



# Customer Experience Plan 2020

*Operations, Safety, and Customer Experience Committee  
November 19, 2020*



**Metro**



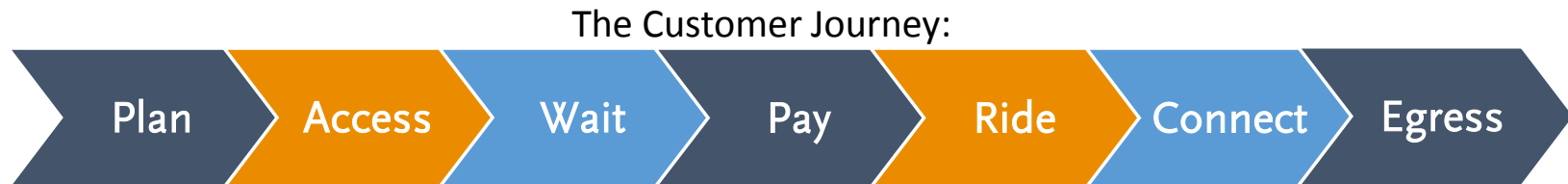
# Customer Experience Plan Background

Metro's Customer Experience (CX) Plan flows from:

- Vision 2028 Strategic Plan
- Board Motion 38.1

# Customer Experience Definition

Customer Experience is the sum total of the experiences our customers have at every stage of their journey. The goal is to minimize pain points, maximize smooth, uneventful experiences, and find opportunities for occasional surprise and delight.



# Customer Experience Vision

Our goal is to always put you first — your safety, your time, your comfort, and your peace of mind – when we connect you to people and places that matter to you.



# Areas For Improvement

1. Metro Bus reliability
2. Accuracy of real time info
3. Metro Bus frequency
4. Bus stops
5. Ease of payment
6. Speed
7. Crowding
8. Personal security
9. Homelessness
10. Cleanliness





# Near Term Pilot Programs (subject to funding)

- 1. Metro Bus Reliability:** Help bus riders delayed by a missed run or pass-up by quickly offering them free ridehail service.
- 2. Homelessness:** Deploy unarmed security ambassadors at terminus stations to intercede with people who are experiencing homelessness on Metro and get them the help they need. Also:
  - cost effective expansion of homeless outreach teams including on-call nursing, mental health and addiction services
  - temporary short-term shelter until more housing is available from local and regional partners
  - Regular, statistically valid counts to evaluate results.

# Near Term Pilot Programs (continued)

- 3. Security:** Flexibly dispatch homeless outreach, mental health workers, unarmed security ambassadors, or law enforcement as the situation demands.
- 4. Cleanliness:** Test elevator attendants to deter crime, urination, defecation, and drug use, and make elevators safe and pleasant for seniors, people with disabilities, travelers with luggage, and others.
- 5. Bus Stops:** Test low-cost seating, possibly cooling, lighting, real time information, and wayfinding for people who are blind or low vision.

# Other Highlights (subject to funding)

- A. Metro Bus Reliability:** Refine staffing plans to avoid missed runs, and consider fast-track hiring for licensed commercial drivers
- B. Real Time Information:** Feed data from improved prediction engine to apps to accurately predict Metro ETA's, and replace 18-year-old ATMS system
- C. Speed:** More bus-only lanes and rail/bus signal priority
- D. Cleanliness:** Resume funding for vinyl seats
- E. Security:** Resume funding for Call Points



# Customer Experience Improvement Menu

25 items on the menu totaling:

FY21 midyr	FY22	FY23	FY24
\$ 5.6 million	\$ 170.0 million	\$ 344.7 million	\$ 272.4 million

Note that Metro's FY21 budget is 16.5% less than the prior year due to the pandemic. Funding these customer experience improvements will depend on how quickly the pandemic ends and the economy rebounds.

# Future Customer Experience Plans

1. Journey mapping and equity
2. Organizational culture and values
3. Surprise and delight
4. Out-of-town visitors





**Thank You**