

# TFI Live+ Leap Forward, Reap Rewards



## Problem statement

The NTA reports a 91% customer satisfaction rate for Dublin Bus, but our primary research shows 92% of users reporting negative experiences driven by unreliable services & inaccurate real-time information, leading to eroded trust and reduced public transport uptake.

## Goal statement

The goal is to improve Dublin Bus customer satisfaction levels. We aim to reach 80% satisfaction levels by establishing a more accurate, real-time, & customer-centred data collection approach that better reflects lived passenger experiences, rebuilds trust, and supports continuous service improvement.

## The Solution - How TFI Live+ Works

TFI Live+, an app-integrated loyalty programme that encourages passengers to provide real-time feedback in exchange for rewards, enabling TFI to gather actionable data, improve service responsiveness & foster a collaborative, customer-focused public transport system.