

Transport for London submission of 13 August 2022

PE1930/D: Ensure customers are always given information on cheapest possible fare in new Scotrail contract

Thank you for inviting Transport for London (TfL) to provide information on fare-capping across the TfL network.

The core principle of our fares system is to make it as simple as possible for our customers to pay for their journeys and trust that we will always charge them the correct fare.

Our best value promise means that when travelling using pay as you go (PAYG) on Oyster or contactless, customers just need to touch in and out when travelling on our services and we ensure that customers pay the cheapest fare for the journeys they make. Daily and weekly capping on PAYG limits how much our customers pay by ensuring they will never pay more than the equivalent travelcard. It makes PAYG far more convenient than many other forms of paying for travel, as customers only need to turn up and touch at either end of their journey. We do all the calculations for them to ensure they pay the correct price.

We have enhanced PAYG by developing automated systems that can auto-complete journeys where customers were unable to or had forgotten to touch at either end of their journey. If this process finds that a customer is due a refund it will be automatically loaded back to the customer's card. Additionally, we may also proactively issue a refund if we can see a customer's journey has been affected by a major disruption or incident that has severely impacted their travel.

The development of PAYG has to be coupled with the approach we have taken to providing information on fares and pricing. It is a fundamental element of any fares system. It is essential that information on fares is accessible and clearly set out through a variety of channels - digital, in-person and printed media.

At TfL we have developed a range of digital channels - web and mobile app - through which we communicate how customers can pay for travel,

understand what concessions and discounts they may be eligible for, and what fares they can expect to pay for the travel they make or the prices of products they can purchase. It is critical this information is kept up to date so that we can maintain customer trust. We have a digital team focused on these customer tools to ensure this information is continually updated and accurate.

The use of PAYG on our services has become the dominant method of paying for travel. This has meant that the need for ticket offices at Tube stations diminished to such an extent that it was possible to close them and provide a better customer experience through our trained station staff and by improving our ticket machines. These systems help inform customers of the cheapest and easiest way to pay for travel with station staff trained to provide advice and guidance.

While we have a web-first approach to customer information, we make extensive use of printed media to provide updated fares information. This includes issuing press releases publishing changes to fares, and advertising campaigns to highlight the cheapest way to travel around London (these can be seen in media advertising and on our services). Improvements to our systems mean that customers can easily find the fare for their journey before they travel. They can also easily check their journey history and fares charged through an online account and the free TfL Oyster & Contactless app.

The approach set out above has led to strong growth in the adoption of PAYG, with over 70 per cent of all journeys now made using PAYG. This growth continued throughout the COVID pandemic, as the flexibility and best value proposition offered by PAYG matched the changing needs of our customers.

I hope this is helpful.