



Keeping our customers informed

Advice and tips for train operators on how to deliver great on-board announcements



EVERY JOURNEY MATTERS



This document has been compiled using hints, tips and advice from train operators on how they make the best announcements for our customers. We appreciate that it's not always easy to make announcements and we hope that this document will give you some helpful ideas.

Making timely and quality announcements

Making timely, quality announcements is something we pride ourselves on and is a fundamental part of your role as a train operator.

The most critical thing is keeping your customers informed when there is disruption or delay. This is not only on your line, but on other TfL Services too. As you know, we are part of TfL and we need to give our customers information which allows them to travel around the TfL network with ease.

If you do not have specific information on disruption and delays, it is still important to give a reassuring announcement.

Making regular informative announcements can stop customers becoming panicked and can also avoid our customers self-evacuating.

Please keep a copy of this handy, so you can look back on this whenever you need it.

What a great idea





Things to consider before making an announcement

- Think safety before PA
- Think before you speak; is the reason obvious?
- Keep it short and sweet
- Be conscious of time
- Keep it simple and avoid jargon, remember a customer may not know what 'regulating the service means'.
- If something takes you away from the cab, tell them (Passengers) you may go quiet for a period of time
- Remain calm
- Say it in your head before it comes out of your mouth
- Write down or take a photo copy of any announcement notice issued when booking on
- When starting out from the depot, try making a PA announcement on an empty train. It will help to build your confidence
- Don't worry about being funny or clever, if that's not your style, just remember the basics
- Forget you're talking to so many people. Speak like you're talking to your friend
- Take inspiration from others
- Show empathy (you may be at work, but customers are trying to get home, get to work, or pick up their children, so show you understand)
- If you receive a pre-drafted script, feel free to make it your own

Remember ABC –
Accurate, Brief, Clear

A
Accurate

- Practice a few ideas at home
- Remember that making a PA announcement can help you just as much as it can help our customers

Put yourself in the shoes of the customer

Imagine, you're on a plane about to jet off on holiday, but the plane isn't moving from the runway.

You'll be asking – what's the problem? When will we take off? Will I be late for my transfer or connection?

Wouldn't you want to hear a reassuring human voice telling you what's happening?

B
Brief

C
Clear



What should I say?
When should I say it?
How often should I say it?

Always aim to make announcements at the key intervals highlighted here. But first, make sure it is safe to do so. If you are slightly delayed in making them, that's ok. We just need to remember to keep our customers informed as soon as possible.

If you don't have any information to pass on to customers, then you can just announce **"Sorry I currently have no information about..., but as soon as I do you will be the first to know."**



30 seconds

(At a stand between stations)

"Apologies for the slight delay to the service this evening, we are currently being held at a signal. If I receive any further information regarding this I will let you know but hopefully we should be on the move again shortly."

"Apologies for the slight delay to this service this evening, we are currently being held at a signal. I can see tail lights ahead so we appear to be being held in a queue but hopefully we should be on the move again shortly."

"Apologies for the slight delay to this service this evening we are currently being held at a signal. I can see another train crossing over the line ahead so as soon as this is clear we should be on the move again".

Good morning everyone, unfortunately we have been stopped at a signal**, this is because (insert reason here) and we should be on the move shortly. (You can try and point out the issue, i.e. a train is coming out the depot and once it passes us (This keeps customers engaged as they are looking for it).



90 seconds

(If delayed in a platform)

“Hello everyone I’m sorry we are still at this signal, I have contacted the signaller and they have advised me that we will remain here for the time being, until the signal clears.”

“Hello everyone I want to just take this moment to apologise about the late running of your train today, this is due to....”

“Once again I would like to apologise for the delay. We are still being held at a signal, unfortunately I have not yet been informed why but if I am I will let you know straight away.”

“Hello everyone I’m really sorry that we are still here at this signal, I’m still waiting for the signaller to get back to me, they will let us know why or clear the signal as soon as they can, but until then I’m afraid we will have to sit tight, sorry once again.”



3 minutes

(Every 3 minutes if the delay continues)

This may be a repeat of what you’ve said previously but you may also have new information from Service Control to relay to your customers. What’s critical is talking to them often to reassure them.

“Once again I would like to apologise for the continued delay. We are still being held at a signal, unfortunately I have not yet been informed why but if I am I will let you know straight away.”

“Hello everyone sorry about the continued delay to this train, but it is due to...”

“Hello everyone, I’m sure you’re all sick of my voice by now, but due to.... we are still suffering from delays, but I will keep you updated with anything I find out but I do apologise about the delay to your train.”

“Hello everyone I’m sorry to say that unfortunately I haven’t been able to get through to the signaller. I will keep trying and if I do find out anything, I will let you know, but I do thank you for your patience.”



Handy announcement scripts

Arriving at a terminus

Good morning/afternoon/evening everyone thank you for travelling on this xx Line service, we will shortly be arriving at xxx. Please watch that step as you get off, make sure you have all your belongings with you and enjoy the rest of your day, thank you."

Reminder of doors

"Good morning everyone, we shall be shortly arriving at xxxx. We are going to be pulling into platform xx which means the doors are going to be opening up on the xxxx hand side of the train. Please do take a moment to make sure you have all of your personal belongings before leaving the train, and I do hope you enjoy the rest of your day."

Disruption on other lines

"Good morning everyone, in case you're leaving us at xxxx I have found out there are severe delays on xxxx line. Please seek assistance from staff at the station."

Dwells or crew reliefs

"Good morning everyone, we will be held here at xx station until our correct departure time."

"Good morning everyone. We are just going to be held here for a short time while we change drivers."

"Remember, the PA is the most underrated piece of kit on the train!"



If you would like any support or advice in regards to announcements then please feel free to contact any of the working group:

Fiona McGibbon

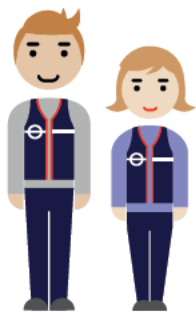
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