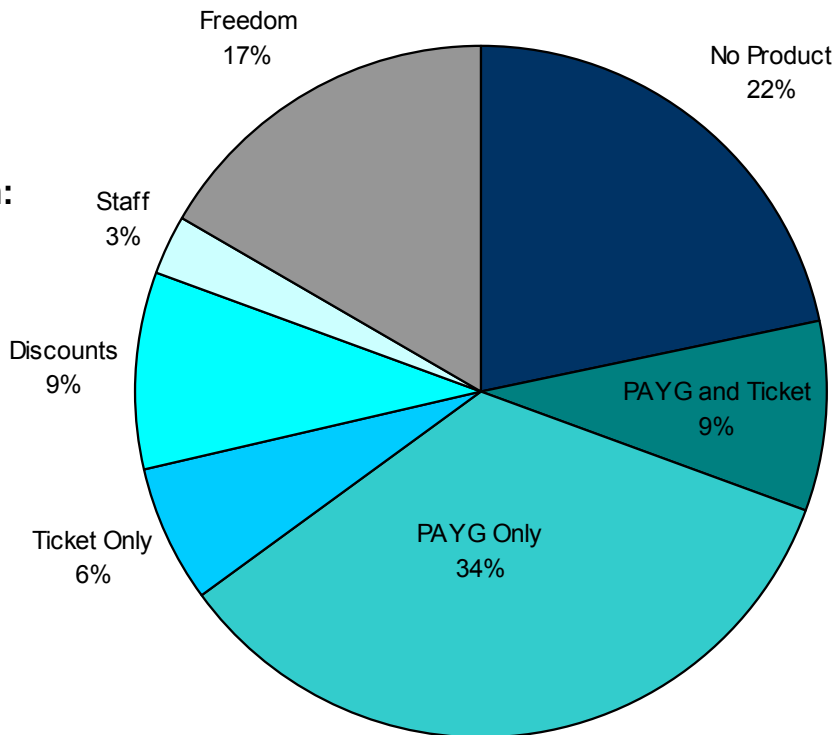
# Oyster card population

**Total Oystercard population:**

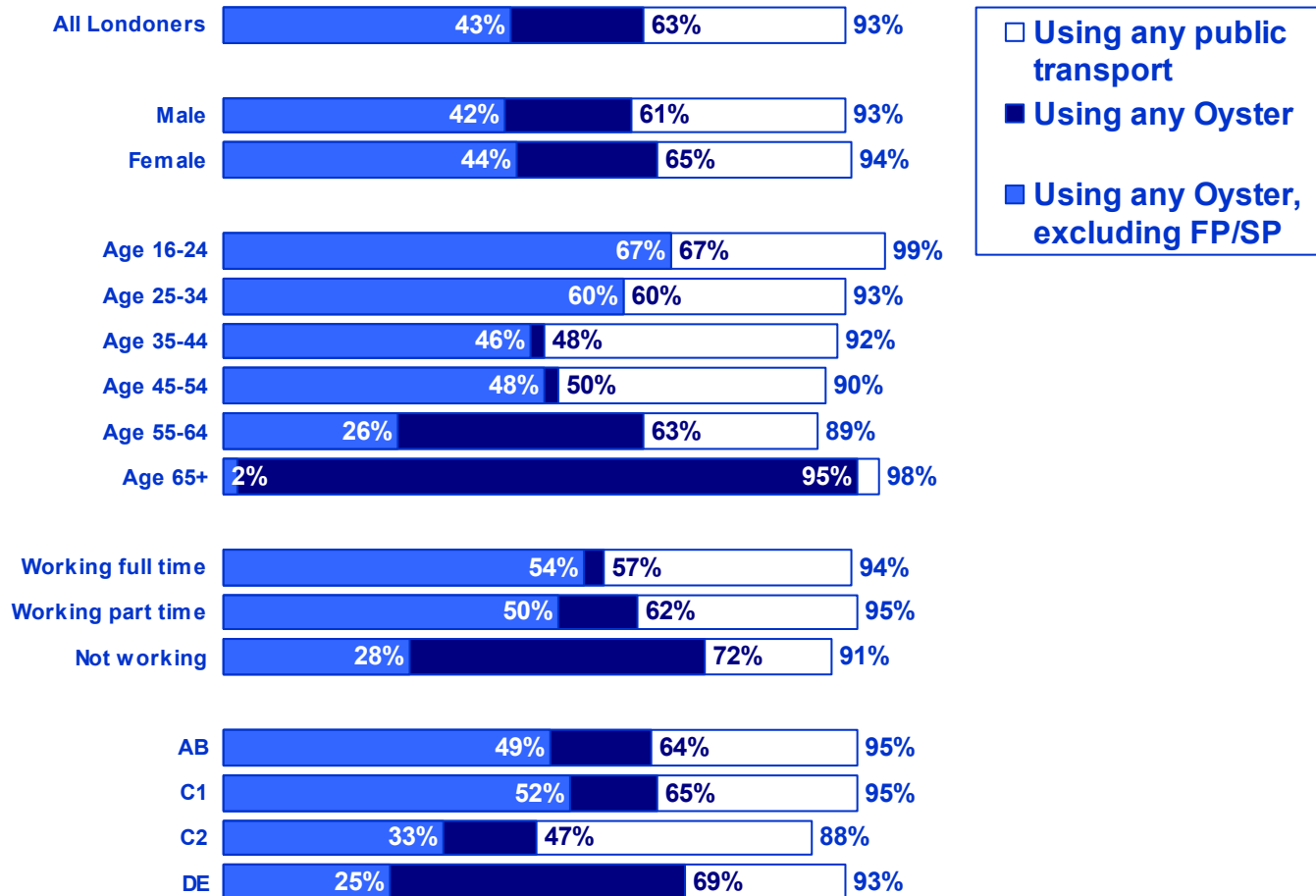
**7.86m**

**Active Oystercard population:  
(cards used in period)**

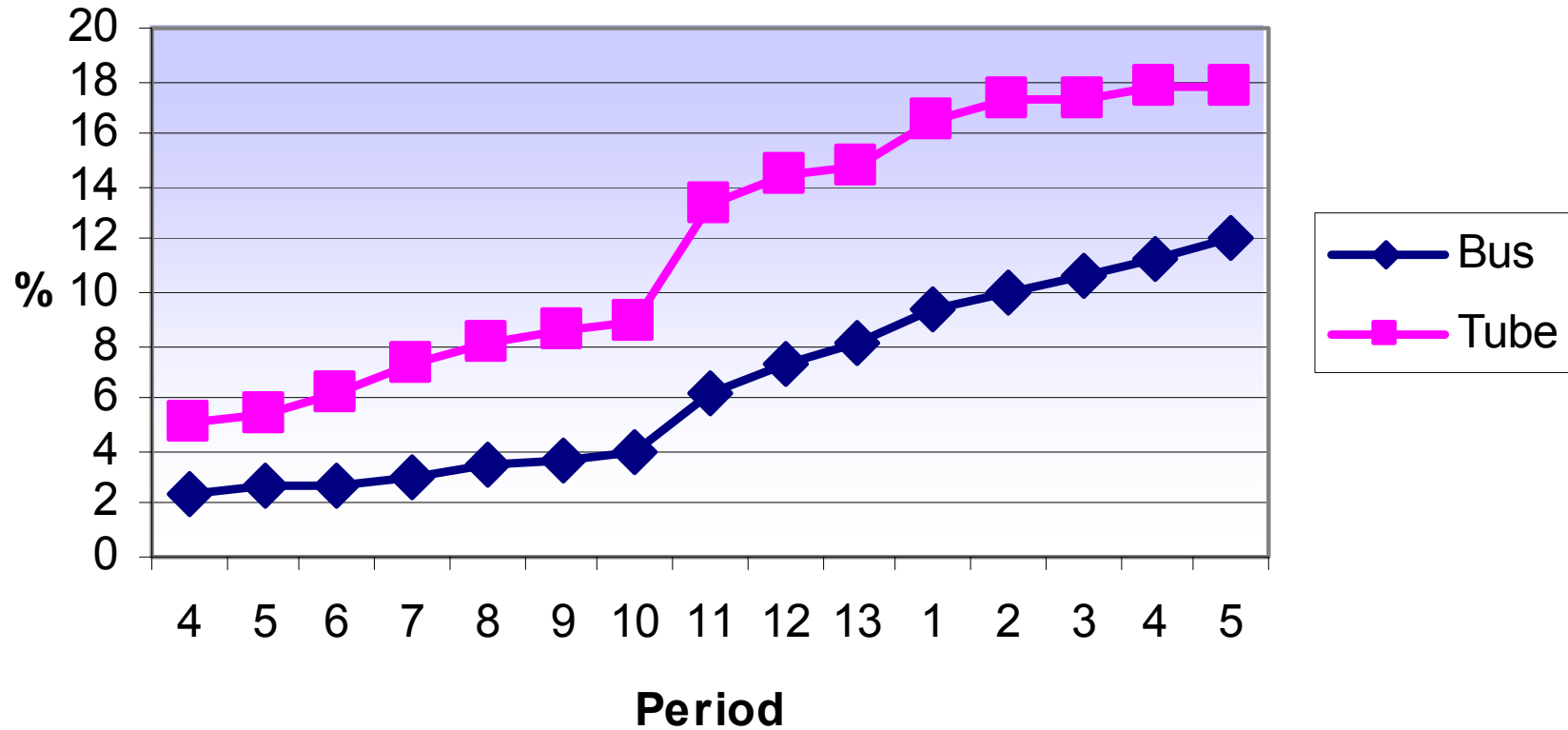
**4.00m**



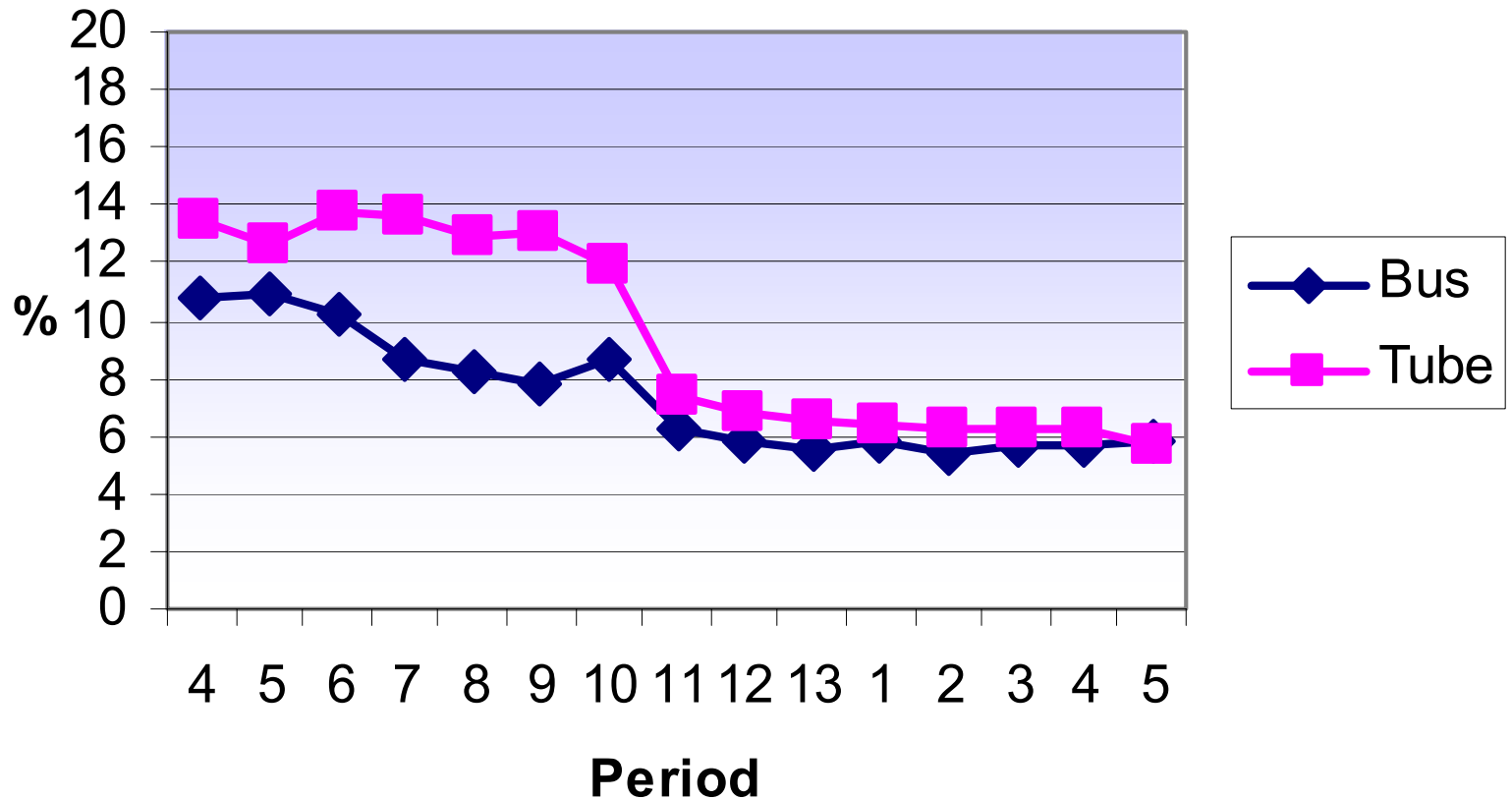
# Oyster demographics



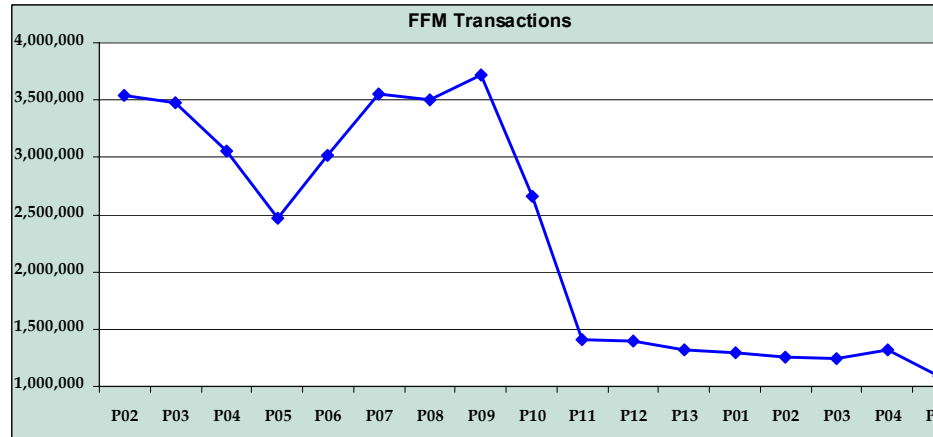
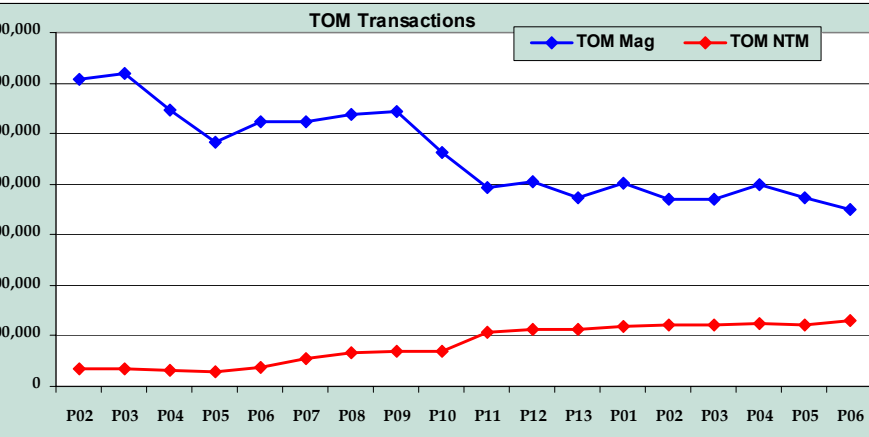
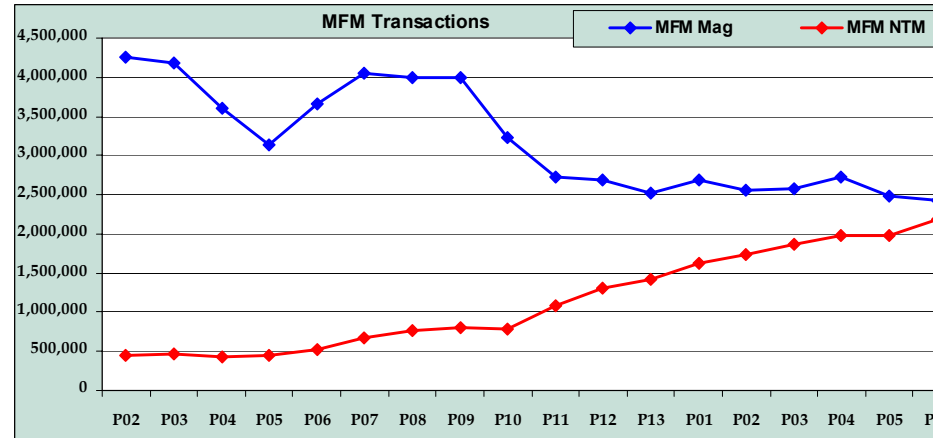
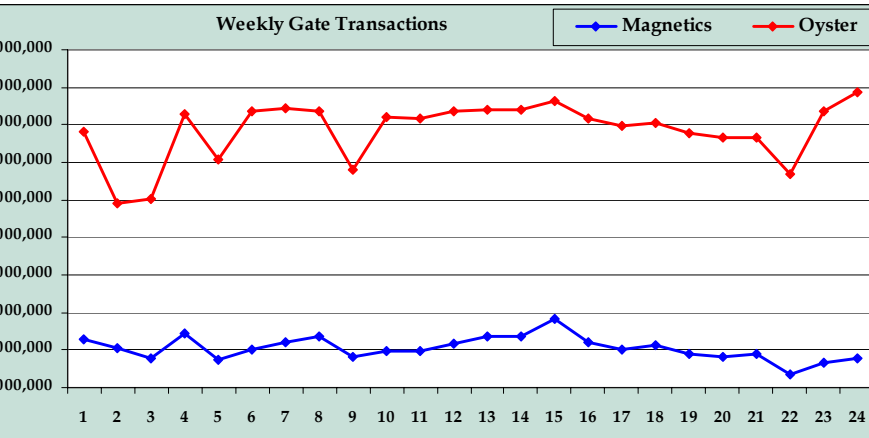
# Pay as You Go as % of all journeys



# Cash as % of all journeys

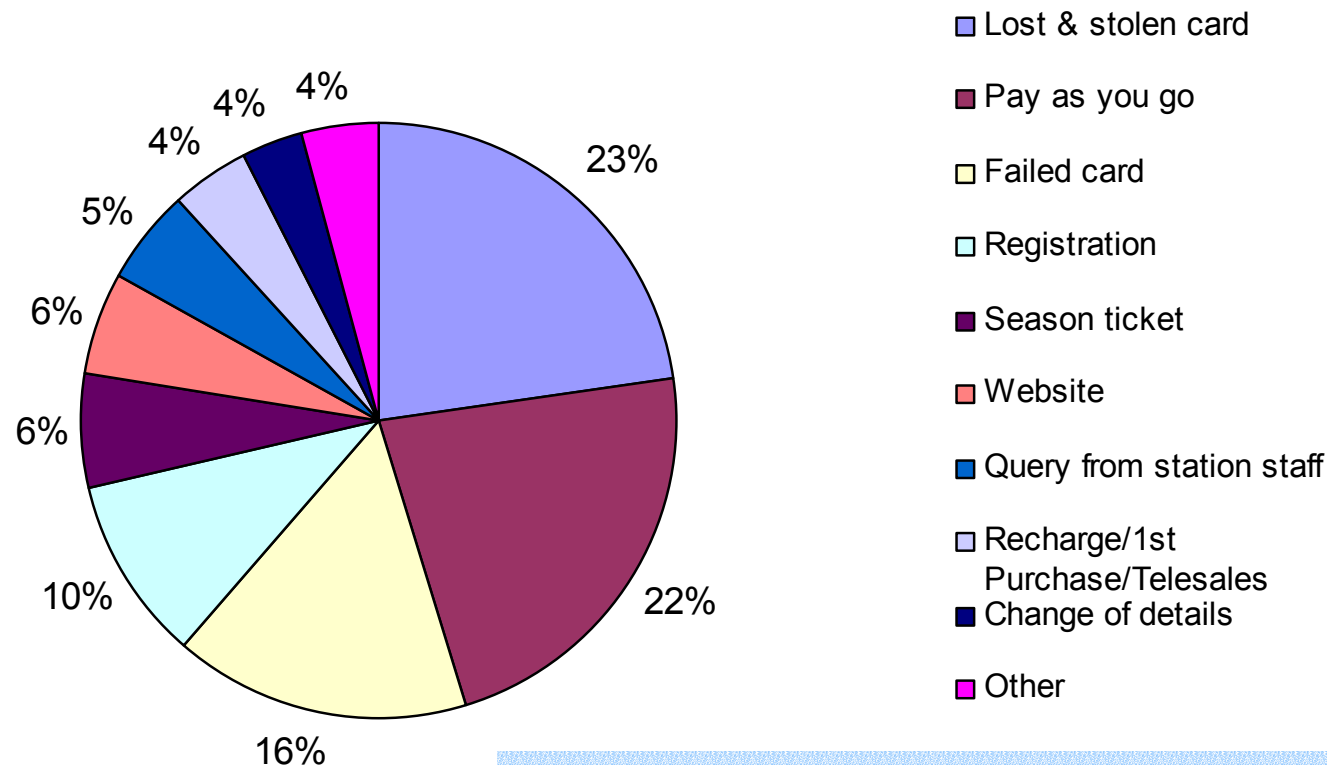


# Tube Sales Transactions





# Oyster helpdesk – enquiries & complaints



Complaints to the Oyster Helpdesk are still decreasing Period on Period; they were 14% of all contacts in Period 13 05/06 and they are now only 3% of all contacts (in Period 5)

# Oyster – customer attitudes

## **Oyster Advocacy:**

*62% would speak highly of Oyster  
(17% without being asked)*

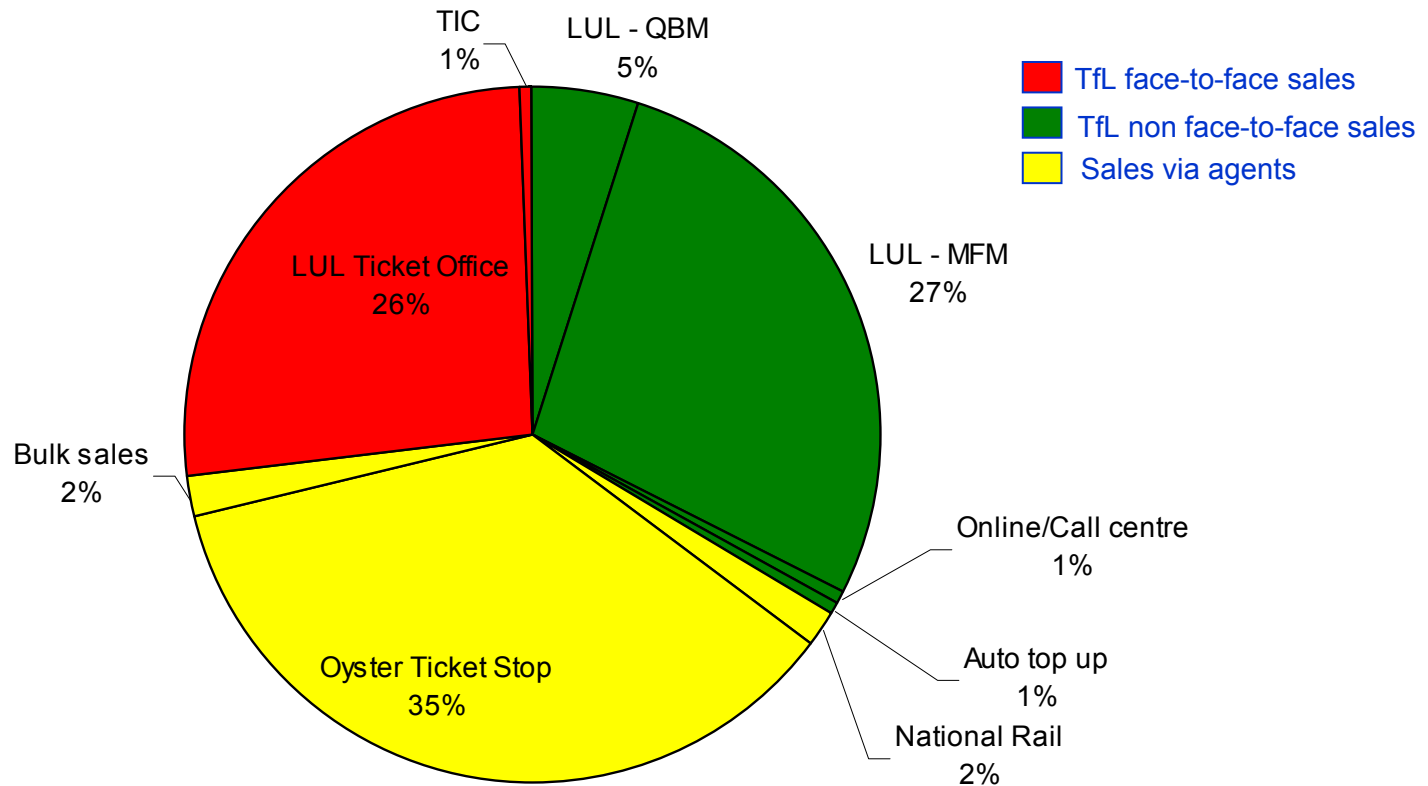
## **Oyster Favourability:**

*89% favourable towards Oyster  
(49% highly favourable)*

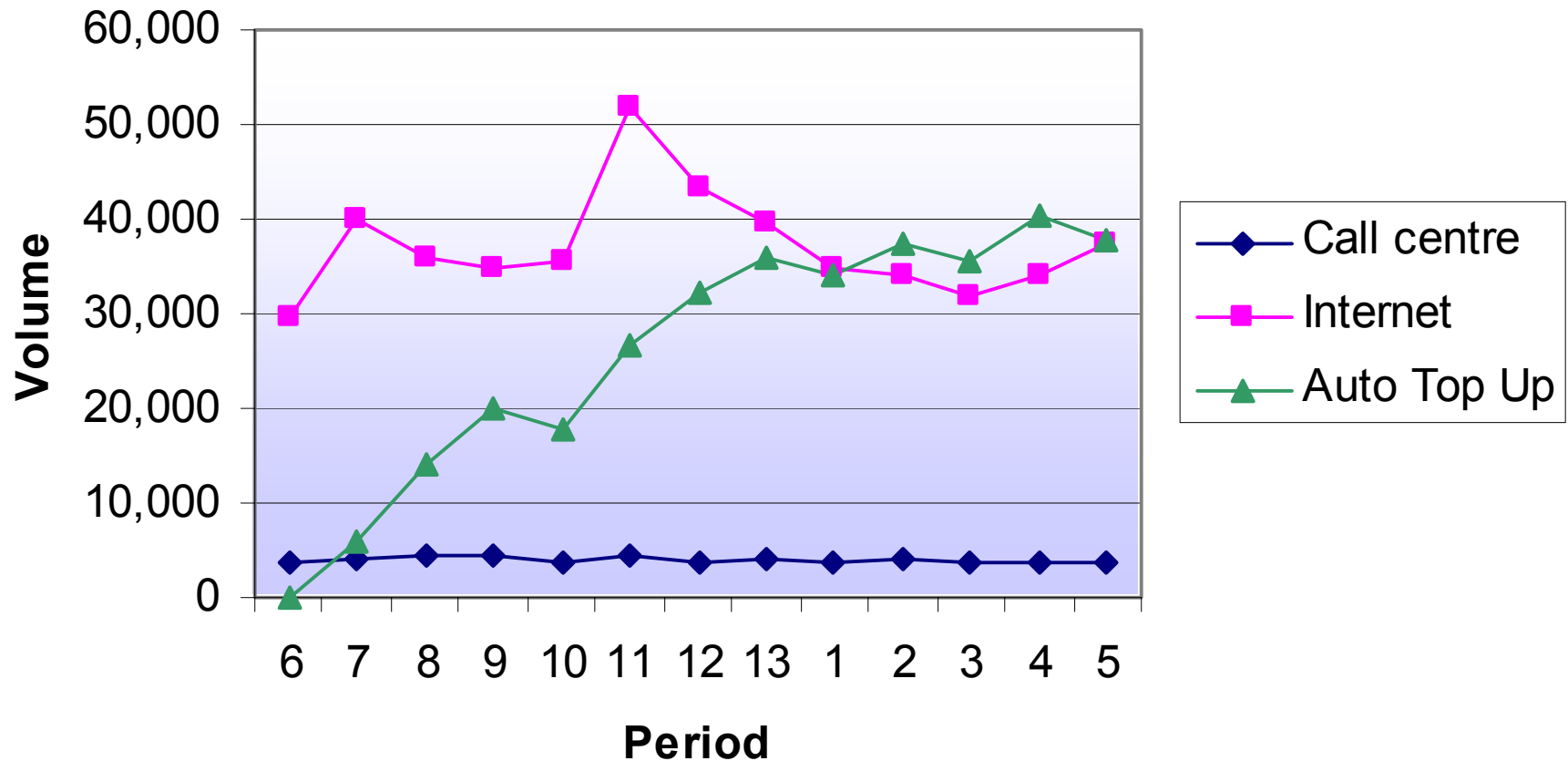
## **Oyster Familiarity:**

*91% know about Oyster (at least a little)  
(26% very familiar, 50% fairly familiar)*

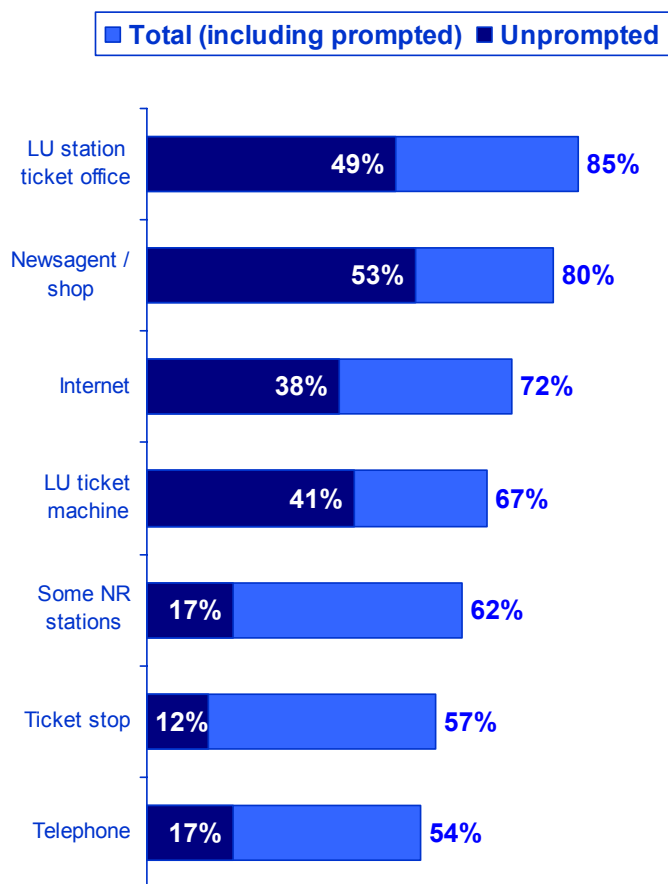
# Oyster sales transactions by channel



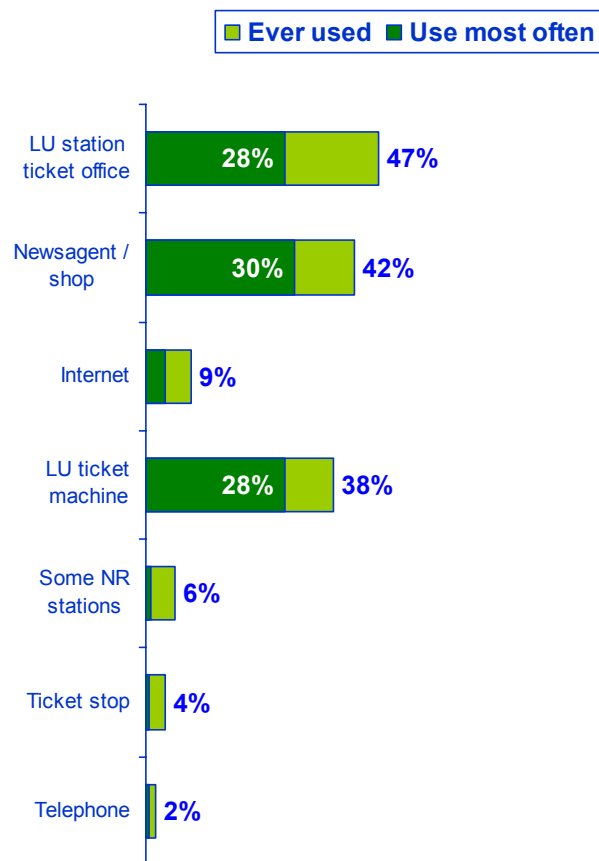
# Oyster off-system sales



## Awareness of places/ways to top-up/renew



## Places/ways used to top-up/renew



# Getting more out of the technology

## Increasing Pay as You go Usage

- Using daily capping to its full potential
  - One Day Bus Passes
  - One Day all-modes ticket (Travelcard)

## Peak demand management

## Major technical challenges

Complexity of reader software

Card hotlist constraints on Bus

Automatic resolution of overcharging

Integration with 3<sup>rd</sup> party devices

# **oyster™**

Thanks for listening!

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**Issued subject to conditions – see over**

