

The future of Oyster Card and fare collection in London

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Omnibuses and the birth of ticketing



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Collection of London Transport Museum



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The Recent Past

- 1983: Travelcard launched in London
- 1989: Travelcard integrated with national rail
- 1998: Prestige contract for ticketing services
- 2003: Oyster launched
- 2004: Oyster PAYG launched
- 2007-10: PAYG extended to national rail

Oyster today

SOUTH WEST TRAINS

southeastern.

national express

First Great Western



London midland

First Capital Connect

Chiltern Railways

c2c
Making travel simpler →



- Complete multi-operator, multi-mode smart integrated ticketing system
- 50m cards produced
- Accepted on all TfL & TOC rail services & all bus services within London
- Used for 83% of all trips – main non-Oyster usage is TOC-retailed Travelcards from outside London

Big picture – where we have got to

- Contactless smart ticketing has delivered the business case
 - High gate throughput prevents bottlenecks constraining ridership growth on rail
 - Fast boarding time minimises bus fleet sizes and drives up appeal of bus vs. car
 - Fraud has been hammered

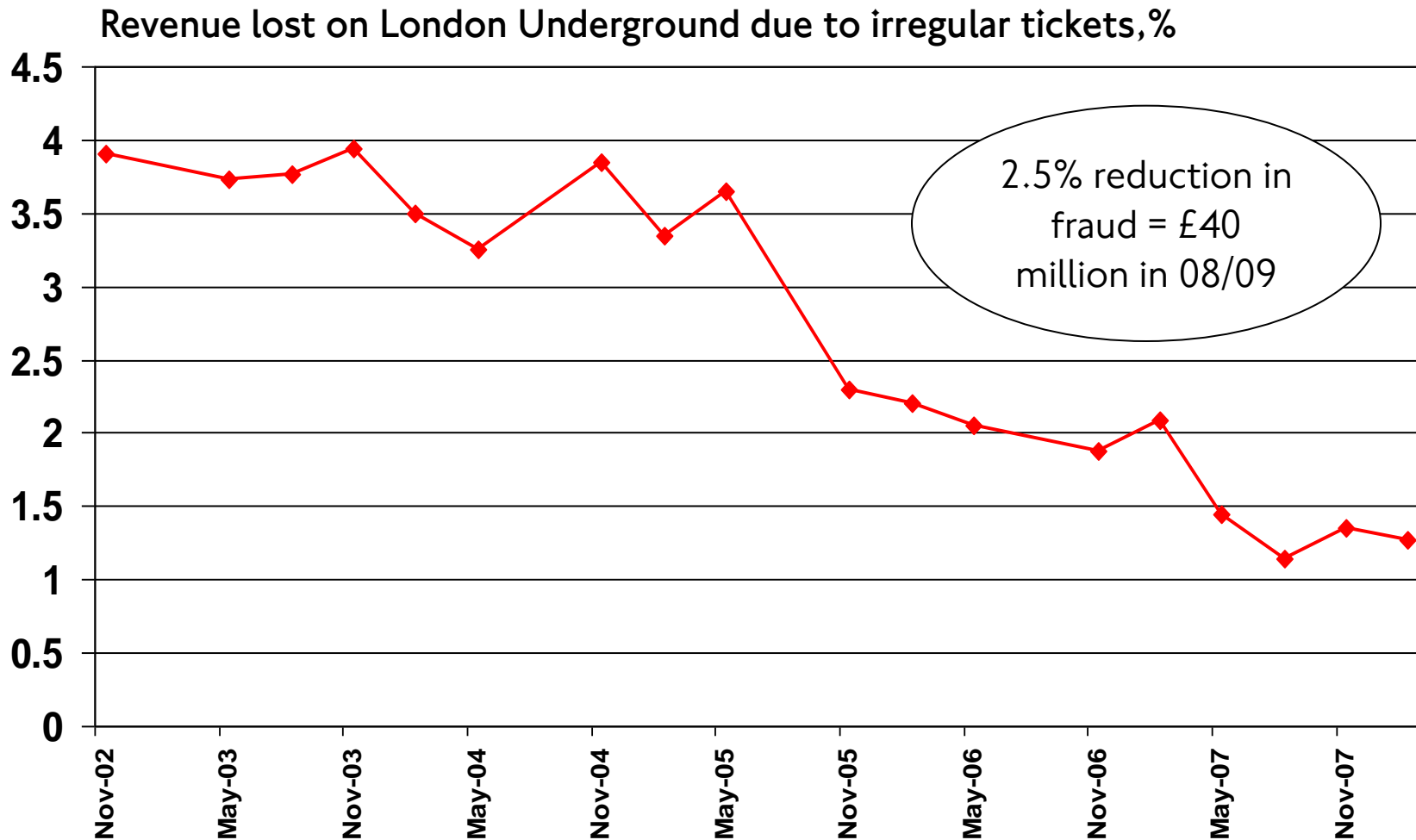


Increased Gate Demand met by Oyster

Persons per
minute, entry only,
average between
8am-9am



Reduction in irregular ticket travel with Oyster



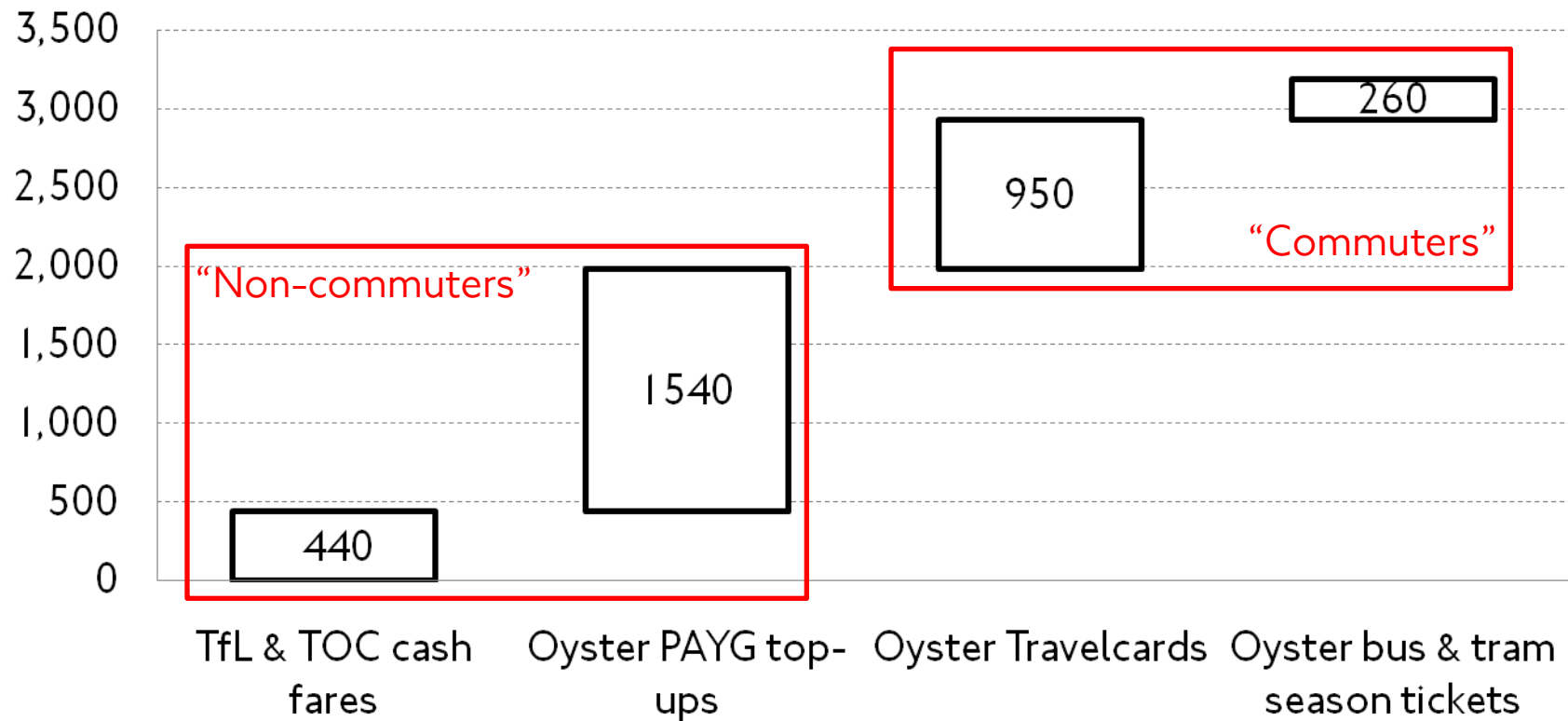
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- But Oyster has issues:
 - Expense is uncomfortably high given TfL's need to reduce operating expenditure
 - Customer experience is far from perfect

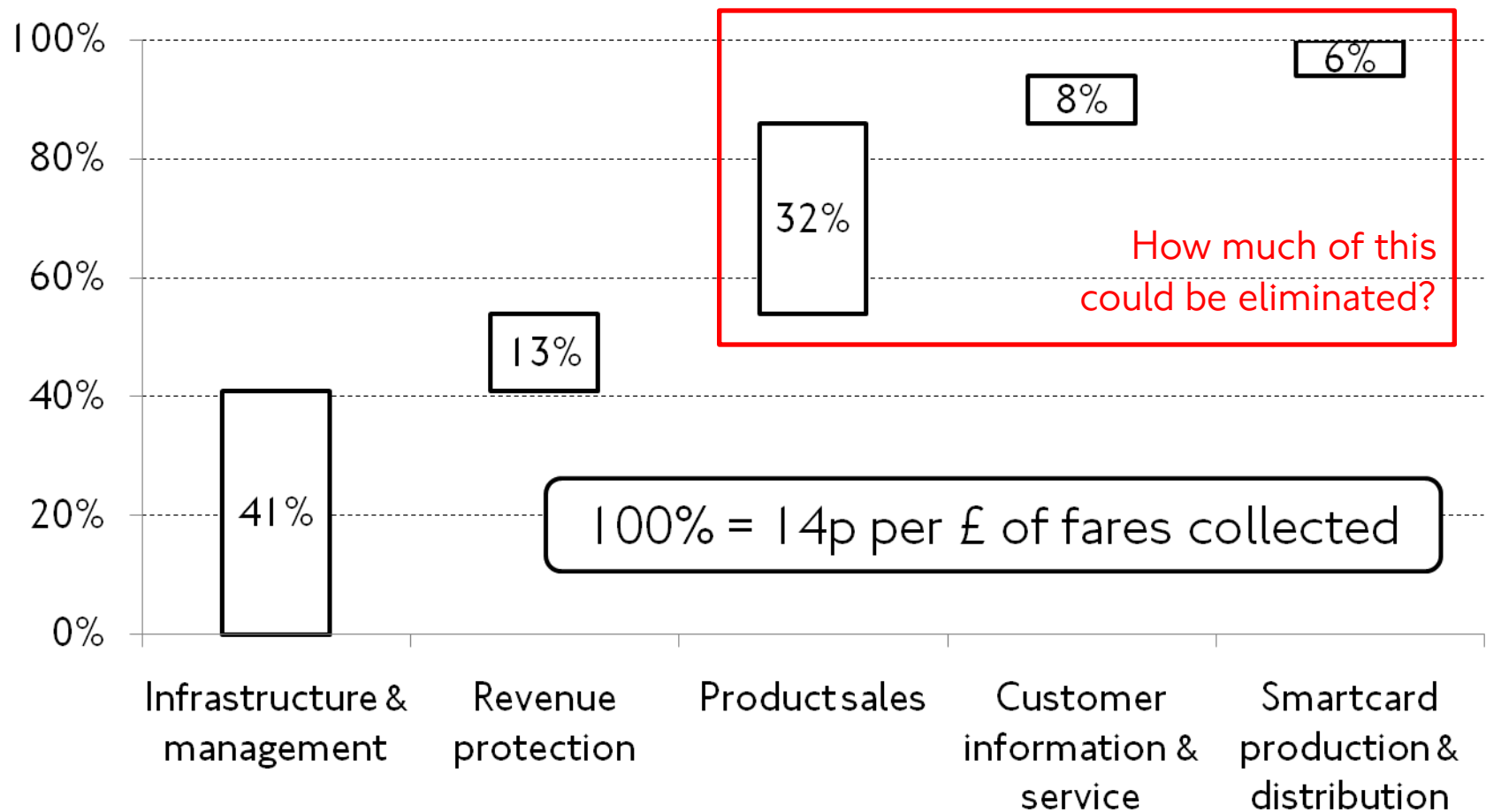


Majority of public transport fares come from infrequent or irregular customers

Forecast FY1011 travel product sales on London's public transport system (£m)



These customers tend to drive the split of costs in TfL's fare collection system



Thousands 'traumatised' as London Tube power failure forces passengers to escape through pitch black tunnels



Oyster isn't the perfect offering for these customers – some things could be better

- ISO14443 standard contactless – fast & intuitive **Keep**
- Pay As You Go travel with daily capping – intuitive product that eliminates deliberate ticket purchase as a barrier to travel & drives up ridership **Keep**
- Data stored on the card – makes it difficult to accurately offer customer information online **Change**
- Stored value purse on card – “non-commuters” have to invest time in managing PAYG balances (same applies to weekly season ticket expiry dates) **Change**
- Oyster is London-specific – many visitors don't have it **Change**

Oyster system will be enhanced to accept contactless credit & debit cards on all modes



TfL Transit Model

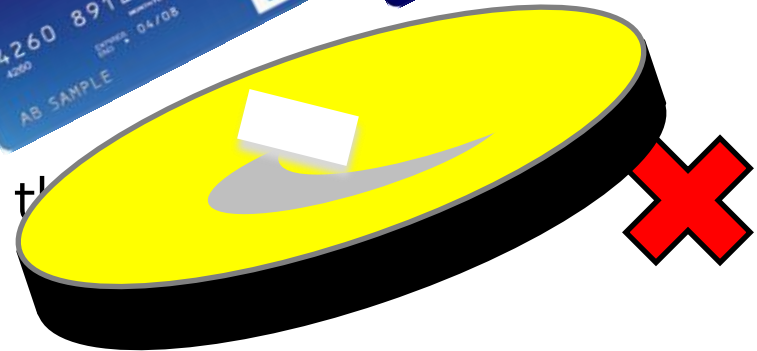
Front Office



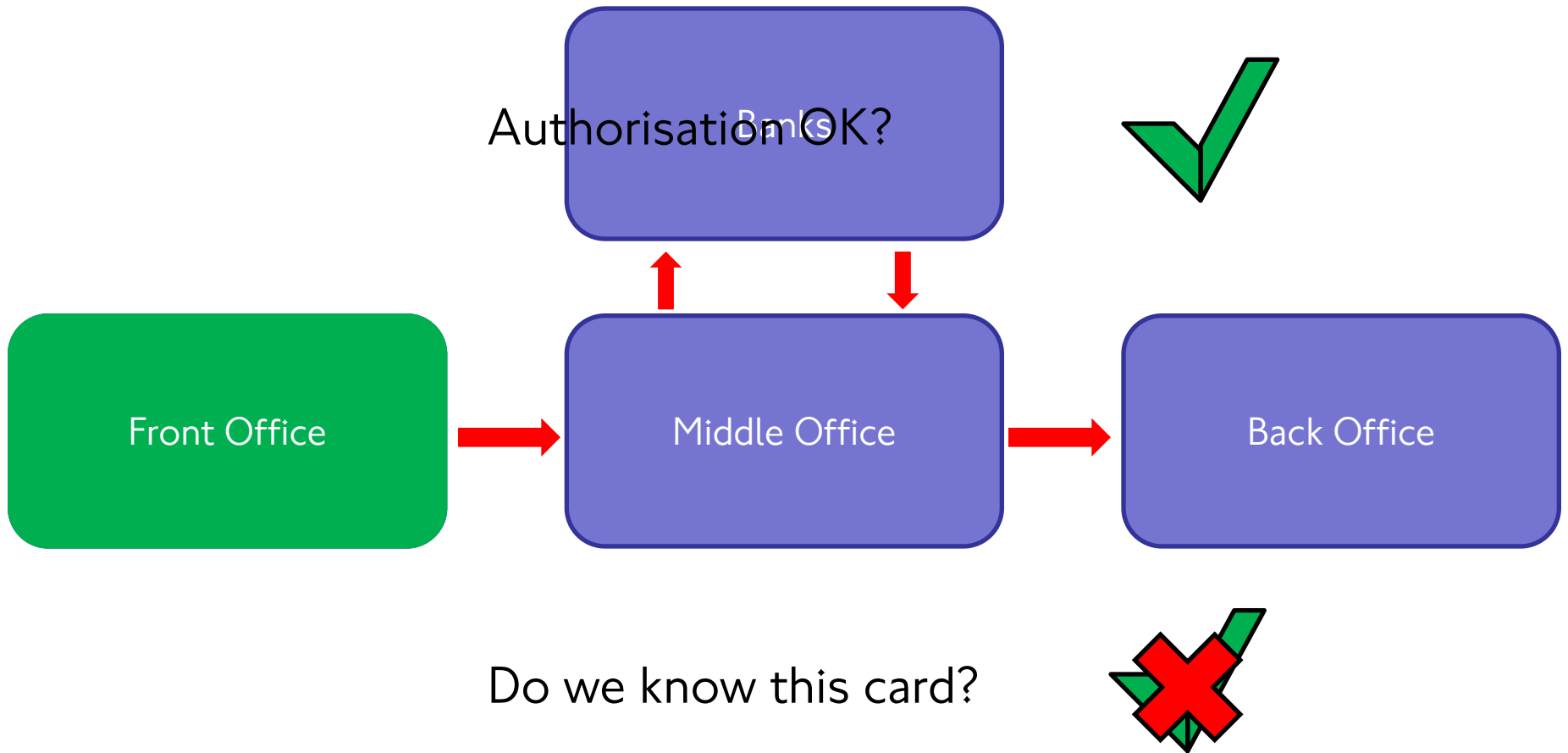
Is the card valid?



Is the card on the list?

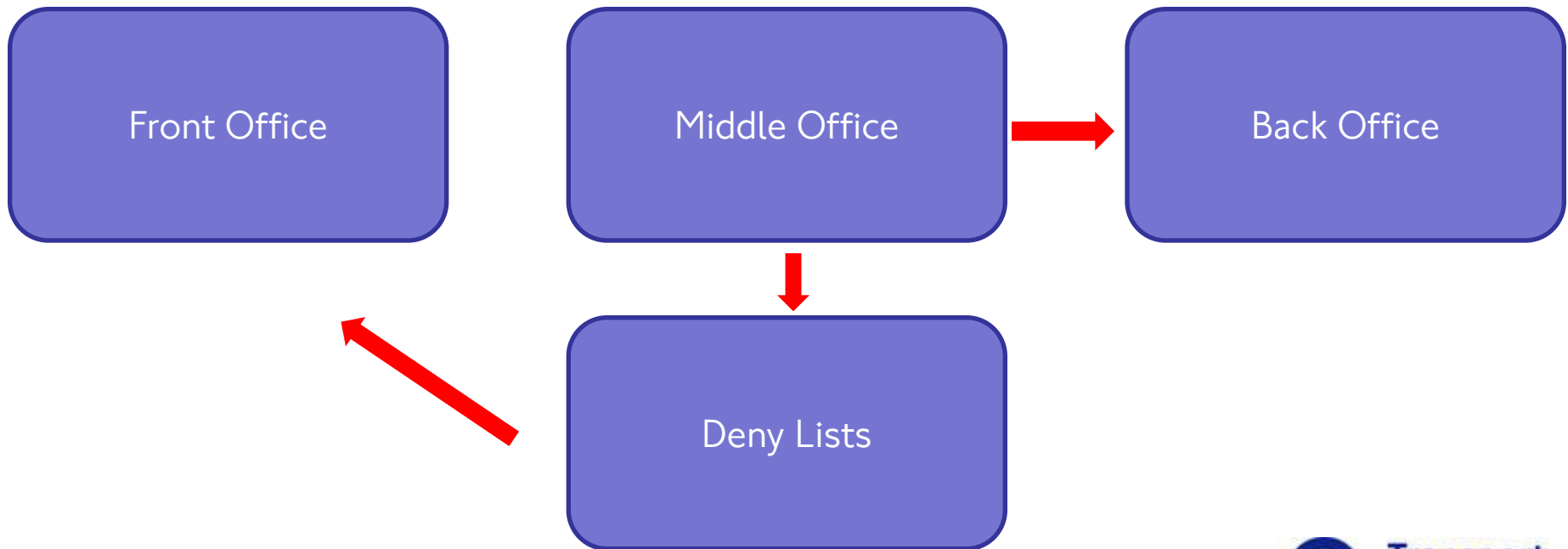


TfL Transit Model

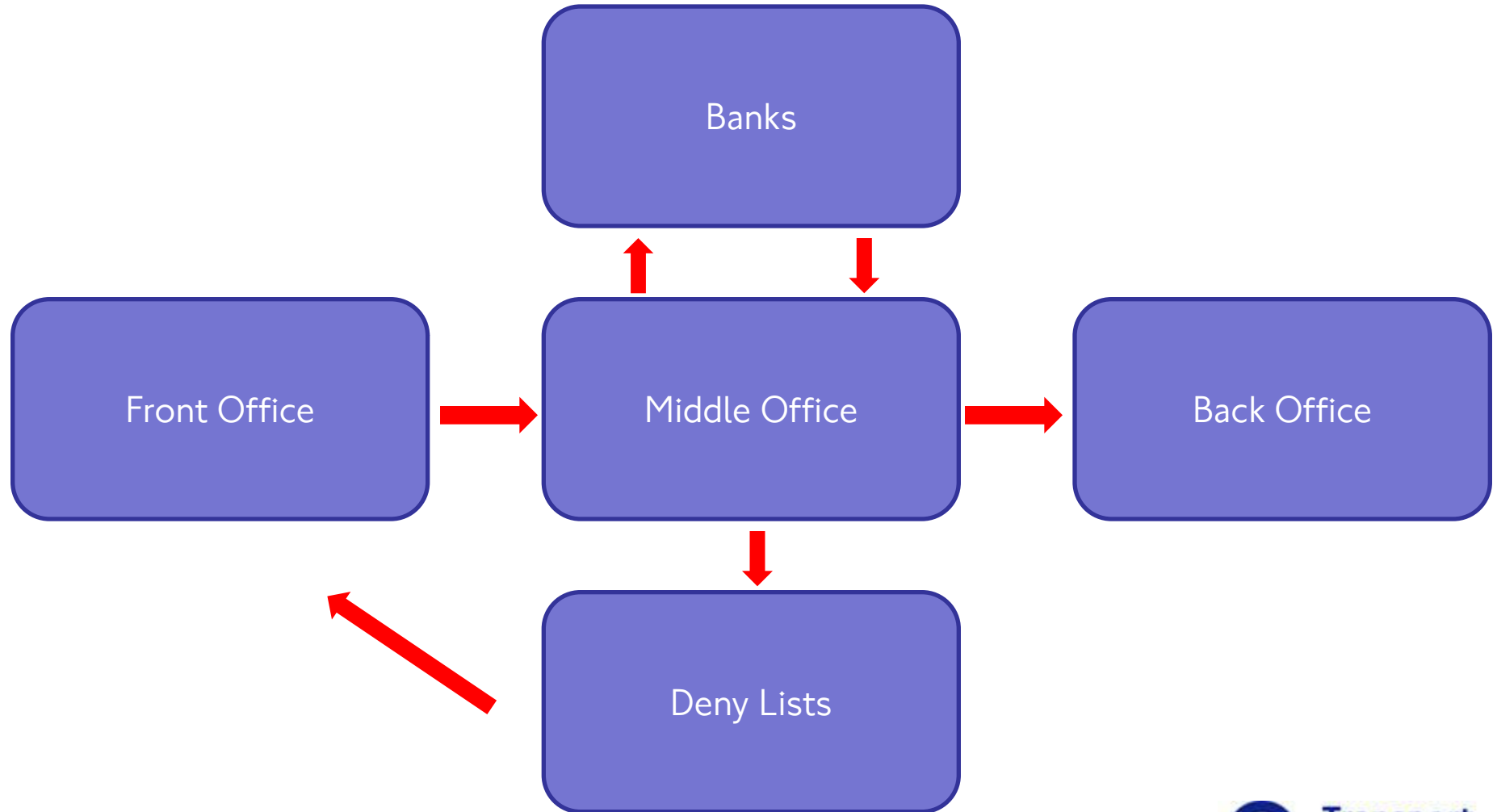


TfL Transit Model

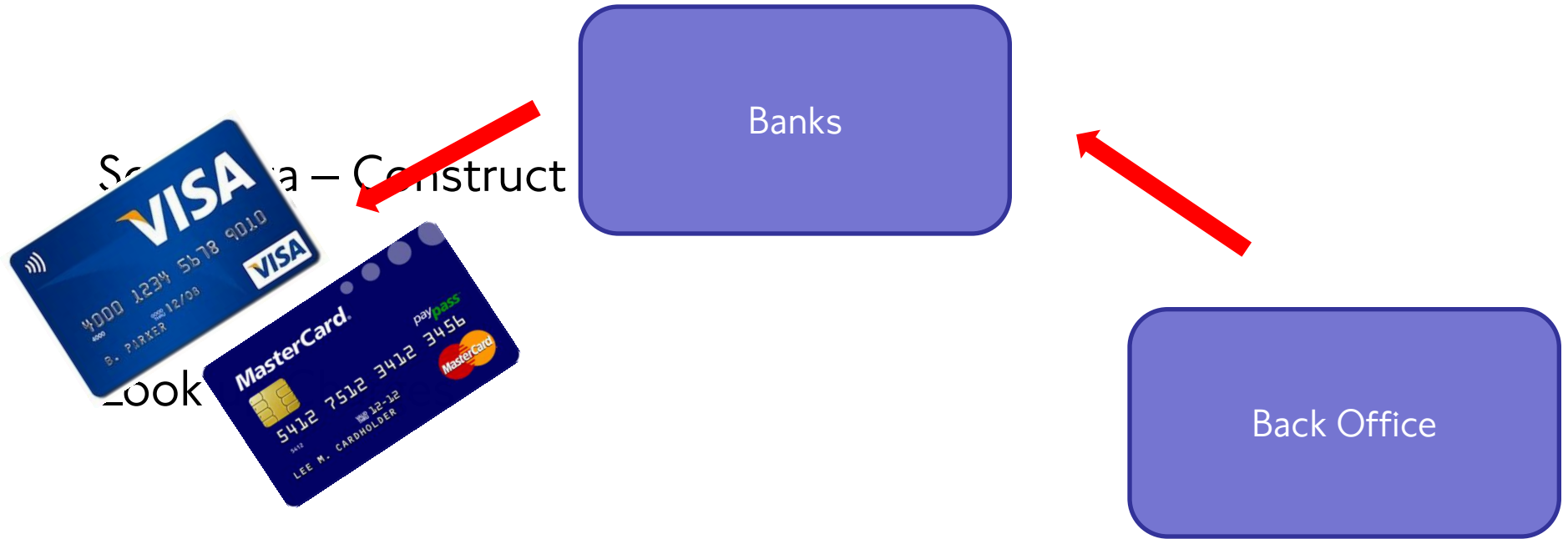
Authorisation OK?



TfL Transit Model

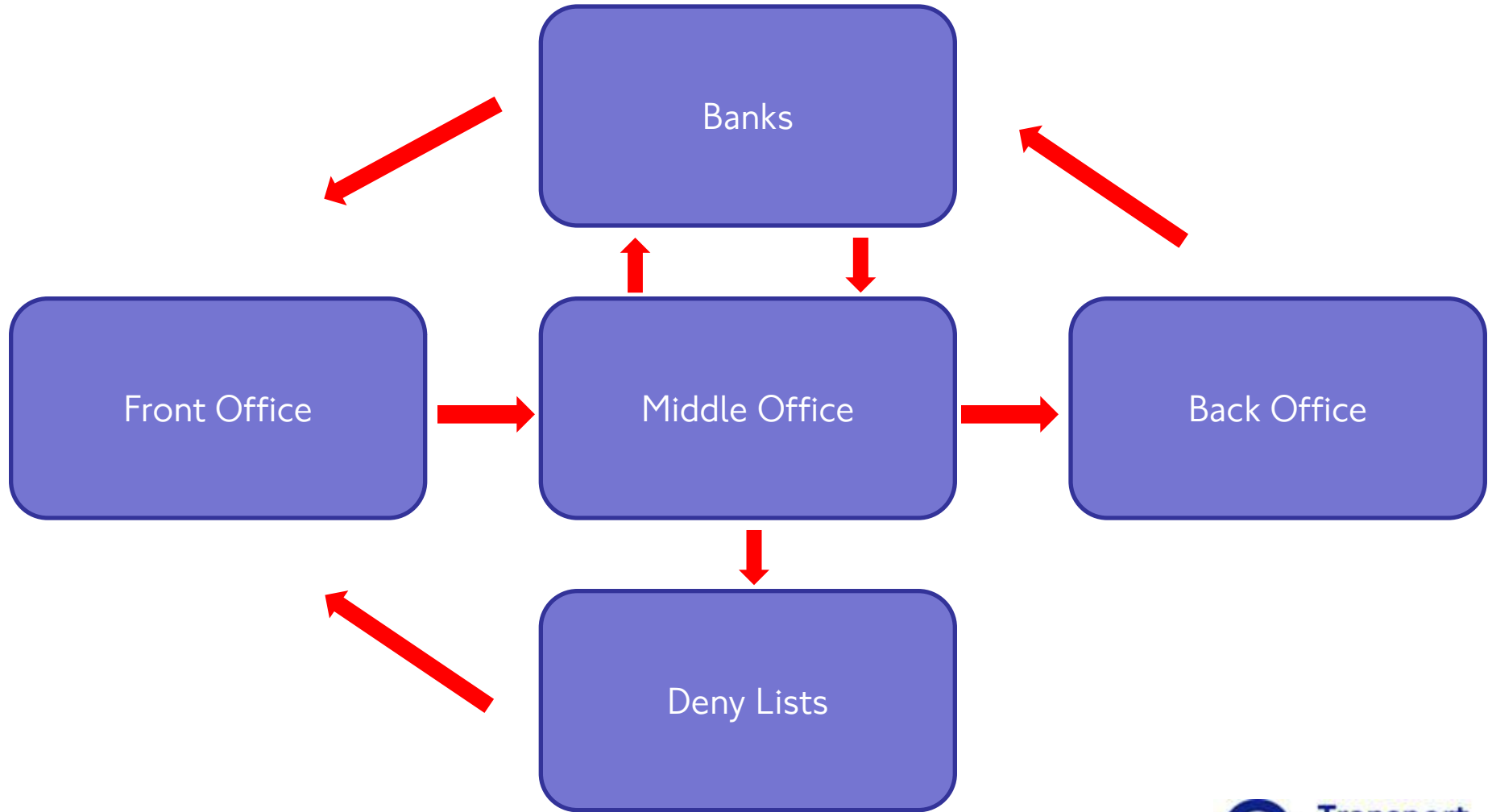


TfL Transit Model



Apply Discounts and Caps

TfL Transit Model



Oyster - Card no longer King



Summary

- TfL is moving to account based for cost reduction and improved customer service
- TfL is offering Contactless Bank cards for cost reduction and improved customer convenience
- TfL awaits NFC
- Seamless or a well stitched seam?
- Convenience or Interoperability

Thank you for your attention

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