



Customer Experience Technology Improvements

June 2015 - Quarterly Status

Doug Anderson
Executive Management Committee
June 18, 2015

Background – Board Motions

Garcetti/Dupont-Walker Motion (*July 2013*)

- *Transit Customer-Oriented, Technology, Enhancements & Innovations*

Knabe Motion (*December 2013*)

- *Innovative Ways to Improve Customer Access to the Metro Bus and Rail System*

Garcetti/Knabe Motion (*March 2014*)

- *Customer Experience Technology, Enhancements & Innovations*

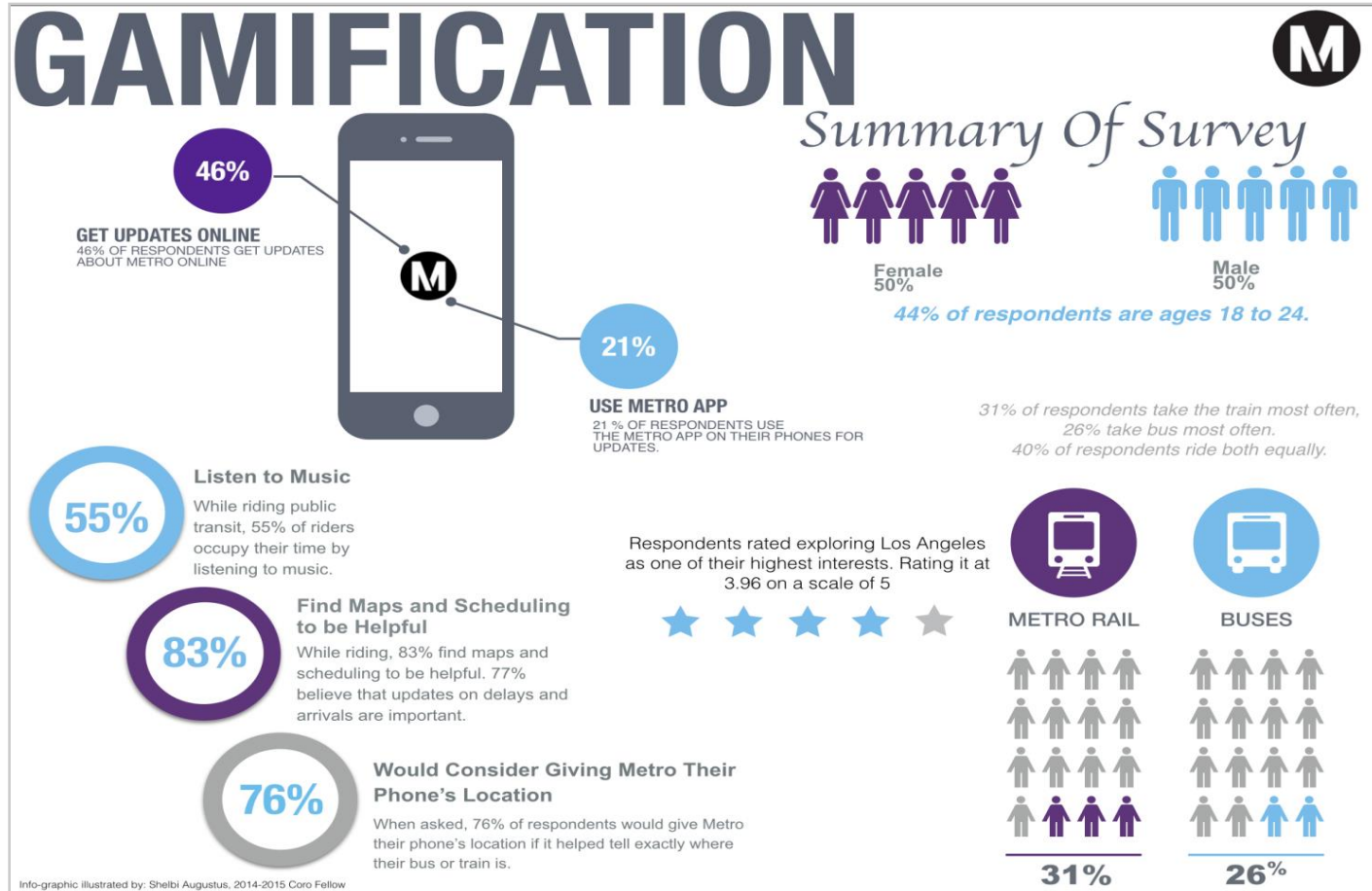
Garcetti Motion (*July 2014*)

- *Customer Service Base Technology Prioritization*

Progress - Customer Focused

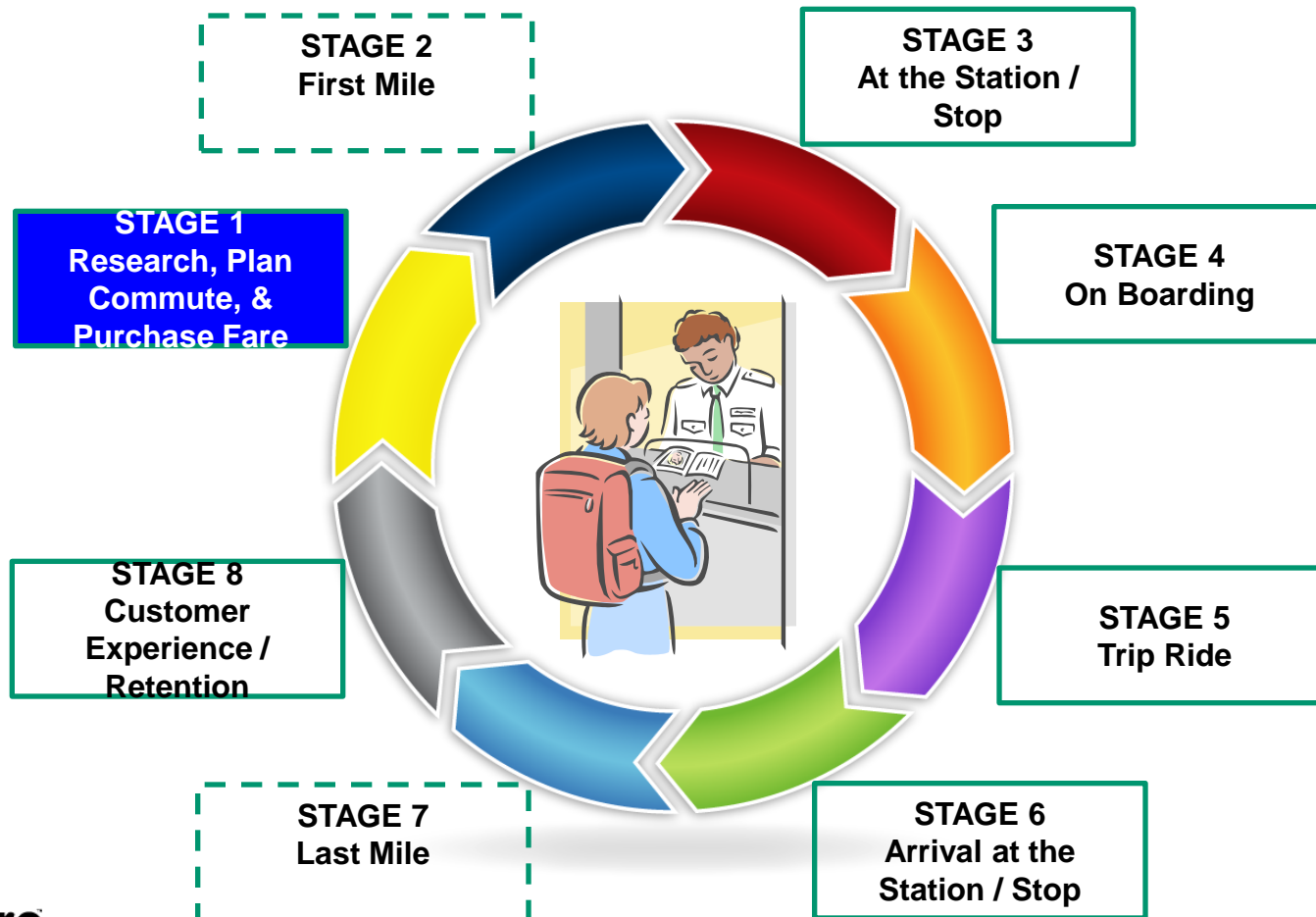
Activities

1 - Metro Gamification Study – *Completed*



Progress - Customer Focused Activities

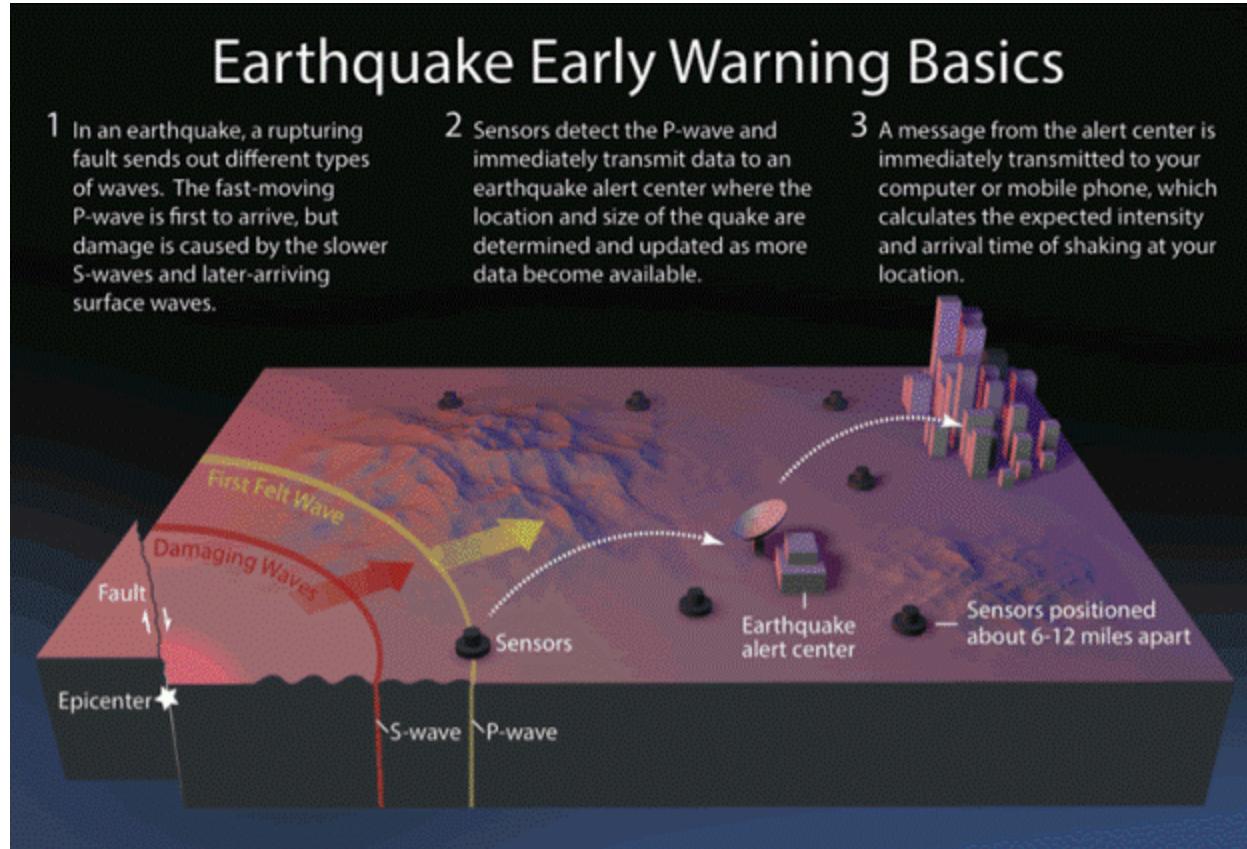
2 - Customer Oriented Technology Based Investment Strategy *Completed*



Progress - Customer Focused

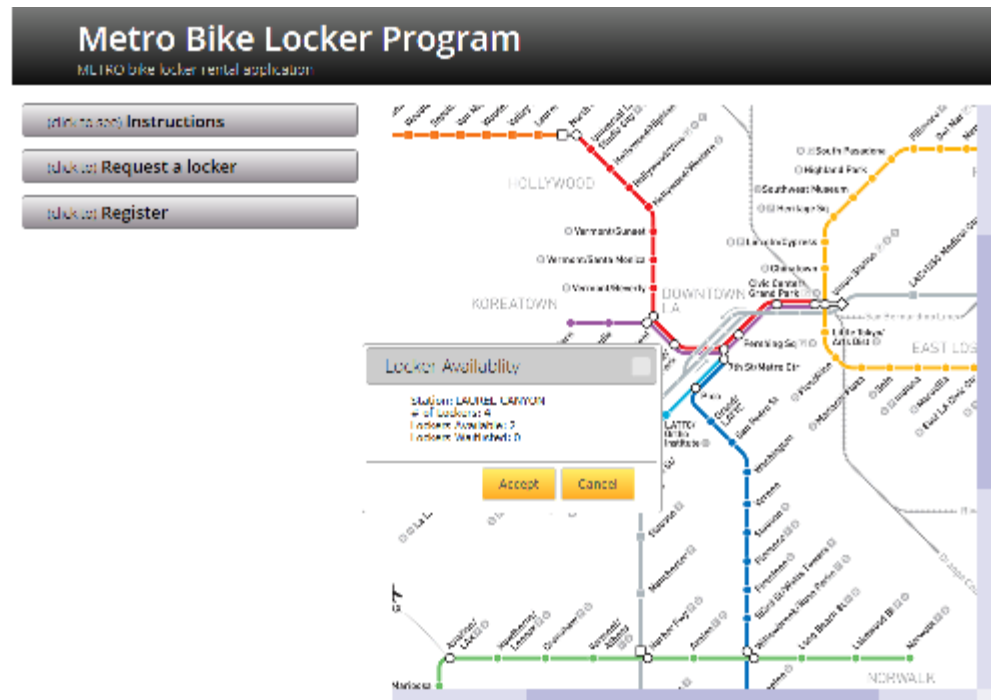
Activities

3 - ShakeAlert Earthquake Early Warning System *In progress*



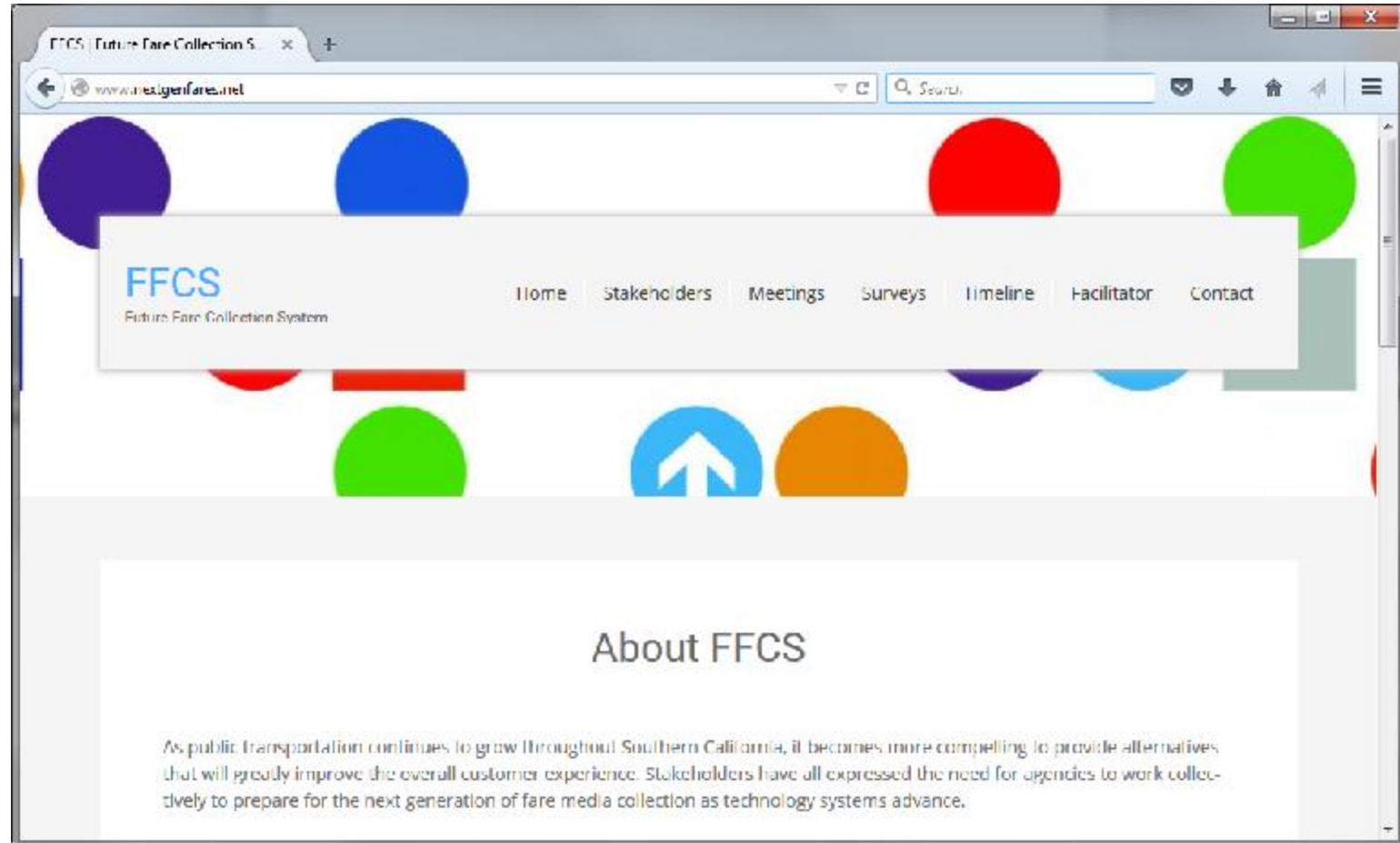
Progress - Customer Focused Activities

4 - Insource and Automate Bike Locker Rental Program *In progress*



Progress – Customer Focused Activities

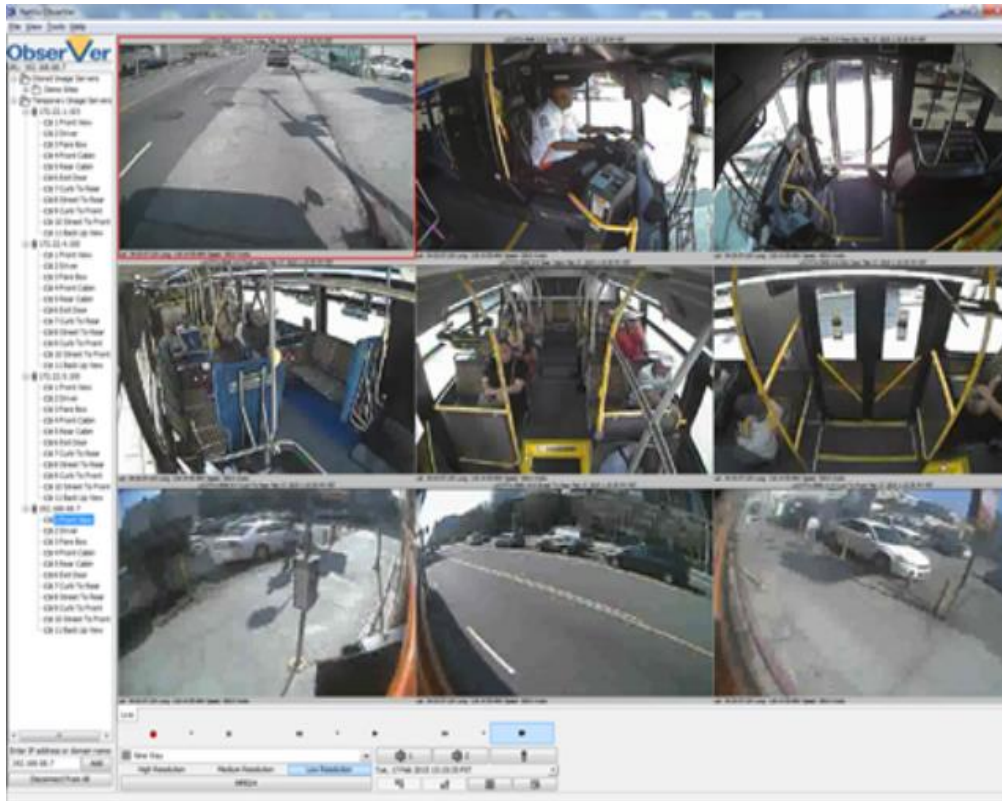
5 - New TAP Collaborative Website - *Completed*

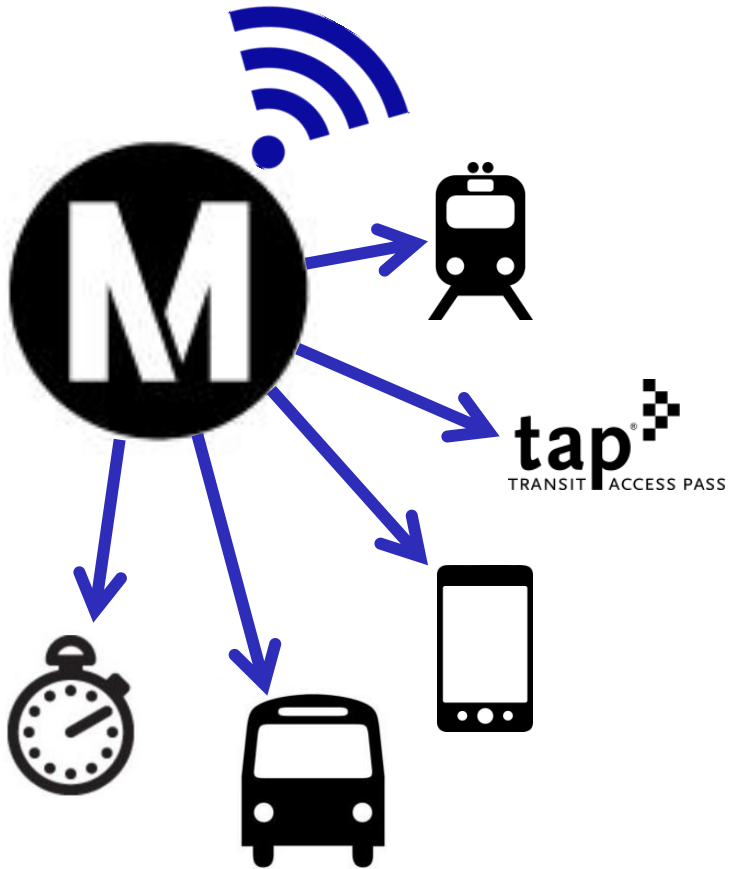


Metro

Progress: Customer Focused Activities

6 - Metro WiFi Efforts and Participation in CityLinkLA project *in progress*





Thank you