

Customer Experience Action Plan



Welcome!



Evan Chan

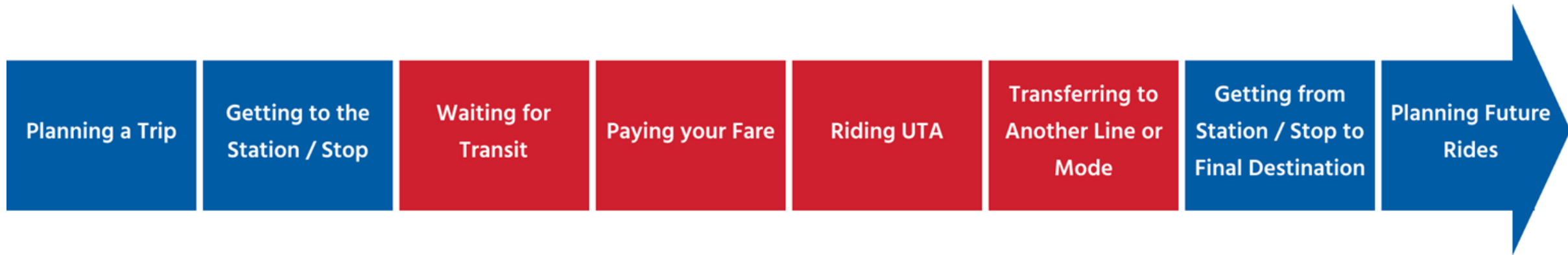


Bob Ruediger



What is Customer Experience (CX)?

For UTA, Customer Experience is everything a customer experiences on their transit journey, from front door → final destination.



From the customer's perspective, it's all one experience.



Why does Customer Experience (CX) matter?

- Businesses that prioritize CX grow their revenue **1.7 times** faster than businesses that don't. (*Forrester*)
- **66%** of businesses that prioritize CX see increased retention, and **60%** see an increase in customer lifetime value. (*Forrester*)
- **92%** of customers around the world say they trust recommendations from friends and family more than other forms of advertising. (*Nielsen*)



What is a Customer Experience (CX) Action Plan?

It is a document that communicates

1. **Who** our customers are and what matters to them
2. **What** our customers experience
3. A **roadmap** of CX projects and priorities over the next several years

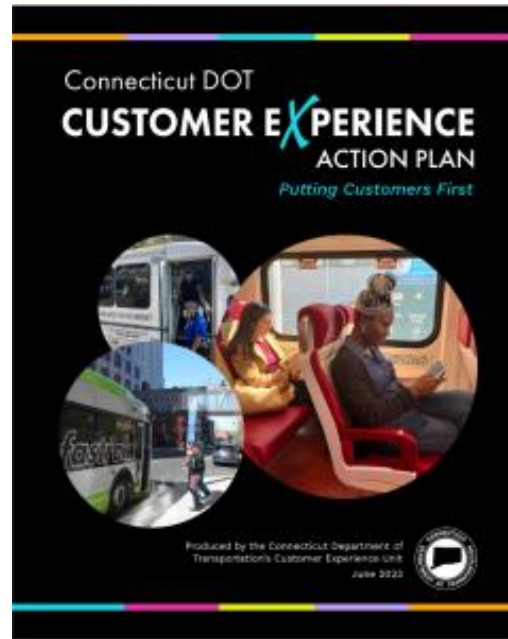


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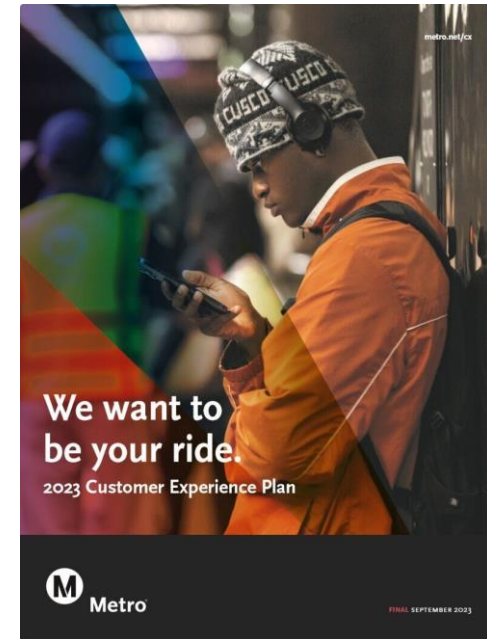
We're building on the great work done by other transit authorities.



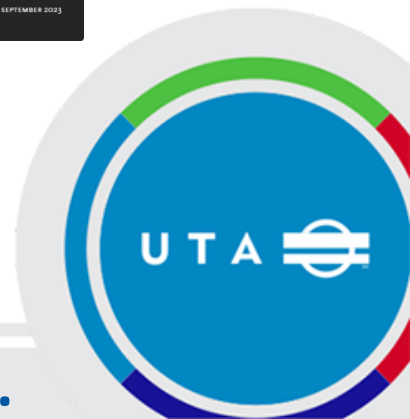
Translink



CTDOT



LA Metro



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We've changed the way we think about our customers, and we are focused on five different mindsets to help tailor the work we do for each unique customer.



ACCESSIBLE

Customers with an accessible mindset have varying levels of mobility and are independent and resourceful. They primarily rely on our HandyDART service, though many also use our bus, SeaBus, SkyTrain, and West Coast Express services. They seek accessible and inclusive services that enable them to travel independently. They go out of their way to plan travel well in advance to ensure the smoothest trip possible.



PRACTICAL

Customers tend to be in a practical frame of mind when reliability and convenience are paramount, like when they're going to work or heading to the store for their routine Sunday grocery shop. These customers seek routine, dependability, and cost savings. Many of them are frequent riders who are familiar with our system, and transit is critical to their livelihoods.



FLEXIBLE

At other times, our customers have a more flexible mindset, in which they value simplicity and timeliness. They may make spontaneous decisions about the mode of transportation they take, depending on factors like weather or mood. At these times, they're comfortable with ambiguity and making trade-offs as they go.



CAUTIOUS

Sometimes customers feel more cautious and vigilant, especially during winter conditions or late at night. Safety and cleanliness are usually top of mind. They may travel only when absolutely necessary, or alter their transportation routines to reduce any anxiety. They will often increase the complexity of their trip if it means that will reduce their anxiety.



ADVANTAGEOUS

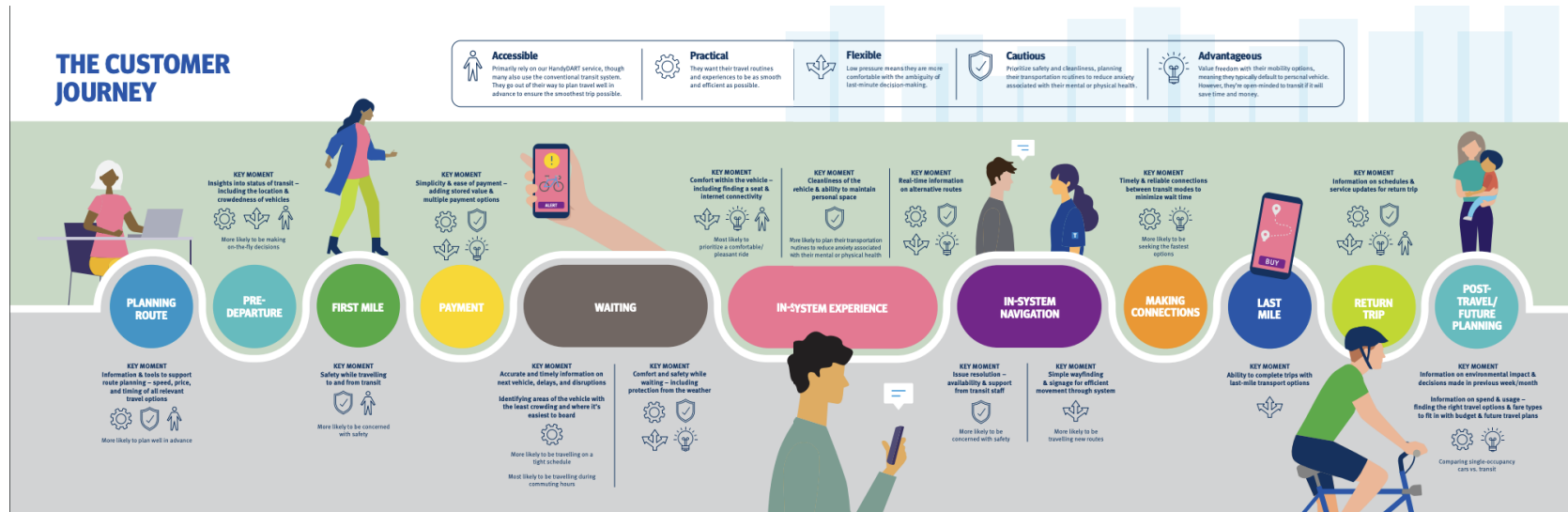
Tactical customers are looking for the hassle-free option. These customers often have a private vehicle to default to when it suits them best, but they will take transit if it saves them both time and money. Pricing and comfort are paramount: these customers value freedom to move, however and whenever they want.



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Our Five Priorities for the Next Five Years

-  **MORE PERSONALIZED**
We tailor our services to meet your needs and preferences.
"TransLink offers me incentives and information tailored to my interests and priorities. I don't have to seek it out – it's all sent to me, so I don't have to"
-  **EASIER TO USE**
A service that is effortless and convenient to use.
"My Compass Card is on auto-load so I never have to stop to refill it. Plus if there's a delay and I need to reroute. Transit is part of my daily routine how easy it is to use."
-  **TIMELY & RELIABLE**
Ensure that our riders can rely on transit to get them where to go, on time and without hiccups.
"I've taken transit in cities all over the world, and I'm always so impressed prompt, reliable, and convenient TransLink is. It's a seamless network to navigate and always gets me where I'm going on time."
-  **SAFE & PLEASANT**
An environment where riders feel they will have an enjoyable and welcoming experience.
"I feel safe travelling on the transit system any time of the day or night, and it's easy to call for help if I need it. Starting my day off by taking transit makes me feel good, and it makes me feel connected to and a part of our city."
-  **A BETTER REASON TO RIDE**
Position transit as an opportunity to make a difference.
"I take transit because it's the socially responsible thing to do. When it's nice out, I take my bike or walk. It's important we all start making better decisions that will reduce our carbon footprint and help save our planet."



Real-Time GTFS
STATUS - Completed
Use Metro's new prediction engine, Swiftly, to publish an improved real-time feed (GTFS-Real Time) that incorporates canceled service, delay advisories and service alerts.



Metro Westlake/MacArthur Park Station Improvements
STATUS - In Progress
Metro took action to improve safety and the overall customer experience at the station, including:
> Increased presence of multidisciplinary teams (Metro Ambassadors, homelessness partners, custodians and law enforcement)
> Improved station lighting
> Added more and better closed-circuit cameras
> Classical music inside the station
> Closed off unused areas of the street-level plaza
> Partnered with Department of Health Services to have a mobile clinic twice a month
Following an assessment, these actions will be expanded to additional priority stations.



Accessible Navigation Applications
STATUS - In Progress
Engage with an accessibility application provider to pilot and test innovative mobile apps that remove barriers to accessing Metro.



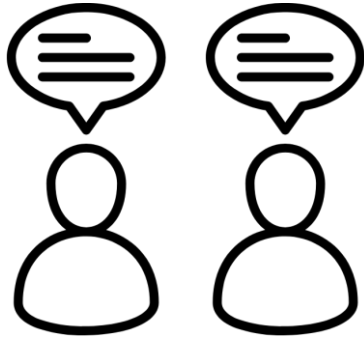
Metro Micro Pilot
STATUS - In Progress
Launched in 2020, the Metro Micro pilot provides on-demand, shared microtransit services in seven service zones across the county. Frequency, reliability, and travel speeds are of high importance to our riders and non-riders.
As part of the continued evaluation of this service, Metro conducted the first Customer Experience Rider survey for Metro Micro riders in Spring 2022. The results showed high levels of satisfaction across all the aspects of service, including safety, ease of use, cleanliness and comfort. Some areas of improvement related to booking the ride and the timeliness of the service.



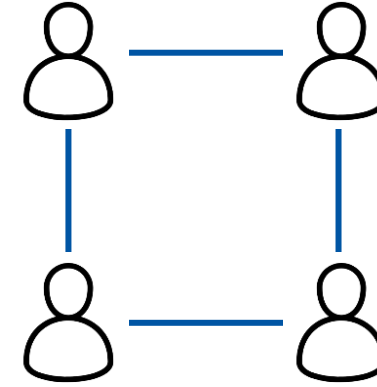
Westlake/MacArthur Park Station
Station has experienced a disproportionately high amount of illegal activity, and in early 2023 saw an increase in behaviors that went against Metro's codes of conduct.



Why Does Having a CX Action Plan Matter?



It will foster a **shared understanding and language** across UTA about what matters to riders and what they experience.



It will facilitate **coordination of projects** across UTA departments and teams.



General Structure of the Project

1. Align on approach (*March*)



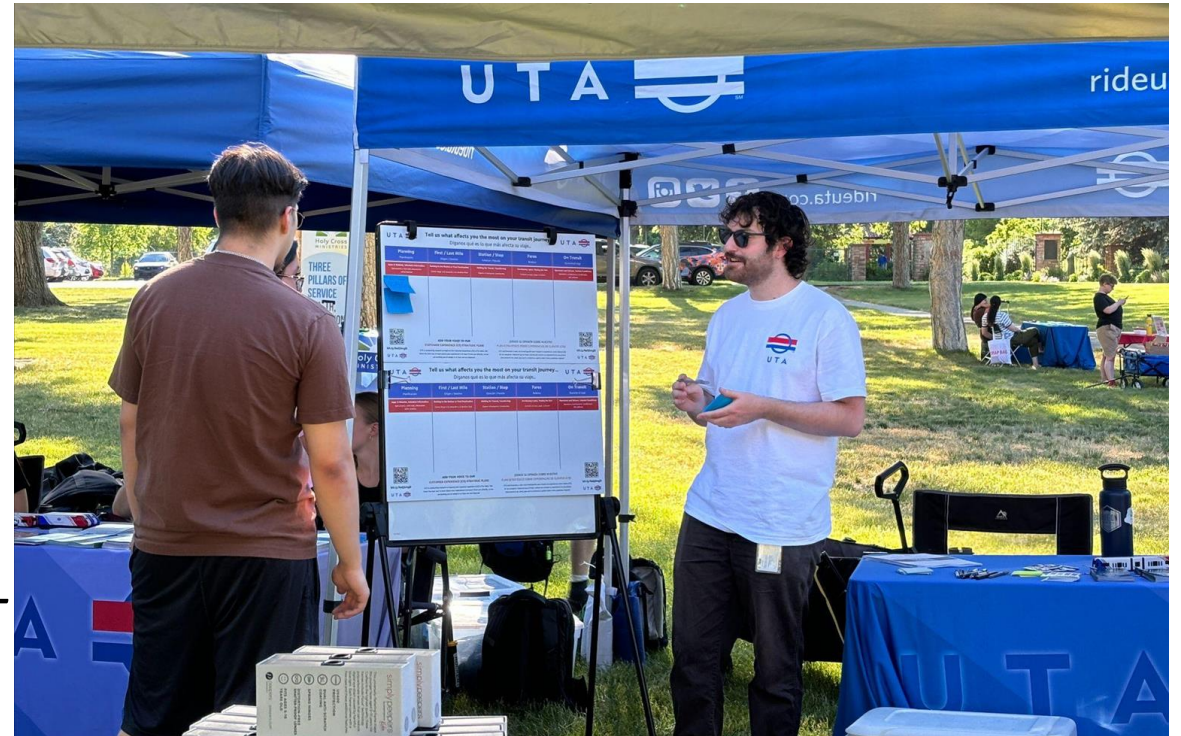
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Tabling at Partners in the Park



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4. Engage UTA staff and riders to prioritize ideas (*Sept. – Oct.*)



Staff workshop



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Engage riders and community groups to prioritize ideas



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5. **Write the Plan (*Nov. – Dec.*)**



Any questions?

