

# RESEARCH SUMMARY

<b>Title</b>	<b>Dial-a-Ride booking preferences</b>
<b>Objective</b>	How users and potential users of the London Dial-a-Ride scheme would react to the implementation of different booking mechanisms
<b>Date</b>	October 2009
<b>Methodology</b>	351 users and 100 non-users of the London Dial-a-Ride scheme were interviewed via telephone. Respondents were asked to rate their preference or otherwise across five individual attribute changes and four combined attribute changes to the current booking system.

## Key findings

- People react positively to changing the booking system such that it does not matter when in the day you call, you have the same chance of a successful booking.
- People also react positively to changing the booking system such that you can book any trip (including non time-critical) up to one week in advance; the current system only allows day before bookings for non time-critical trips but two weeks before for time-critical trips.
- Having to wait until later in the day to receive confirmation or refusal of bookings, as opposed to arranging trips during the initial call, is viewed negatively by all groups.
- People are generally willing to accept the disbenefit of waiting for booking confirmation or refusal in exchange for the benefit of an overall increased likelihood of having trips accepted or being able to call at any time with the same chance of a successful booking.
- There is potential confusion associated with any changes to the booking system. It is therefore important to clearly communicate with users the benefits of any new system.

**Job number:** 09003