

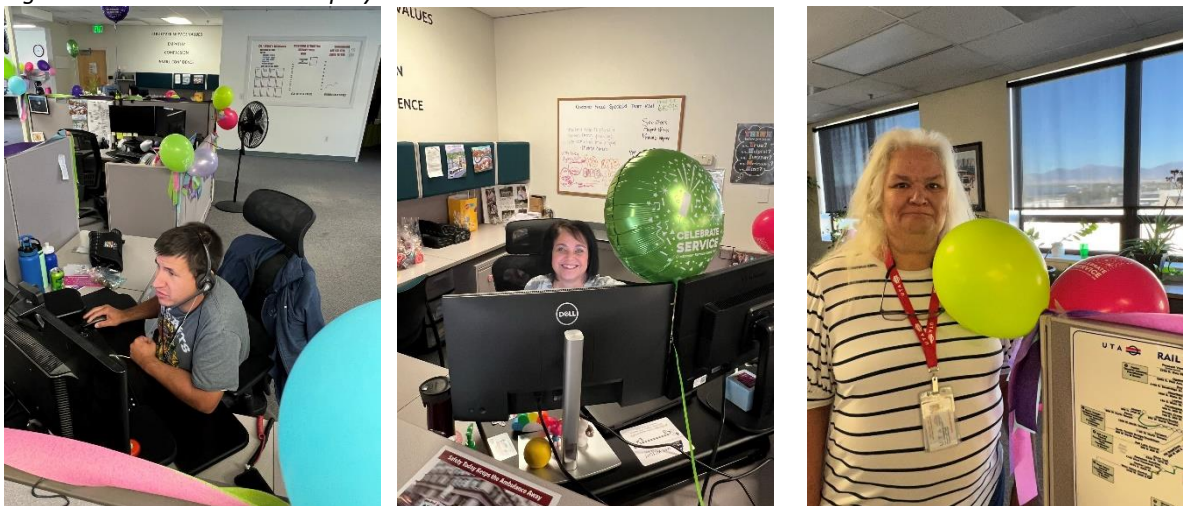
Constituent and Customer Service 2022 Annual Report



Introduction: The customer service department is here to build relationships of trust and support within our department and throughout the community by effectively listening, demonstrating compassion, and working together to find solutions that meet the needs of the customers. Our agents strive to provide the rider with the confidence to use public transit.

The following report is an annual summary of the Customer Service department's areas of responsibility. The report details the department's primary Key Performance Indicators (KPI) and highlights the team's interactions with UTA's riders and customers.

Figure 1: Customer Service Employees



Overview of Responsibilities:

- Customer Information and Education
- Customer Feedback, Investigations and Resolutions
- Fare Media Sales and Education
- Lost Items Recovery
- Customer Communication and Service Alerts

Hours of Availability:

The Customer Service and Lost and Found Centers are in Ogden, Provo, Salt Lake City and South Salt Lake and hours are 7:00 am to 6:00 pm, Monday through Friday.

The Call Center is open seven days a week, starting, from 6:00 am until 9:00 pm Monday through Saturday and 8:30 am to 5:00 pm on Sundays.

The Social Media team is available seven days a week, starting, from 5:00am to 9:00pm, Monday through Saturday, and 8:00 am to 6:00 pm on Sundays. This team stays late for delays or community events that extend past 9:00 pm.

KPIs

Key Performance Indicators:

Customers contact UTA’s Customer Service department through several channels including calls, emails, letters, and social media. Primary indicators inform the department on responsiveness to the customer as well as measuring staffing levels.

The teams handled 203,060 phone calls in 2022, averaging 16,922 calls per month.

Figure 2: Customer Service Call KPI

Call KPI	Totals	Percent of Change	Abandon	Actuals	Call Queue Time	Average Handle Time
Information	158,049	2% Increase	3% to 6%	9%	43 sec	2 min 33 sec
Feedback	25,773	22% Increase	3% to 10%	18%	2 min 17 sec	6 min 37 sec
Lost and Found	13,759	4% Increase	3% to 8%	12%	68 sec	3 min 24 sec
UTA Main Number (Operator)	5,479	39% Increase	3% to 13%	13%	23 sec	79 sec

Item Recovery **Lost and Found Tracking Software:**

We launched a new software in Q4 of 2021 which allows customers to make inquiries online.

We processed 19,486 items in 2022 and returned 20% back to the owners.

Constituent Services

Constituent Services:

In 2022, UTA received **20,267** comments from the public about our services. This feedback is documented in a system that identifies trends and areas of consideration for improvement. The agents who file the comments have a handle time expectation of fewer than 24 hours, which was met 98% of the time in 2022.

UTA departments are required to complete their investigation and close the comment within seven days of being filed. UTA’s average handle time for 2022 was five days.

Figure 3: Top 5 Comments in 2022

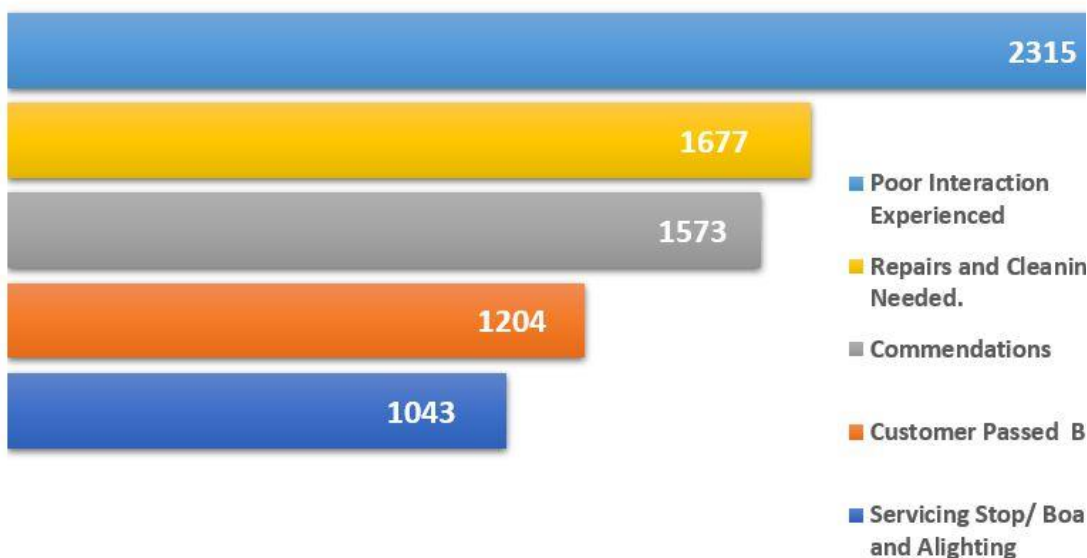
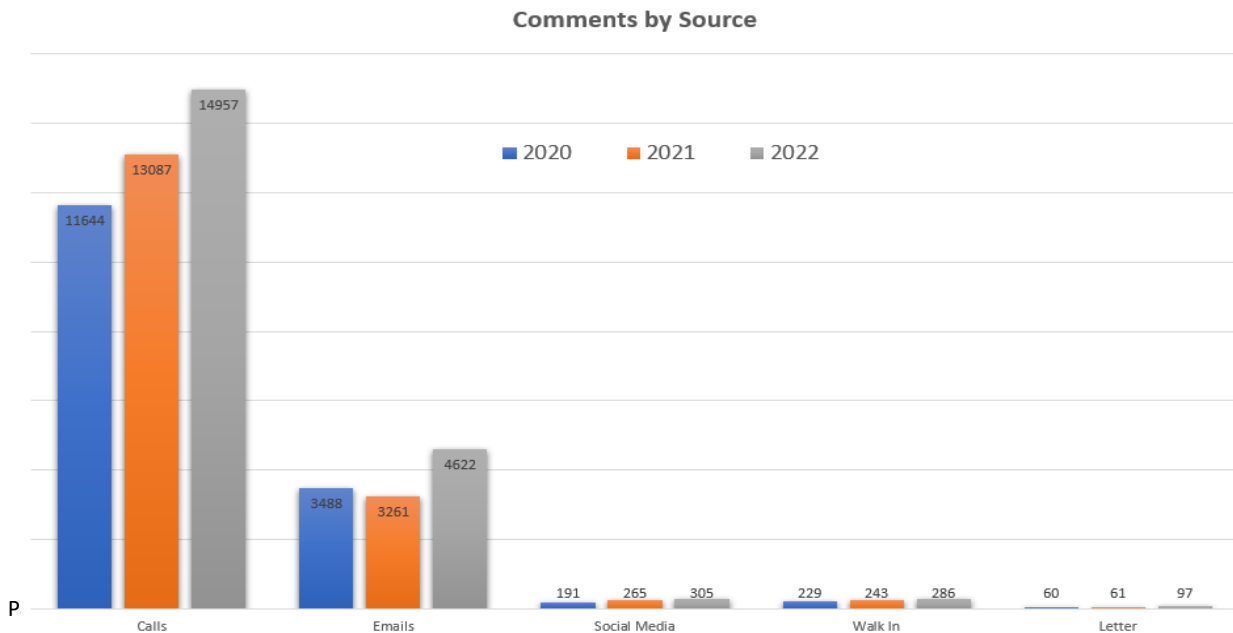


Figure 4: Comments by Source



Service Alerts

Social Media and Service Alerts:

Real-time communication to the public about delays, detours, or other service impacts is sent to riders daily using Twitter, Gov Delivery, and Transit (app). We send out notifications through apps, email, and text messages. This allows our riders to choose the method that works best for them.

Twitter has a slight increase with 47,000 followers. To keep customers informed, the goal is to send out service alerts when trains will be impacted by more than ten minutes followed up every fifteen to thirty minutes. We sent 6,269 Tweets and had 18,012 engagements in 2022.

Transit app alerts are route specific and are sent out when the event occurs and again when the service is back to normal. If the event takes a couple of hours to resolve, we will send out a reminder to the customers. We have 28,726 active users.

Gov Delivery is the software used for emails and text message alerts. In 2022, we sent 3,527 alerts which resulted in 365,458 unique emails opened and 14,951 unique text messages with clicks to additional information. Customer interactions increased by 112% over 2021.

Like the Transit app, notices are route-specific and consist of service impact, and expected return to regular service.