

## Transport for London

### Social Media – Responding to customer contacts

01 August 2023

Who: All Social Media staff – Contact Centre Operations

#### Information

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| 1.1 | We monitor our social media feeds to assist customers with direct enquiries, and to maintain visibility of safety, accessibility or reputational issues.  |
| 1.2 | We aim to respond where we can assist customers with an enquiry, and where there is value in doing so where information for one customer may benefit others.  |
| 1.3 | Most contacts on our channels are personal opinions, statements or secondary conversations that do not require an individual response. We monitor these to detect themes or sentiment which we can share with stakeholders to improve our services.             |
| 1.4 | Our monitoring and general assistance does not take the place of the Customer Service teams, who maintain responsibility for investigation and resolution of cases and complaints. We liaise closely with these teams to ensure a seamless customer experience. |
| 1.5 | We do not use social media to engage in debate, personal opinions, or statements that haven't been authorised by the Press Office. Our tone is always professional.   |

#### Action

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| 2.1 | <b>Direct messages</b> - respond to customer unless contact is abusive, vexatious or spam.   |
| 2.2 | <b>Transactions</b> – assist with information and direct to the appropriate team or self-serve channel. Examples: Oyster, CPC, Cycle Hire, Lost Property.  |
| 3.1 | <b>Staff</b> – for complaints of a serious nature, request additional information via direct message, create a case and hand-off to the appropriate team.  |
| 3.2 | <b>Service performance</b> – where the situation is current, provide high level update and link to Status Updates page or TfL Go app as appropriate. For ongoing disruption where customer requires a response, direct them to the website to allow them to provide feedback. In general, customers should self-serve for journey planning and status updates. |
| 3.3 | <b>Safety</b> – request additional information via direct message if required, create case and hand-off to member of the appropriate team.   |
| 3.4 | <b>Accessibility</b> – request additional information via direct message if required, contact operational control rooms directly for on-service assistance. Create a case and hand-off to the appropriate team where there is a specific issue (such as broken ramp, specific operator performance).   |

Review 31 July 2024