

# 2023 Customer Experience Plan

OPERATIONS, SAFETY, & CUSTOMER EXPERIENCE COMMITTEE MEETING  
OCTOBER 2023



# Customer Experience (CX) Plan Background

An Annual Customer Experience (CX) Plan is required by Board Motion 38.1 (2018).

## CX History

- April 2020 – CX Team under OCEO established
- December 2020 – First CX Plan
- April 2022 – Second CX Plan
- July 2022 – CX Department established
- **September 2023 – Third CX Plan**





# 2023 CX Plan Overview

## Our Customer Promise

We want to be your ride and we know we need to earn it. We promise to listen to you, learn from you, and improve for you.



## We need to *make it...*



Safe

provide customers with secure, safe, and uneventful trips.



Clean

maintain a clean environment for customers.



Comfortable

enhance customer enjoyment of riding the system.



Reliable

get customers where they want to go quickly and reliably.



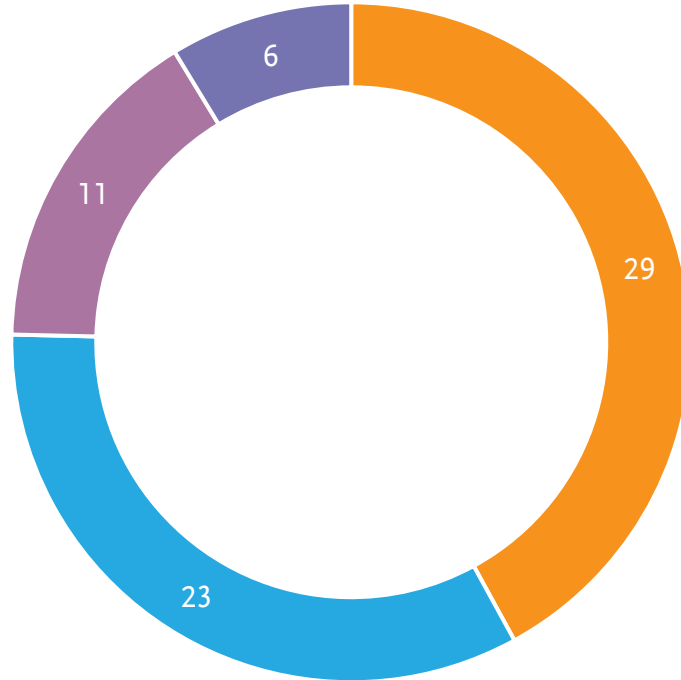
Easy

provide customers with simple, accurate, and timely information.

# 2022 CX Action Item Progress

## 2022 CX Action Item

■ Completed ■ In Progress ■ Behind Schedule/Revised ■ Removed



While we do our best to be inclusive to identify actions we can take to address customer needs, often new issues and/or ideas come along throughout the year that we choose to implement in addition to the documented CX Action Items.

That was particularly true in 2022/2023 regarding enhanced safety efforts:

- Westlake/MacArthur Park Station Safety and CX Improvements
- Drug-Free Metro Campaign
- Study of in-house transit public safety department
- Enhanced strategic deployment of security and law enforcement resources
- Use of community intervention specialists alongside street teams to support the Transit Ambassador program

# CX Accomplishments Since 2020

Over 120 CX Action Items have been monitored, with over 50 CX Action Items being completed in the last three year.

Many of these action items focused on recovering and improving through COVID as well as establishing internal practices that put customers first.

- **2020/2021 CX Plan** – 69 CX Action Items published; 36 completed
- **2022 CX Plan** – 55 CX Action Items published + 14 added/continued to track; 29 completed

## Successes:

- **Safe**
  - Multi-layered approach to safety
  - Call Point Security Box prototyping and installation
  - Transit Watch App marketing
  - Operator Safety Task Force
  - Launched Transit Ambassador Pilot Program.
- **Clean**
  - 10 auto-scrubbers assigned to hotspot stations
  - Vinyl seat transition
- **Comfortable**
  - Better Bus Program initiatives
  - Solar-powered bus stop light test
- **Easy**
  - Real-time service cancellation alerts
  - LIFE program enhancements
  - Tactile guidance paths at new rail stations
- **Reliable**
  - Restored bus service to pre-COVID levels
  - Bus Operator Hiring task force

# 2023 CX Plan – CX Action Items

There are **56** CX Action Items presented in the Plan selected to address and improve areas of customer frustration.

Twenty-four (24) of these Action Items are carried over from the 2022 CX Plan, while the other 32 are new initiatives.

## 2023 Action Items Summary



Safe



Clean







Comfortable



Reliable



Easy

2023 Action Items	17 Action Items	10 Action Items	5 Action Items	7 Action Items	17 Action Items
<b>8</b>  <i>Customer Research and Insights</i>	2		1		5
<b>14</b>  <i>Physical/Capital Improvements</i>	4	3	1	4	2
<b>23</b>  <i>Operational/Policy Improvements</i>	5	6	1	3	8
<b>11</b>  <i>Communication, Education and Training Programs</i>	6	1	2		2

# Looking Ahead

## We're Listening & Learning

- Implement quarterly CX Rider Surveys
- Develop regular internal reporting of social media and customer feedback

## We're Improving

- Advance CX Action Items
- Monitor listening channels to adjust or add action items, as needed
- Develop CX Hub website







# Thank You!

[Metro.net/CXPlan](https://metro.net/CXPlan)