

Constituent and Customer Service – 2024 Annual Report



2024



CUSTOMER COMMENTS



CINDY MEDFORD
MANAGER OF CUSTOMER SERVICE



Customer Comments



The UTA Customer Service Department is the primary resource for customers to register their questions or concerns.

The department invites, monitors, documents, investigates, and resolves feedback from UTA customers throughout UTA's service district.

23,189 comments received

Comment Source

▶ Phone	16,595
▶ Email/Web	5,866
▶ Social	117
▶ Walk-In	512
▶ Letter	99

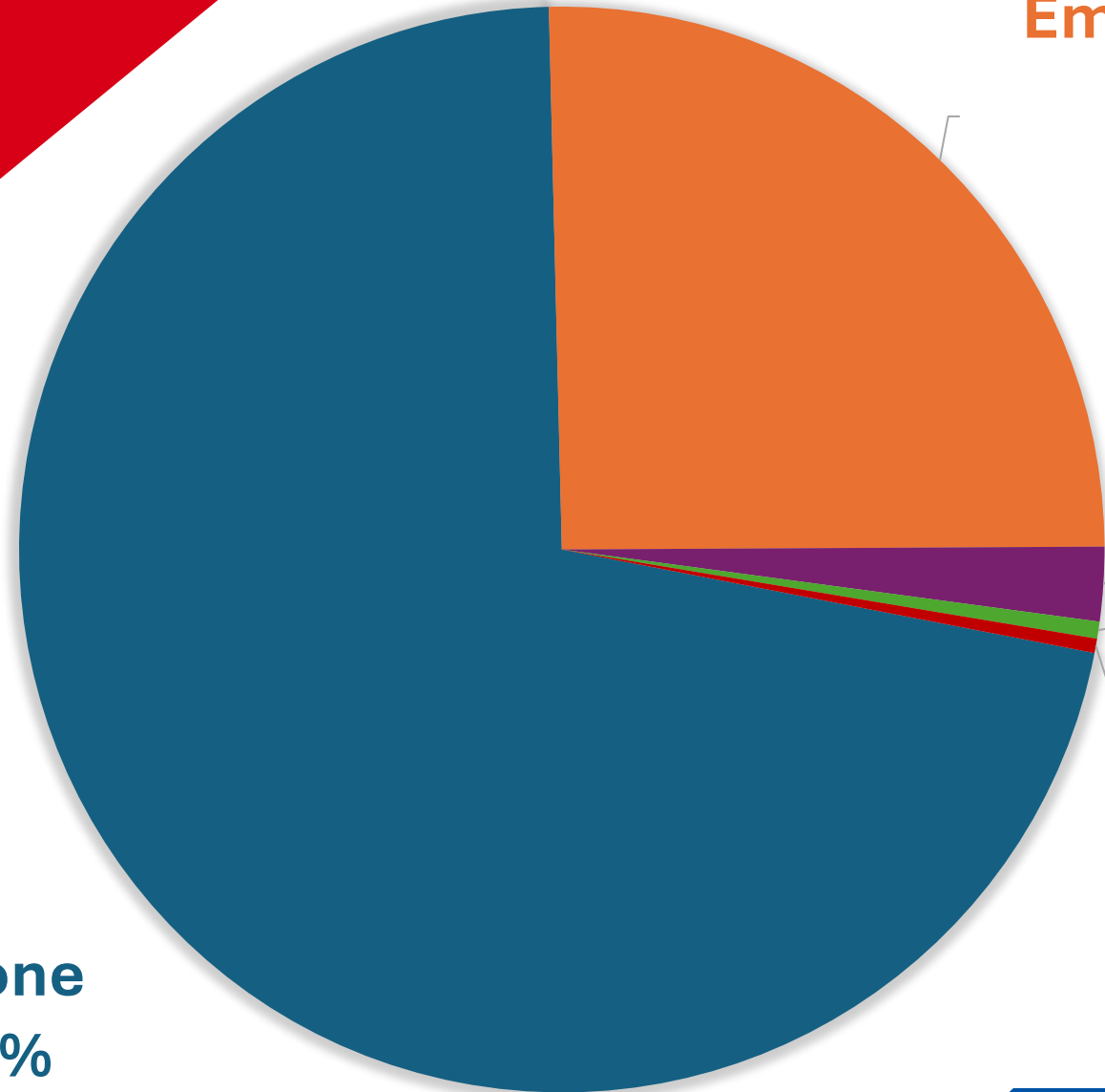
Phone
72%

Email/Web
25%

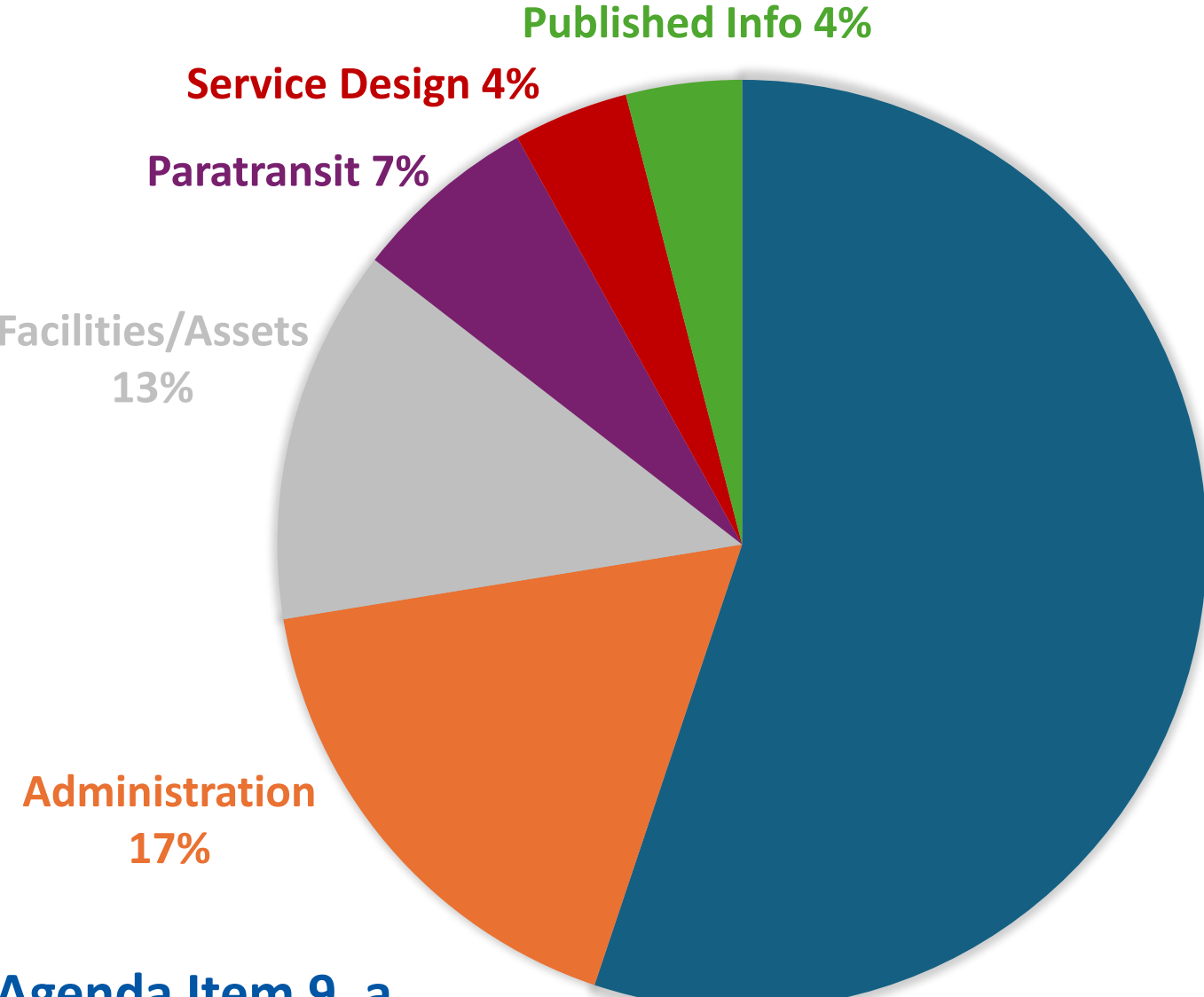
Walk-In
2%







Social
1%

Letter
0%

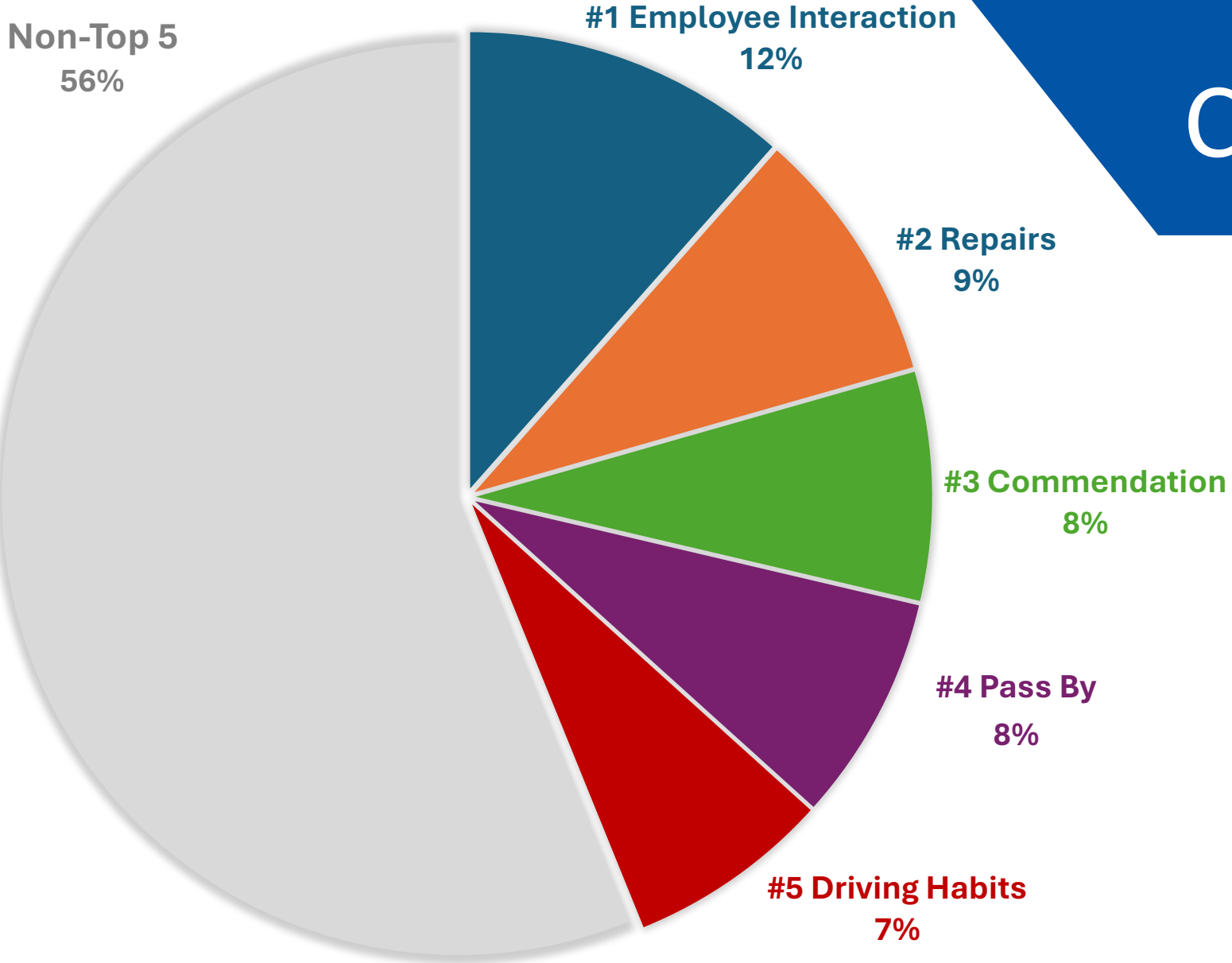


Comment Categories



 Rider Experience	12,767
 Administration	4,001
 Facilities/Assets	3,025
 Paratransit	1,499
 Service Design	928
 Published Info	932

Top Five Comment Types






▶ Employee Interaction	2,674
▶ Repairs	2,099
▶ Commendation	1,875
▶ Pass By	1,859
▶ Driving Habits	1,665

Award: Transit app

BEST CUSTOMER SERVICE

Riders most likely to say
they were very satisfied with resolution of issue



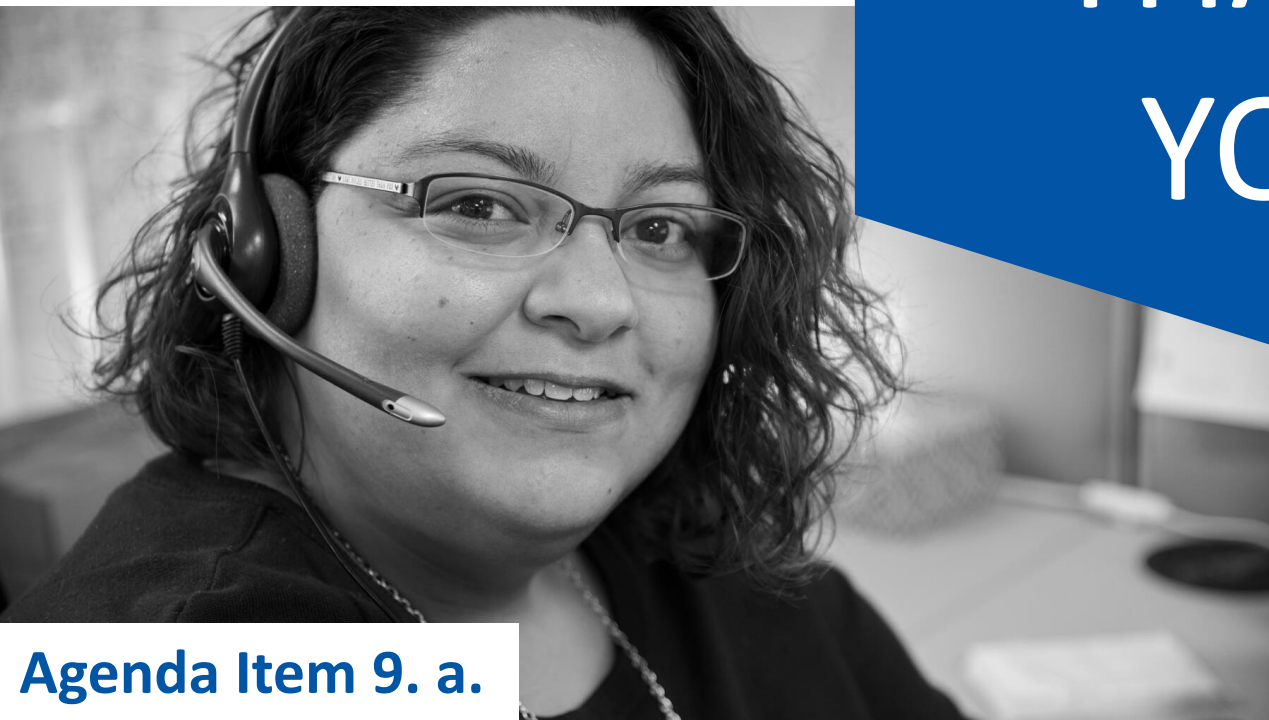
1st		TRIMET Portland, OR
2nd		UTA Salt Lake City, UT
3rd		OC Bus Orange County, CA
Most improved	N/A	It's the first year we asked this question!

Conclusion

The UTA Customer Service Department plays a crucial role in helping UTA exceed customer expectations by handing over 23,000 comments in 2024. The department's commitment to timely response and resolution ensures that UTA maintains high standards of service. By categorizing the feedback, addressing complaints, and recognizing commendations, UTA continues to improve and adapt its services to meet the needs of its constituents. Through ongoing efforts to resolve issues and recognize outstanding customer service, UTA remains focused on its mission of We Move You



UTA 
**THANK
YOU**



Agenda Item 9. a.