

Updated Jan 07

## TranSys Sales Service Retail Outlets: Strategic Guidance

### Introduction

This note gives TfL's guidance on the strategy desired from TranSys Sales Service in this area. This guidance should be seen as complementing but not overriding the requirements set out in the Prestige contract.

### General Strategy

The aim should be to maximise the availability of pre-purchased tickets and travel on Oyster cards, to support a switch away from cash fare payment on buses and at Underground stations. The similar needs of the DLR, TfL Overground and Tramlink must also be recognised. In general, the TranSys network should aim to **complement** the outlets provided by London Underground, other rail operators and by Transport for London directly.

These requirements imply a **comprehensive** sales network, with good accessibility across the whole of the area served by TfL, reflecting the needs of local communities, schoolchildren, students, shoppers and once-off travellers as well as those of regular commuters and workers. Oyster Ticket Stops, Ticket Stop Retailers and other outlets all have a part to play in providing this comprehensive network. TranSys should consider appointing non-traditional sites as Ticket Stops where they feel this is appropriate in providing a comprehensive network. Outlet selection criteria, agreed jointly by TfL and TranSys Sales Service, are attached.

The post-code matrix setting out minimum Oyster Ticket Stop numbers required in different parts of London should be kept under review. TfL will expect TranSys Sales Service to bring forward proposals for changes to the matrix wherever it feels these Agent minimum numbers are anomalous or are acting as obstacles to the development of the comprehensive network.

Oyster Ticket Stops and LU stations are the primary face-to-face points of contact for the public in connection with Oyster cards. They provide information, issue cards, add value and receive complaints and queries. It is essential that the network of Oyster Ticket Stops, in conjunction with LU's stations, provide an appropriate network for this purpose, with the Agent network having a strong presence along roads with major bus flows and at bus stations.

## **Specific priorities**

From time to time London Underground will supply details of **specific stations** where they believe additional TranSys provision is desirable. As Retail Terminals are released by normal Oyster Ticket Stop turnover, introducing Oyster Ticket Stops into these locations should be a priority for TranSys, provided all contractual obligations regarding post-code minimum numbers are met.

London Buses currently operates a number of routes along major road corridors on a **'pay before you board'** basis; all buses within a defined area of the West End also operate on this basis. In time, all routes may be converted to this form of operation. In support of this objective, TfL's aspiration is that as far as is practical, no bus stop is more than 10 minutes walk [approx 400m] from a ticket-selling outlet.

It is not intended at present to impose rules about minimum distances between Ticket Stops and Underground stations since Underground stations are likely to be busy and therefore not convenient alternative outlets for sales oriented towards predominantly bus users.

## **The longer term**

Implementation of Oyster sales at all Ticket Stops, and/or

increased numbers of automatic top-ups, web-based or telesales transactions may make it possible to prune the Agent network to some extent – for example, where Agents are very close together. However, there is likely to be a continuing need for a strong network of Agents to support the use of Oyster, and to serve the growing number of passengers using TfL's services.

## Outlet selection criteria

*NB: it is assumed that all outlets will have passed credit research etc*

### **Full Agents [Oyster Ticket Stops]**

#### **Filters**

1. Track record as Ticket Stop Retailers – in particular, level of sales achieved and general performance.
2. Confidence in the trainability of outlet staff to operate Retail Terminals and the ability of the outlet to offer good customer service covering the full range of Agent sold tickets, including acceptance of debit/credit cards.
3. Evaluation of shop presentation, including likely provision of POS display material; counter space for Retail Terminal.
4. Secure premises with safe storage

#### **Criterion**

Location consistent with the Strategic Guidance and LU priority list.

#### **Tie breaker**

Opening hours - minimum 0700-1800, extra merit for opening before/after these times and if open 7 days.

### **Ticket Stop Retailers**

#### **Filters**

1. Confidence in the trainability of shop staff and their ability to offer good customer service across the range of tickets available from retailers
2. Evaluation of shop presentation, including likely provision of POS display material.

#### **Criterion**

Location consistent with the Strategic Guidance.

#### **Tie breaker**

Opening hours - minimum 0700-1800, extra merit for opening before/after these times and if open 7 days.