



Customer Experience, Revenue Policy: Staff Briefing Notice **25**

Yellow/blue 11–15 Oyster photocard replacement

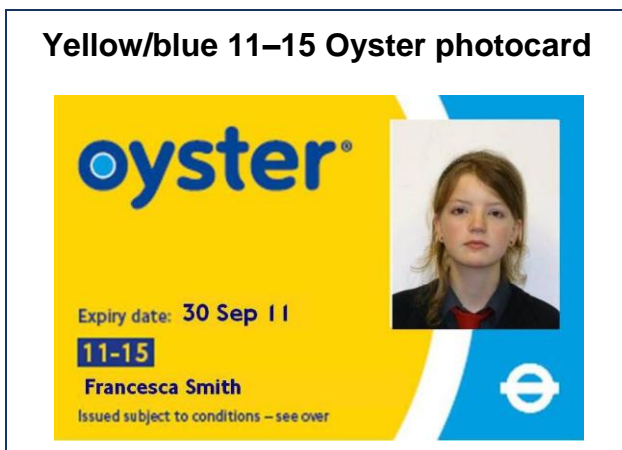
Effective:	19 March 2013 – 31 July 2013
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TfL is withdrawing all remaining yellow/blue Oyster photocards, as having these and Zip photocards in circulation is confusing for both customers and operational staff.

From 19 March 2013 to 31 July 2013, parents or guardians of yellow/blue 11–15 Oyster photocard holders will be able to apply for a free replacement 11–15 Zip Oyster photocard (green and blue).

Card Images

Yellow/blue 11–15 Oyster photocard



Green/blue 11–15 Zip Oyster photocard



Background

- Yellow/blue Oyster photocards were issued from September 2007 until October 2008. Since October 2008, Zip branded Oyster photocards have been issued
- There are currently nearly 25,000 Yellow/blue 11–15 Oyster photocards in circulation. Yellow/blue 5–10 Oyster photocards were withdrawn in late 2009
- Yellow/blue Oyster photocards that are reported as lost, stolen, damaged or failed are replaced with an equivalent Zip Oyster photocard

Replacement Process

- From 19 March 2013 to 31 July 2013, parents/guardians should apply for a replacement 11-15 Zip Oyster photocard

- Parents/guardians should create a web account at: www.tfl.gov.uk/photocard to apply for a replacement Zip Oyster photocard. If they experience any difficulties, they can call 0845 331 9872 (08:00–20:00 Monday–Sunday)
- All yellow/blue 11-15 Oyster photocards will be replaced for free as all of these photocards are over 2 years old
- Any remaining cards that have not been replaced by 31 July 2013 will be hotlisted a week later with the reason “Yellow card Swap”
 - If a customer contacts TfL after a card has been hotlisted contact centre advisers can advise them about the replacement exercise and facilitate a free replacement
 - All yellow/blue Oyster photocard InNovator accounts will be flagged so an agent will know if there is a yellow/blue card to replace when a customer calls
 - Any fares paid while waiting for a replacement card will not be refunded

Application Process

- Applications must be made online at www.tfl.gov.uk/photocard
- Before parents/guardians can apply for a replacement Oyster photocard, they must first create a web account if they do not have one already
- Web account functionality has been improved and now allows customers to:
 - Track applications
 - Report an Oyster photocard lost, stolen or damaged without ordering a replacement
 - Report an Oyster photocards lost, stolen or damaged and order a replacement immediately
 - Report an Oyster photocard lost, stolen or damaged and order a replacement at a later date
 - Make future applications for their child or children which is faster than using a paper application form
 - Keep details up to date
- To create a web account, parents/guardians need to provide:
 - A valid, active email address
 - Their name, date of birth and contact details
- To apply for a replacement Zip Oyster photocard, parents/guardians will need to provide:
 - The existing yellow/blue 11-15 Oyster photocard number
 - A colour digital photo (optional – only if they wish to update)
- Parents/guardians details and child details will be verified against the details on record. This is a security measure to ensure:
 - We keep the child’s details safe
 - The parent/guardian proves their relationship to the child they are applying for
- If a customer experiences any difficulties, they can call 0845 331 9872 (08:00–20:00 Monday–Sunday)
- There is no option to apply using a paper application form

- As these Oyster photocards belong to children who have already proved their eligibility, there will be no need to provide further verification

Communication & Awareness

- All customer communications advise that yellow/blue 11-15 Oyster photocards are being withdrawn and parents/guardians must apply online for a free replacement between 19 March 2013 and 31 July 2013
- Telephone number (0845 331 9872) is provided on all communications, but we are promoting online / encouraging the use of web accounts
- We have used a variety of communication channels to ensure that we get our call to action message to customers in as many ways as possible to maximise take up. These are as follows:
 - **Schools News Letter** (January 2013)
 - **Web Messaging** (March 2013)
 - **Correspondence with parents/guardians:**
 - **Call to action emails or letters** (March–April 2013)
 - **Reminder call to action emails or letters** (May 2013)
 - **Metro editorials** (April & May 2013)
 - **Metro advertisements** (April & June 2013)
 - **IVR Messaging** (Throughout & updated if deadline extended)
 - **InNovator Record Flags** indicating yellow/blue 11-15 Oyster photocard to replace if customer calls (Throughout and after)
 - **Social Media Messaging** (Throughout)

If you have any questions, comments or suggestions concerning this briefing please email marcocorreia@tfl.gov.uk