

Customer Experience Action Plan



CUSTOMER EXPERIENCE ACTION PLAN

**Utah Transit Authority
5/7/2025**



Agenda Item 6. b.



What is Customer Experience (CX)?

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



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. How UTA can improve the Customer Experience (CX)



1. Who are UTA Customers?

- Customer Mindsets
- Customer Journey
- Customer Vignettes



Customer Mindsets

Five Customer Mindsets:



Deadline



Leisure



Practical



Safety

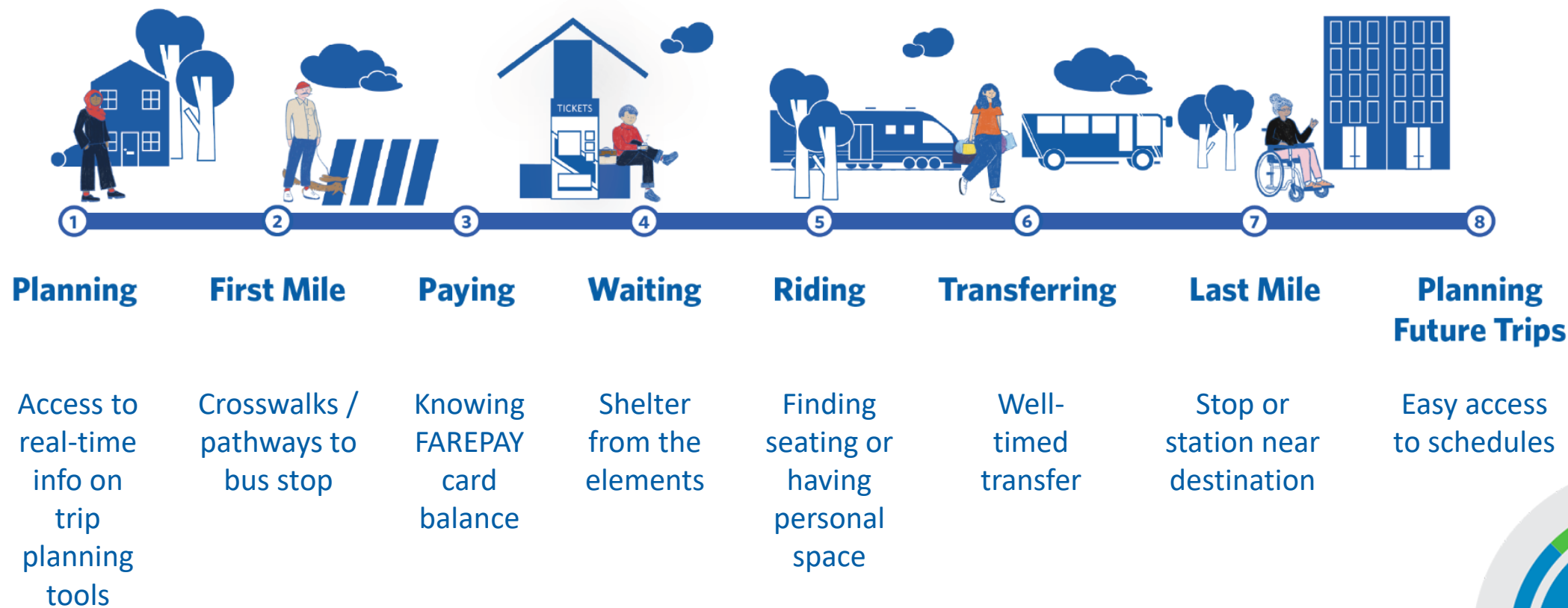


Assistance



Customer Journey

With common make-or-break moments



Customer Vignettes

Oliver's Journey



Planning

Finding a convenient route on the app



First Mile

TRAX station being only a short walk from the conference



Paying

Being confused about how to use the fare ticket



Waiting

Train not arriving when sign reaches "0"



Waiting

Digital signage not being easy to understand



Riding

5

6

Transferring

Last Mile

7

8

Planning Future Trips

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2. How Can UTA Improve the Customer Experience?

- CX Focus Areas
- Customer Ideas
- CX Action Items



CX Focus Areas

- More convenient
- More timely and reliable
- Feel safer
- More comfortable
- Easier to use



Customer Ideas



More shade, seating, shelters, or canopies at stops and stations

51%

Respondents



Provide access to restrooms and food & drink at high-traffic stops and stations

49%

Respondents



Expand access to real-time information (locations, arrivals, and service alerts)

45%

Respondents



Better visibility at bus stops

35%

Respondents



Speed up buses and trains

35%

Respondents



CX Action Items and Next Steps

Action Items list

- Funded UTA Projects
- Unfunded Customer Ideas

Next Steps

- Executive Team strategic initiative
- Prioritized list of projects for future budget cycles



Any questions?

