

Case Study

LONDON UNDERGROUND

Overview

London Underground is a major business, with over 3 million passenger journeys a day, some 500 peak trains, 253 stations owned (275 served), over 12,000 staff and vast engineering assets.

Problem

As part of the Secure Station Scheme run by the Department for Transport, stations were required to undertake customer surveys at the stations. London Underground had previously used face to face interviewers to get this data, but the amount of surveys they could generate in a day, meant this methodology was cost prohibitive.

Solution – CUSTOMISED OPINIONMETER

A customised Opinionmeter was developed which attaches to existing underground customer information whiteboards. This complied with London Underground's stringent health and safety procedures, but maintained the flexibility of placing the Opinionmeters at short notice in any station.

Specific Benefits

- Generates high response rates; an average 700 per fortnight
- Provides data on the secure station scheme during all hours of service
- Costs reduced significantly: surveys costing from as little as 30p per response.

Feedback

“Opinionmeters are used to measure customer feedback on very local and tactical issues. These are issues which we could not always previously research as the more traditional methods were not cost effective.

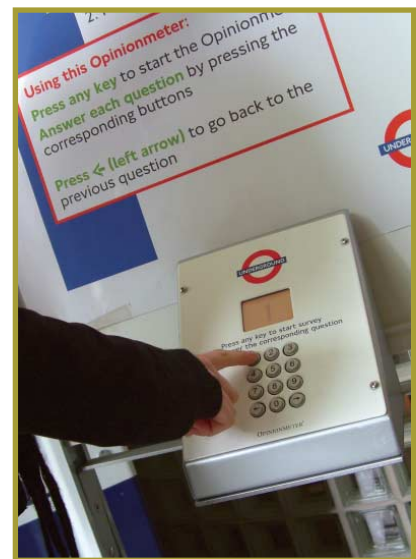
The beauty of the Opinionmeters is they are fairly economical, easy to use and portable, so they can be moved from station to station. ”

Jim Muir, Senior Researcher

“It's simple to use and customers can do it at their leisure – it's easy and you know it won't take too long. ”

Jubilee Line Customer

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