Customer Service & Experience Plan
Response to Motion 38.1

Operations, Safety, and Customer Experience Committee
February 21, 2019

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Background

The Metro Board approved the Motion 38.1 on June 21, 2018, requesting staff to:

A. Rename the committee to the Operations, Safety, and Customer Experience Committee

B. Endorse speed, frequency, and reliability as highest priority service parameters for NextGen

C. Develop customer experience key performance indicators (KPIs)

D. Develop an Annual Customer Service & Experience Plan

Metro Vision 2028

Metro Vision 2028 Initiative 2.3 commits to:

- Develop a unifying vision and strategy for enhancing the customer experience

- Improve customer journey and touch points

- Use data analytics to benchmark and measure system performance for customer satisfaction

The response to Motion 38.1 is directly aligned with this commitment.

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Customer Service & Experience Plan

The Customer Service & Experience Plan will address:

- Key performance indicators (KPIs)
- Status of Customer Service & Experience Projects
- Transit Service Marketing & Communications
- Customer Experience Culture

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Customer Service & Experience Plan

Key Performance Indicator Categories

- Convenience

- Ease of Use

- Comfort

- Safety/Security

- Customer Care

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Customer Service & Experience Plan

Customer Service & Experience Projects

- Progress Report on Metro Ridership Initiatives

Transit Service Marketing & Communications

- Improve customer communications on topics that make customers' trips easier
- Identify new ways to engage customers

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Customer Service & Experience Plan

Customer Experience Culture

- Training to cultivate the Customer Experience Culture
  - Role mapping
- Staff Resources
  - Customer Experience Strategist
  - Oversee Plan elements
  - Report to Office of the CEO

Please note:

- The Customer Service & Experience Plan is part of a continuous improvement process; it is a work in progress
- This report is a starting point for a comprehensive and impactful customer experience strategy, as promised in Vision 2028

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Next Steps

Staff will provide an update in Q4 FY19 with more detail on:

- Performance metrics

- Resources

- Status updates for customer experience initiatives

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Thank You

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