

Your role



Line Information Specialist

Delivering a world-class Tube

The start of an amazing journey

We're entering the most exciting period in London Underground's 140-year history. Billions of pounds are being invested to create a twenty first century Tube that's a pleasure to work in and a pleasure to use.

We know two things for certain; that great customer service is the key to achieving world-class status, and that it's vital to support our customers through this challenging period of change.

We want to deliver a reliable train service with the high standards of customer care that are part of our heritage.

Your role is vital. This is why we are building a brilliant team of enthusiastic and committed professionals, equipped with the skills to deliver an excellent service to our customers.

Where do you come in?

Line Information Specialists have a vital role in providing the best possible customer service. We expect you to play the key part in giving colleagues and customers the service information they need.

You are accountable for three key areas:

1. Customer care

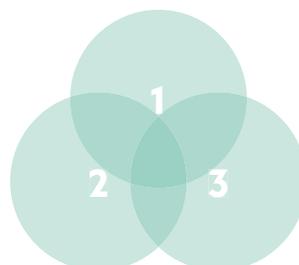
Your role is to provide timely and relevant information to customers, to ensure they have the information they need to make informed decisions about their journeys. You will assess disruptions and service changes that affect our customers and ensure your operational colleagues are kept informed and updated.

2. Communication

Good communication is absolutely fundamental to your role. You are a key link in the information chain and your responsibility is to provide accurate, timely and consistent information to other people across the network.

3. Operational excellence

Your role in providing information to staff and customers is key to reducing journey time and minimising the impact of disruptions. You are accountable for continually improving the quality and relevance of information to meet the changing needs of our customers.



How your time should be split.

1. Customer care

While you may not meet our customers face-to-face, your decisions are crucial to the quality of their journey. They rely on you to keep them informed and on the move.

Your role is to:

- Understand the information needs of your colleagues and customers.
- Proactively monitor all information sources from a customer perspective to identify how service changes or disruptions will impact customers.
- Manage the collation and distribution of real time information to colleagues and customers by efficiently utilising all information resources and available communication tools.
- Work collaboratively with the Duty Network Information Manager (DNIM) within the NOC to determine a consistent service status and to ensure that customers receive consistent network information at all times.

Line Information Specialists will also be expected to:

- Build relationships with operational colleagues to better understand their information needs.
- Keep up to date with customer research to ensure that they continually understand the customers using their line and their specific information needs.
- Provide an immediate response facility to answer queries from staff across the network.



2. Communication

Our core value is **valuing time**. Delivering prompt, accurate and timely information to your colleagues and customers is key to demonstrating this.

As a Line Information Specialist your role is to gather, prioritise and communicate information to meet the needs of your colleagues and customers.

You do this by:

- Following communication protocols at all times, making sure your message is clear, concise and understood.
- Providing regular and ad-hoc information updates to train operators on your line so that they can keep their customers informed. They rely on you for information.
- Contacting the NOC as soon as an incident on your line is affecting the service or within 5 minutes of that incident starting.
- Working collaboratively with the NOC and your service manager to agree the information actions required to keep people informed.
- Providing locally specific and relevant information to stations on your line.
- Keeping your Service Control team informed about the service status.
- Responding to information queries from all operational staff.

As a Line Information Specialist it is important that you:

- Think about who you are communicating with and make sure you tailor your messages for your audience.
- Maintain clear written records of your actions in your log book.
- Provide a detailed handover to your colleague who takes over from you.
- Are able to communicate with a wide range of people including senior managers, customers, operational colleagues and support staff.
- Are able to communicate using a wide range of information tools - these could involve recorded messages, PAs, auto phone, connect radio, written communications and face-to-face.

3. Operational excellence

The Line Information Specialist works as part of the Service Control team, monitoring the service and directing information where it is needed. A key part of the LIS role is to continually work to improve information performance on their line.

Your role is to:

1. Gather information

- Actively monitor the train and station service on your line using all available tools.
- Actively monitor the network service status using all available tools.
- Be familiar with all local information and relevant publications – know what is happening on your line and externally that may impact service.
- Actively monitor what is happening in the control room.

2. Prioritise and distribute information

- Interpret and understand the impact of service conditions on customers on the line.
- Work with your colleagues at the NOC to agree the information actions and ensure information is consistent across the network.
- Prioritise and deliver the key messages from the information gathered.
- Ensure that the information you provide meets the Service Control standards. These have been designed to ensure that your trains and stations colleagues are able to meet their own information standards.
- Maintain a written log of your actions.

3. Be an integral part of the Service Control team working to provide a world-class train service supported by world-class information

- Actively assist the service controllers with information, taking direct action that will provide faster incident response and service recovery.
- Follow communications protocols in all of your communications.
- Be proactive in identifying potential service issues and highlighting them to the service controller.
- Report and chase up any faults on information equipment within the control room as quickly as possible.

4. Improve information performance. As one of the Information Specialists for your line, you will directly impact information performance in Service Control, trains and stations. You should work collaboratively with your operational colleagues to continually improve information performance on your line

- Understand the Service Control information standards and measures and know what you need to do to meet them.
- Regularly review information performance for Service Control, stations and trains on your line and identify areas of potential improvement.
- Give and receive feedback from colleagues within the Service Control and other information providers and act on that feedback.
- Provide written performance reports as required.



What skills, knowledge and experience do you need?

- Awareness of London Underground's customers and their requirements with respect to real time information
- Understanding of the roles and needs of operational staff providing customer information
- An understanding of the operational railway, terminology and service impact of operational incidents
- Ability to interpret information from a range of sources, prioritise messages and deliver information quickly
- Ability to apply a customer perspective to all aspects of work and activities
- Understanding service control information standards and how they impact on network performance scores
- Knowledge of communications protocols and standards
- Strong communication skills, able to tailor communications to meet the needs of different internal and external customers both formally and informally
- Knowledge of line specifics to gain understanding of the impact of incidents on customers





Main working relationships

As a Line Information Specialist, you work with a wide variety of other professionals

- Service Manager
- Service Controller (signal, radio and controller functions)
- Duty Network Information Manager
- Service Operators
- Line Information Specialists on all other lines
- Train Operators
- Station Control Room Assistants
- Station Staff
- All Operational Staff
- Customers
- Infracos
- Line Management

Your working hours

Your shifts will include weekends and public holidays. It's very important that you report for work on time.

For extreme shifts, staff taxis are available.

Equality statement

Everyone who works for London Underground must be aware of and committed to the equality policy statement.

Health and safety statement

Everyone who works for London Underground must comply with the health and safety standards of London Underground.

We value time – our core value and behaviours

At London Underground we have one core value – **valuing time**. This is about valuing our customers' time (and our colleagues' time too), so that we are able to give time back to our customers and improve the quality of time they spend in our hands.

Valuing time lies at the heart of everything we do and everything we measure – it's a strong and deep-seated principle that will guide us on our journey.

Our behaviours describe how we should all work with each other throughout the Company. They support the core value – indeed their purpose is to help us in **valuing time** by ensuring speed and clarity and by helping us work more effectively.

Our behaviours are:

Active

- Deliver with speed, reward results
- Always look for better ways of doing things
- Take the initiative and make decisions
- Demonstrate resilience and determination in overcoming barriers.

Accountable

- Take personal responsibility for delivering on promises
- Provide direction and clarity about timescales and responsibilities for delivery
- Consistently role model LU behaviours
- Explain clearly what others can expect of you.

Fair and consistent

- Demonstrate integrity through fairness of decision-making
- Explain decisions openly and transparently
- Listen and seek to understand the views and needs of others
- Provide opportunities fairly for people to develop their skills.

Direct

- Resolve issues quickly and openly
- Be able to give and receive constructive feedback
- Challenge where appropriate, demanding pace and directness from others
- Provide straightforward information in language that is clear and simple.

Collaborative

- Demonstrate trust in others, drawing on their skills and experience when needed
- Share knowledge to help others make informed decisions and find solutions
- Respect the individual qualities, perspectives and time of others.

Our belief is that the way we do things is as important as what we actually do, and this is how we are measured. To sum up, by adopting these behaviours and keeping our core value at the heart of everything we do, we will deliver our vision of **a world-class Tube for a world-class city** by providing excellent customer satisfaction.



We support you all the way

To help you provide world-class customer service, LU gives you all the support you need, with training, clear, stringent procedures and standards, and full support from your manager and the rest of the team.