

Payments

OWNER: [REDACTED]

Product

Strategy deliverables - what we will do

Channel Shift [REDACTED]

Grow	Reduce	Primary lever	Measure
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Smart	Magnetic	Fares policy, rail industry liaison	% TfL journeys made using non-magnetic products increases

[REDACTED]

Secondary Themes

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



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Product

Delivery principles – how we will do it

T&D Technology Delivery Principle	Contribution
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
Start small, plan big	Our fares policies continue to nudge customers towards PAYG away from printed tickets and, through weekly capping, from season tickets.
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]



Payments

Product

Tactical Plan – Reducing Our Costs

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Magnetic Tickets
<ul style="list-style-type: none"> • Reduce the number of ticket gates which accept magnetic tickets (on-going) • Develop strategy to remove magnetic ticket products where demand is sufficiently low that they can be withdrawn by April 2022 • Encourage and support the TOCs to withdraw in-boundary magnetic Travelcard season tickets from sale by 1st April 2022

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