



Fiscal 2007 Proposed Budget
Customer Communications, Marketing and Sales

Budget Committee
January 26, 2006



Mission Statement

- Provide customers with quality information, meaningful marketing communications and responsive services that will attract and expand ridership within available capacity
- Listen to customer comments and opinions and respond in a timely, professional manner
- Represent customers' points of view in the Authority's decision-making process



191 budgeted positions for CCMS



FY2007 Proposed Budget – Customer Communications, Marketing and Sales

Operating Expense: (\$ in 000)

	FY2006	FY2007	Change	
Labor	\$ 10,224	\$ 10,375	\$ 151	
Fringes	3,174	3,374	200	
Services	5,351	4,395	(956)	
Materials	1,611	1,522	(89)	
Other	(111)	(51)	60	
Total	\$ 20,249	\$ 19,614	\$ (635)	-3.1%

	FY2006	FY2007	Change	
Capital Expense	\$ 126	\$ 130	\$ 4	2.8%

	Change From	
	FY2007	FY2006
Budgeted Positions	191	0

Major changes

Budget reduced by \$900 thousand for one-time costs in FY2006:

- \$200 thousand to install voice-activated Metro “switchboard” and to re-engineer call processing
- \$200 thousand to provide 24-hour, voice-activated trip planning capability in Spanish
- \$500 thousand for new fare signs on fare vending machines throughout Metrorail

Objectives

- Provide travel information
- Grow ridership and revenues
- Support WMATA efficiency and cost savings
- Obtain customer feedback
- Provide improved customer services





Objective: Provide travel information

Performance Measure	FY2005 Actual	FY 2006 Target	FY2007 Target
Internet web page views (excluding Trip Planner)	222,648 average daily	315,313 average daily	407,978 average daily
Itineraries generated by web-based Trip Planner	25,725 average daily	32,749 average daily	39,773 average daily
Customer information calls handled by agents or IVR	2.75 million per year	2.72 million per year	2.70 million per year
Customer information call capture rate for agents	91%	92%	93%



Objective: Provide travel information – cont.

FY 2005 Improvements	Date Implemented
Spanish IVR and Spanish-speaking agents	July 2004
Restructured web site	October 2004
Voice-enabled, scheduled “next bus” info on IVR	March 2005

FY 2006 Improvements	Date Implemented/Planned
Rail system shown on Google street maps	July 2005
Variable walking distances from bus stop or rail station on Trip Planner	March 2006
Walking maps added to the Trip Planner	March 2006
New fare charts on fare vendor machines	April 2006
Trip planning in Spanish available 24/7 by phone	May 2006

FY2007 improvements are proposed to be funded from enhanced advertising initiatives and ATM fees



Objective: Grow ridership and revenues

Performance Measure	FY2005 Actual	FY 2006 Target	FY2007 Target
Individuals in employer transit benefit programs	229,800 in June 2005	245,000 in June 2006	250,000 in June 2007
Advertising revenue (guaranteed contract)	\$29 million	\$30 million	\$33 million
Supplemental revenues from enhanced ad initiatives	\$0.1 million	\$1.3 million	\$2.0 million



Objective: Support WMATA efficiency and cost savings

Performance Measure	FY2005 Actual	FY 2006 Target	FY2007 Target
Portion of individuals in transit benefit programs receiving SmartBenefits®	19% in June 2005	22% in June 2006	25% in June 2007
Customer assistance call capture rate for agents	74%	78%	83%
Customer assistance: Average speed for agents to answer calls	3.39 minutes	3.22 minutes	2.75 minutes



Objective: Obtain customer feedback

Performance Measure	FY2005 Actual	FY 2006 Target	FY2007 Target
Customer assistance contacts to agents by phone or e-mail	64,282	64,493*	67,693
Number of public forums	2 forums	4 forums	4 forums
Customer satisfaction measurement survey	4 quarterly reports	4 quarterly reports	4 quarterly reports

* Reflects one-time adjustment for contacts handled by Rail Line Managers



Objective: Provide improved customer services

FY 2005 Improvements	Date Implemented
On-line chats	December 2004
Audiocasts of Board meetings	June 2005
New service at sales offices to process customer requests related to defective, damaged, lost or stolen SmarTrip® cards	June 2005



Objective: Provide improved customer services – continued

FY 2006 Improvements	Date Implemented/Planned
WMATA records on web for public review	July 2005
Automatic updates of WMATA information on other web sites (through RSS feeds)	July 2005
New telephone business standards	January 2006
Customer assistance improved through web-based complaint handling system	February 2006
Quality control for customer information and assistance agents by call monitoring software	March 2006
Quality assurance team to oversee telephone, e-mail and written responses to customers	March 2006
Automated routing for main switchboard	May 2006

FY2007 improvements are proposed to be funded from enhanced Advertising initiatives and ATM fees

Strategies for FY2007

- Continue to improve customer communications in concert with the Authority’s “back to basics”
- Fully deploy and maximize new technology and quality assurance standards to assist in servicing increase in customer contacts
- Strategically invest non-passenger revenues in a new generation of Metro customer communications and services





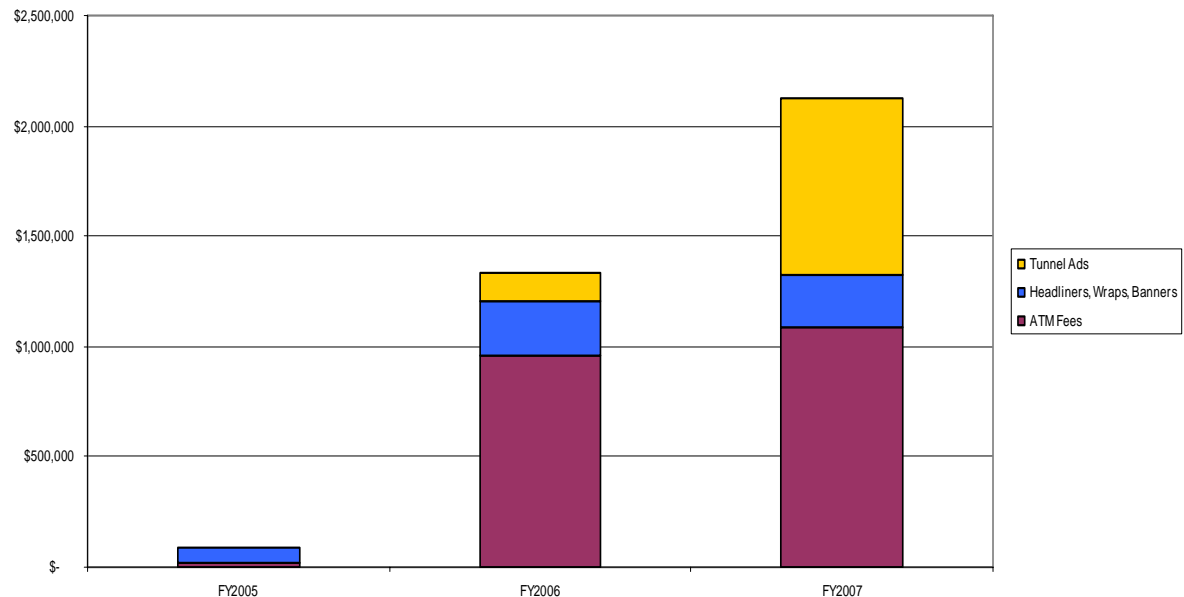
Revenues are growing from enhanced advertising initiatives including ATM fees

Enhanced ad and ATM revenues began during FY2005

First full-year ATM revenues will be received in FY2006

Tunnel ad revenues are projected to begin in spring 2006, and FY2007 will be the first full year

Supplemental Revenues by Fiscal Year





Proposed investment of \$2 million of non-passenger revenues in FY2007

- New Sales and Service Center at L'Enfant Plaza station to meet growing customer demand for SmarTrip®-related services ... \$0.4M
 - Trip Planner enhancements to provide other vital information, such as service delays, elevator/escalator outages, emergencies..... \$0.2M
 - Pilot project of electronic signs in unpaid area at two rail stations to provide real-time information about service status before customers purchase fare or enter faregate \$0.2M
 - Upgrade station signage at next major transfer station like new standards at Gallery Place-Chinatown station \$0.9M
 - Purchase more bomb-resistant trash cans for customer areas in rail stations \$0.3M
- Total\$2.0M



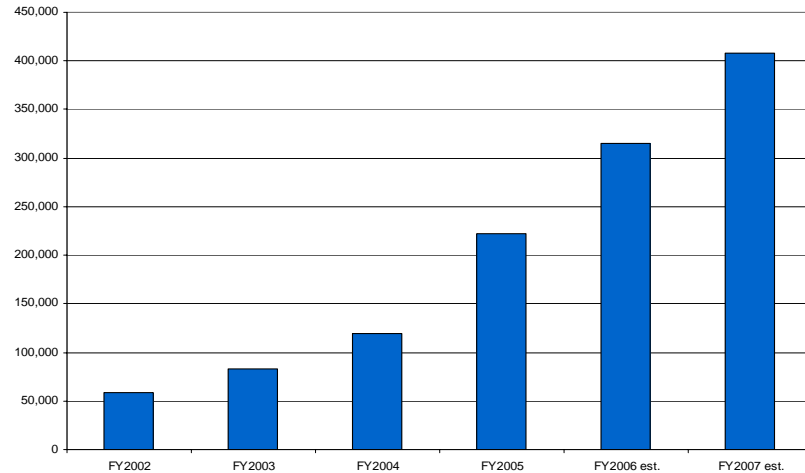
Appendix



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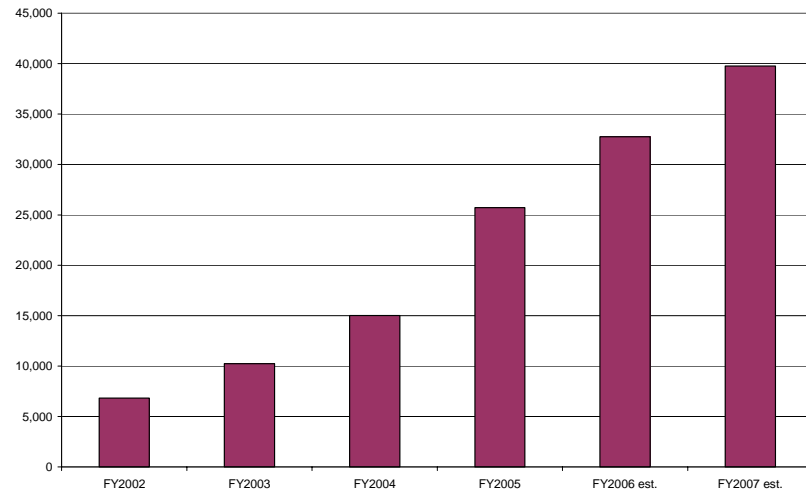
Metro Web site visits increased every year and burgeoning ridership will continue this trend

Internet Web Page Views (Excluding Trip Planner) – Average Daily Number



New web Trip Planner features and ridership growth will fuel demand for more itineraries

Itineraries Generated by Web-Based Trip Planner – Average Daily Number

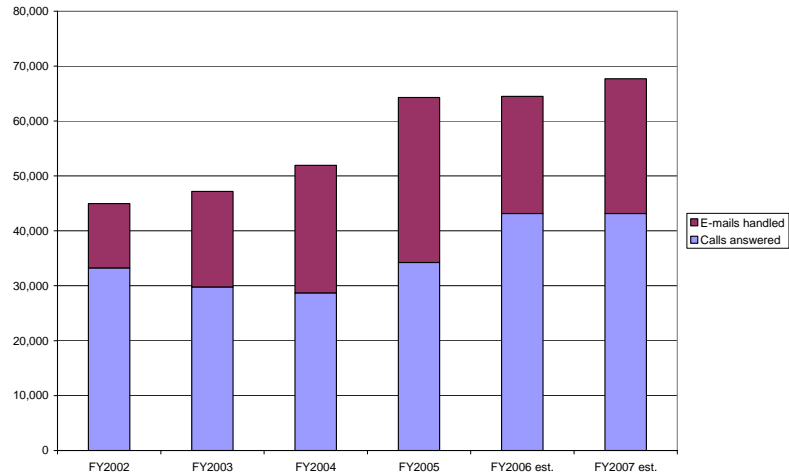




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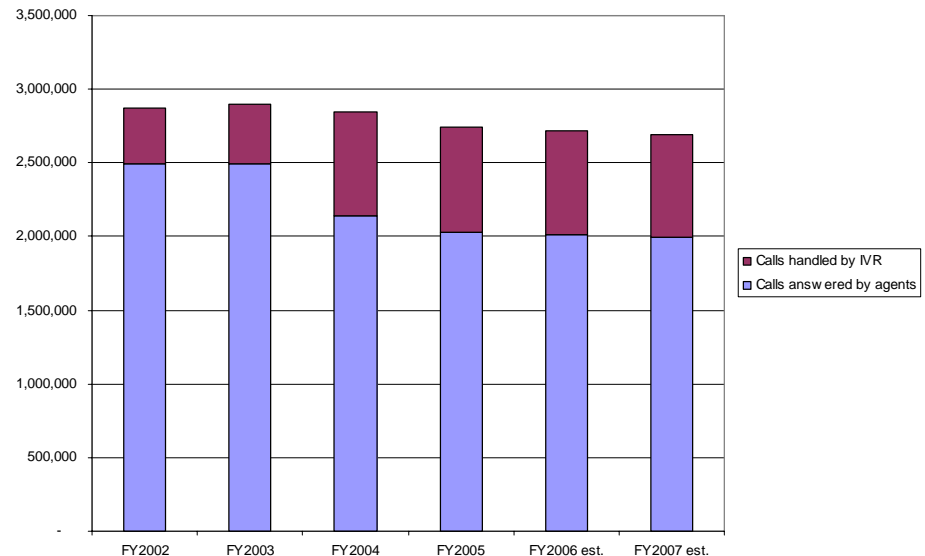
Agents will answer more calls in FY2006, and contacts will trend upward in FY2007

Customer Assistance -- Number of Contacts by Fiscal Year



Information calls are projected to level off as customers get more online information

Customer Information -- Number of Contacts by Fiscal Year





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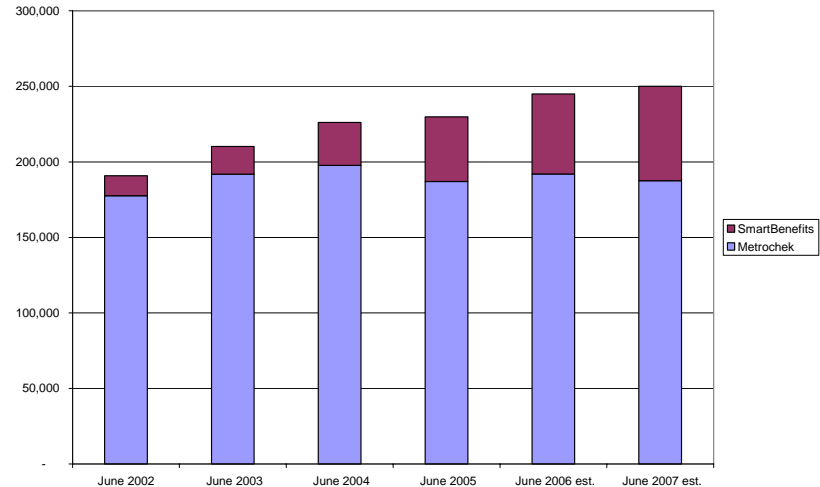
Participation in Transit Benefits Program is projected to increase to 250,000 individuals

- Goal for 25% to receive SmartBenefits® by June 2007

Growing SmarTrip® use creates need for services within easy reach of customers

- Metro Center Sales Office provides customer services for defective, damaged, lost or stolen SmarTrip® cards
- Demand for these services will grow as more cards are in circulation

Number of Individuals Participating in Employer Transit Benefit Programs



Defective, Damaged, Lost or Stolen SmarTrip Cards Reported to Metro Center Sales Office

