

To: RAC
From: Barbara Hermanson, Operations and Communications Committee
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Subj: Preliminary report on Customer Comments initiative

Introduction The Operations and Communications Committee has undertaken an initiative suggested by Chairman Downs to understand more about the customer comment process. This is recap of our progress so far and our plan for going forward.

Presentation Brett Tyler and Jeremy Franklin from the Customer Relations Department attended our May committee meeting, where they presented information about their operation and the customer comments that come in via phone and the online form. It was a friendly and informative exchange between the two of them, our committee and several members of the public. Subjects presented:

- The Customer Relations staffing, hours, contact methods
- The customer contact process
- 1st quarter breakdown on the nature of calls (service vs employee complaints & commendations, etc.)
- Service level trend for the fall and winter quarters

Some of the data surprised us:

- 2/3 of the contacts are by phone
- The team goes to extraordinary lengths to get employee-specific feedback to the employees and their managers.
- Station managers have no process for recording and forwarding verbal complaints from customers, although some may hand the customers a comment form to complete.

Some of the data did not surprise us:

- Service complaints were by far the most common category.
- The most common complaints are about late buses, blue line waits, and Access routes.

Next Steps At the meeting, we identified several next steps:

- assemble the feedback from our committee members
- report back to the full RAC, for their info and feedback
- request additional data available from the Customer Relations team
- develop some recommendations from all of the above

Recommendations Some very preliminary recommendations that surfaced:

- identify what data might be beneficial to the RAC and the riding public on a regular basis
- update the comment form to make it easier to provide feedback
- consider expanding customer support hours beyond 8-5 Mon-Fri
- tap into the feedback given to stations managers
- support their initiative to incorporate social media into their processes