

Digital channel strategy

Summary

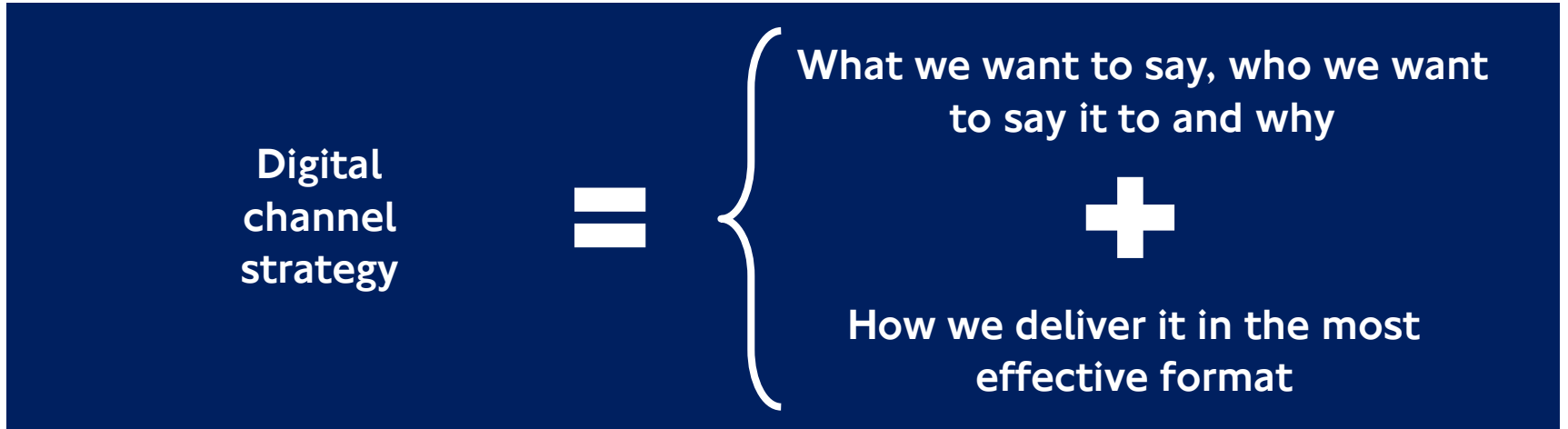


Purpose

This strategy covers our approach to digital communications over the next 3-5 years.

Its purpose is:

- To help the business understand how to use our digital channels effectively
- To make a case for investment in channels including a redesigned website, new tools, improved data infrastructure and channel-optimised assets from our creative agency



What customers want

The customer need is clear:

They want content that is directly relevant to them at the right time and through the right channel

- Customers expect different things on different channels and behave differently on each channel
- What customers want at any one time will depend on their intention – they may be in task-based mode or leisure / exploration mode
- When travelling, customers want up-to-the-moment information and travel advice during disruption, that is consistent across touchpoints

Customer intent

Customers behave differently in different channels

Social media, email, notifications

- Customers are likely to see these in their own time – they may be browsing through social media or checking personal emails, their mood is receptive so long as we give them something engaging

Blogs

- If someone chooses to read a blog, they are interested enough to spend a little more time on it – we can capitalise on that with great story telling

Website, apps

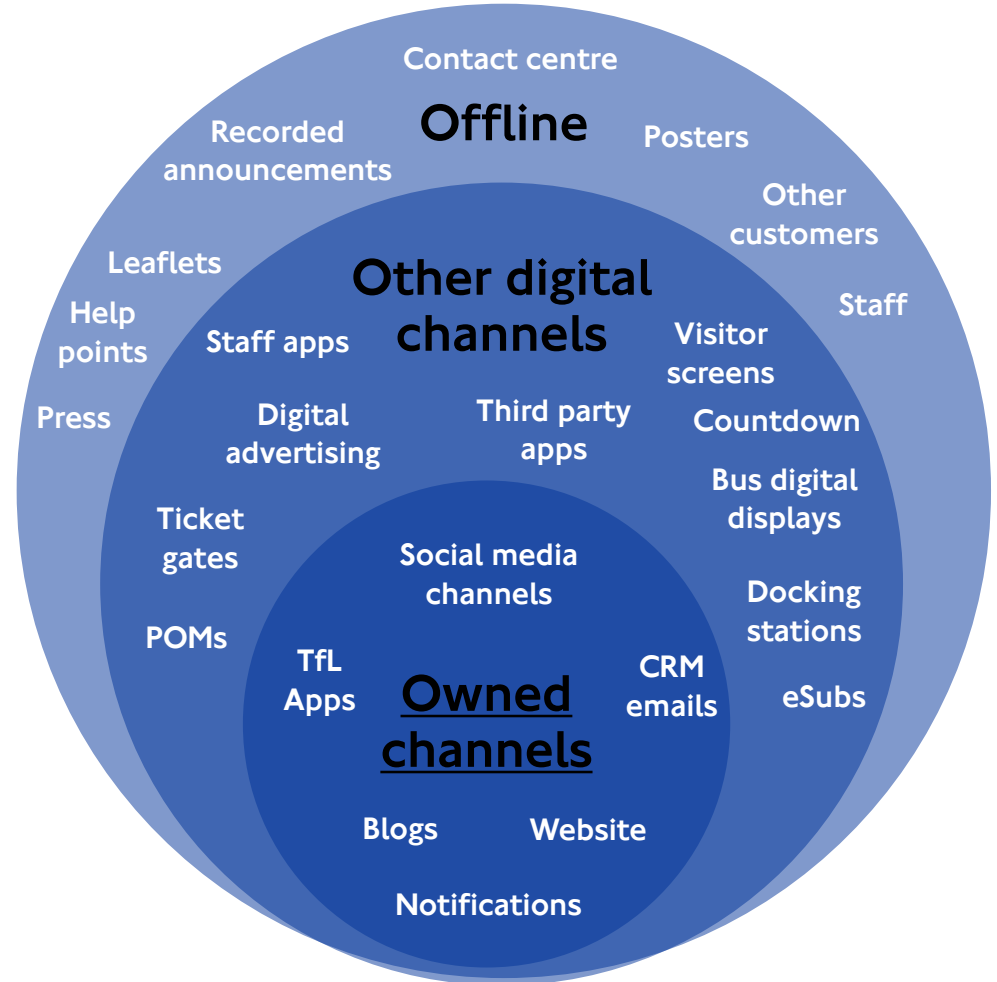
- Most customers are task focused. A lot of traffic to our website is to Journey Planner or Status Updates. We need to make those tasks as simple as possible

Channel landscape

Our customers are influenced by communications through all our channels.

This strategy focuses on the digital channels we can have the most effect on, owned channels:

- Website
- Blogs
- Apps
- Notifications
- Social media
- Emails



Content and channel matrix

Content type	Channel	Customer intent
Messaging	(Push – message sent to customer) <ul style="list-style-type: none">• Email• Social media• Notifications	I have chosen to subscribe to your updates so give them to me in a personal and useful way, and I will pay attention
Storytelling	(Pull – customer goes to the content) <ul style="list-style-type: none">• Blogs• Social media	You have told me something in an interesting way, so I'm inspired to discover more
Tools / static information / data	(Pull – customer looks for content) <ul style="list-style-type: none">• Website• Apps (including voice assistants)	I need these, just make it simple
User generated content	<ul style="list-style-type: none">• Social media• Blogs	I can see that people like me are joining in and I want to too

Customer engagement

Story types and work packages



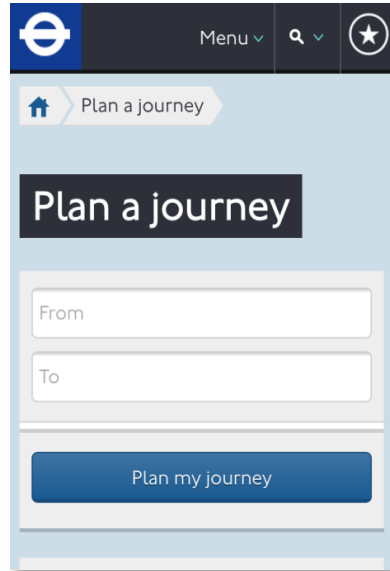
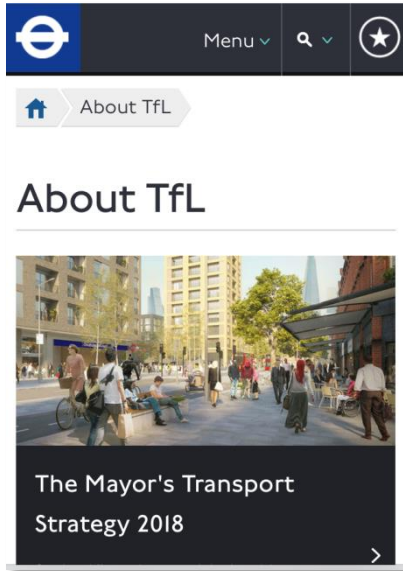
Story types and channels

This shows likely channels for each story type when content is on our estate. There will be some overlap and we need to consider how we can get contextual messaging into tools without interfering with transactions.

	Website	Blogs	Apps	Notifications	Social media	Emails
Story 1: Facts						
Just the facts	X		X			
Story 2: Raising awareness						
We've got something to tell you		X		X	X	X
Story 3: Encouraging change						
We want to encourage you to make more of London		X		X	X	X
Story 4: Take action						
We want you to do something	X		X	X	X	X

1. Just the facts – pull

Fact based content, tools, or data which people expect us to provide



Measures of success

- Reduction in contacts through other channels
- Completion of transactions
- Use of tools
- Visits and dwell time on pages
- Subscribers

1. Just the facts – pull

Fact based content, tools, or data which people expect us to provide

Characteristics

- Information people expect us to provide (found through search)
- TfL is a single / best source of the truth
- It has no current push requirement
- It may contribute to other people's stories
 - Our content about ZIP might be used by schools or colleges to inform students
 - Our supplier guide might be used by our Commercial teams to encourage new business to work with us

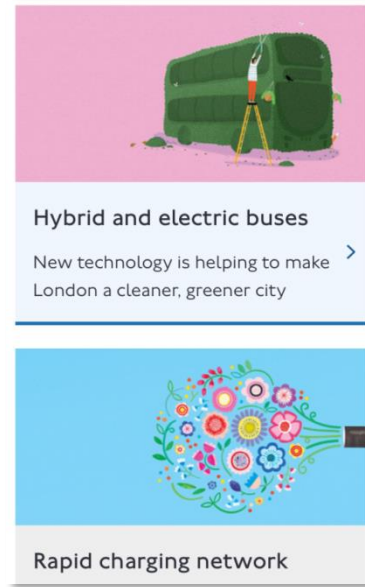
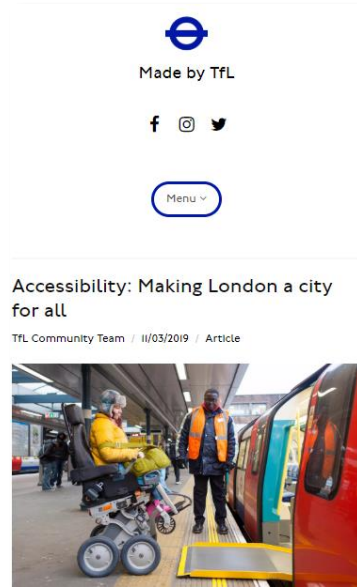
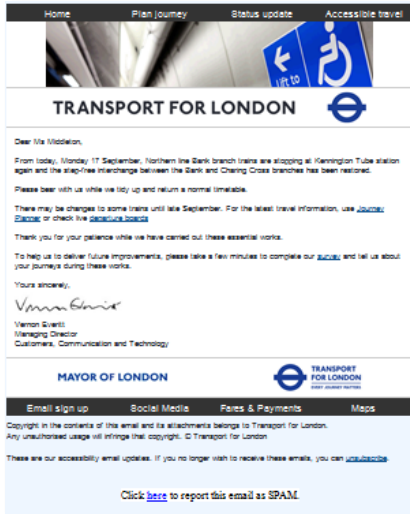
Examples

- Fares
- Journey Planner
- Help & contacts

Core tools, content or data which live on our website or apps

2. Raising awareness – push

We've got something to tell you



Measures of success

- Raised awareness
- Understanding of what we do and why
- Enhanced brand reputation
- Improved care metric
- Open rates
- Click through rates
- Visits and dwell time

2. Raising awareness – push

We've got something to tell you

Characteristics

- It's about things we are doing to improve London
- We just want you to know about it, you don't have to take action now

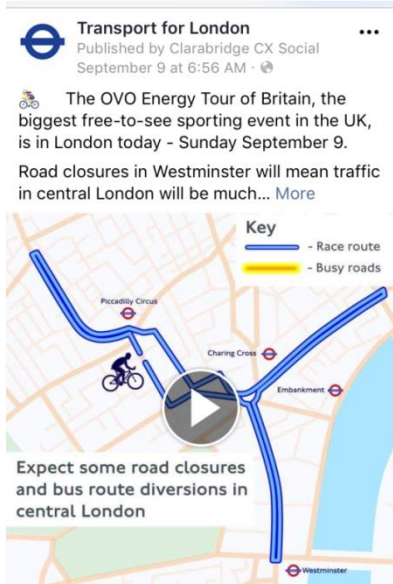
Examples

- Delivering every journey matters
- Zero emission bus zones
- We've improved a junction and that has reduced KSIs

This is storytelling content and the main destination is the [Made by TfL](#) blog. The blog will be promoted through our primary push channels (social media and email) and will have promotional slots on the website. It may be supported by an Improvements & projects page with factual information about the change we have made (or are making).

3. Encouraging change – push

We want to encourage you to make more of London



Transport for London
Published by Clarabridge CX Social
September 9 at 6:56 AM

The OVO Energy Tour of Britain, the biggest free-to-see sporting event in the UK, is in London today - Sunday September 9. Road closures in Westminster will mean traffic in central London will be much... [More](#)

Key
- Race route
- Busy roads

Expect some road closures and bus route diversions in central London



Transport for London
Published by Clarabridge CX Social 1 hr

Challenge yourself to take on the Capital Ring Walk this spring
Divided into 15 easy sections, you'll cover 78 miles when you're done!

<https://londonblog.tfl.gov.uk/2019/03/04/spring/>

6,403 People Reached 106 Engagements [Boost Post](#)

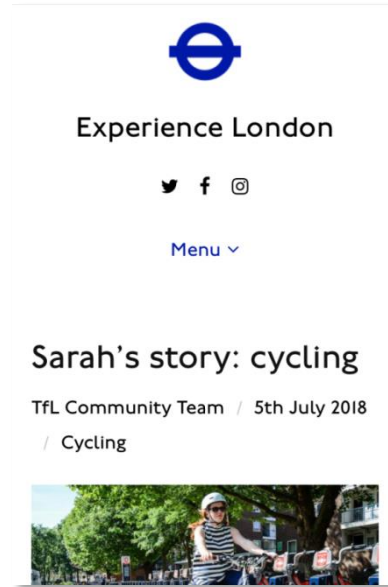
10 Reactions 2 Comments 1 Share

Like Comment Share

Oldest -

Kathy Howe Excellent walk. We did it 3 years ago.
Like Reply · 1h

Lee Kearns Ben Lawless fancy it?
Like Reply · 13m



Experience London


Twitter Facebook Instagram

Menu

Sarah's story: cycling

TfL Community Team / 5th July 2018

/ Cycling



Measures of success

- Action or claimed action
- Increased use of sustainable transport
- Increased off peak revenue
- Open rates
- Click through rates
- Visits and dwell time
- Advocacy

3. Encouraging change – push

We want to encourage you to make more of London

Characteristics

- It's about things you can do in London
- It's about encouraging the things we want you to do in London

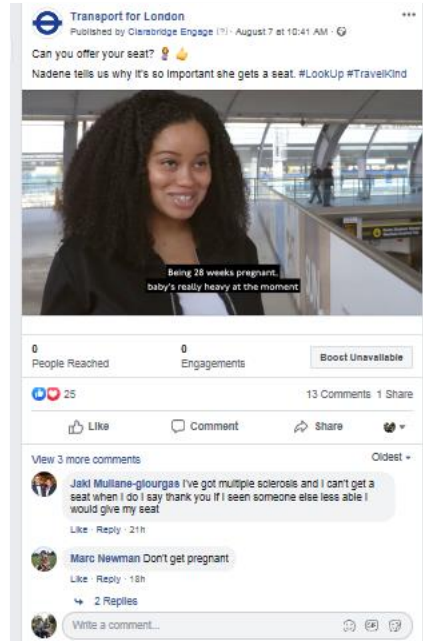
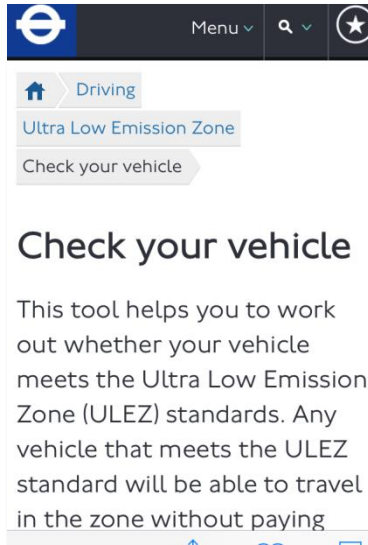
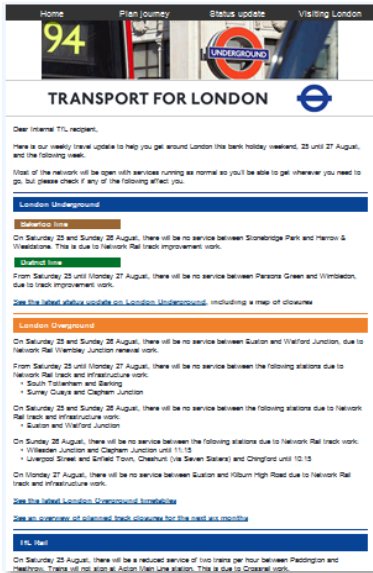
Examples

- Active travel
- Revenue generation

This is storytelling content and the main destination is the [Experience London](#) blog. The blog will be promoted through our primary push channels (social media and email) and will have promotional slots on the website. It may be supported by information or tools on the website or apps. In future this could also be supported by push notifications.

4. Take action – push

We want you to do something



Measures of success

- Actions or claimed actions
- Use of tools
- Completions of transaction
- Awareness of the issue

4. Take action – push

We want you to do something

Characteristics

- You need to know about this even if you don't want to
- You need to take action now or in the near future
- We want you to behave differently (for the benefit of others or for your safety etc)

Examples

- ULEZ (depending on the phase of the campaign)
- TDM travel advice
- Anti-social behaviour

These stories are about making it easy for people to take an action or behave differently. Promotion is likely to be through social media or email and will point to tools or information on our website or apps. Sometimes this will be simple push messaging and won't require anything on other channels.

Campaigns may use different story types over their lifecycle

2018 → 2019 → 2020 → 2021 → 2022

We've got something to tell you
We need you to know ULEZ is coming and why we are doing it

Social media and email messaging points to blog storytelling about London's air quality with a CTA to check your vehicle on our website

We want you to do something
Check your vehicle and find out how to comply

Messaging on social media and email points to website to check your vehicle

We've got something to tell you
We need you to know the zone is expanding and why we are doing it

Social media and email messaging points to blog storytelling about air quality since ULEZ introduction with a CTA to check your vehicle on our website

We want you to do something
Check your vehicle and find out how to comply

Messaging on social media and email points to website to check your vehicle

Just the facts
The information and tools are on our website where you would expect to find them

Web tools and supporting information only