

Constituent and Customer Service 2021 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 a solution that meets the needs of the customers and our employees. 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 KPIs 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
- Civil Fine Hearings and Fine Adjudication
- Customer Communication and Service Alerts
- Supporting Community Outreach- (29 events)

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

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

The Social Media team is available seven days a week starting at 5:00am to 9:00pm, Monday through Saturday and 8:00am to 6:00pm on Sundays. This team will also stay late if there are any delays or community events that end after 9:00pm

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.

Customer Service took 201,750 phone calls in 2021, averaging 16,813 calls per month.

The department tracks the number of calls received and measures the percent of change from the previous year for the same month.

Figure 2: Customer Service Call KPI

Call KPIs	Totals	Percent of Change	Abandon Acceptable	Abandon Actuals	Queue Time	Handle Time
Information	161,730	-8%	6% or less	9%	39 seconds	136 seconds
Feedback	21,088	-1%	10% or less	12%	66 seconds	437 seconds
Lost and Found	13,266	15%	8% or less	14%	114 seconds	182 seconds
UTA Operator	5,227	31%	13% or less	16%	26 seconds	74 seconds
Fine Adjudication	439	-46%	19% or less	19%	101 seconds	177 seconds

Constituent
Services

Constituent Services:

In 2021, UTA received 19,334 comments from the public about our services. This feedback is documented in a system that identify trends and areas of consideration for improvement. The agents who file the comments have a handle time expectation of less than 24 hours, which was met 98% of the time in 2021.

UTA departments are required to complete their investigation and close the comment within seven days of being filed. UTA's average handle time for 2021 was five days.

Figure 3: Top 5 Comments in 2021

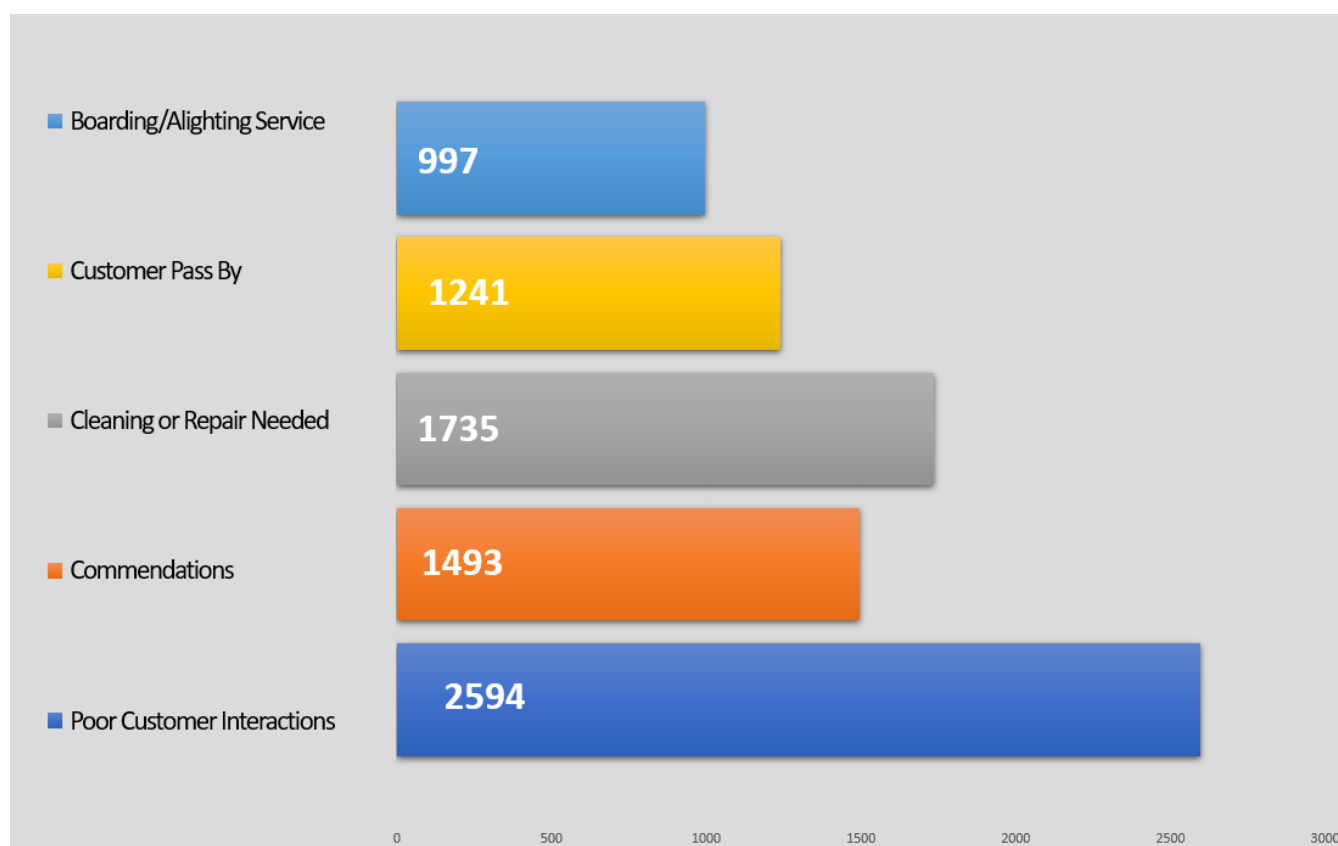
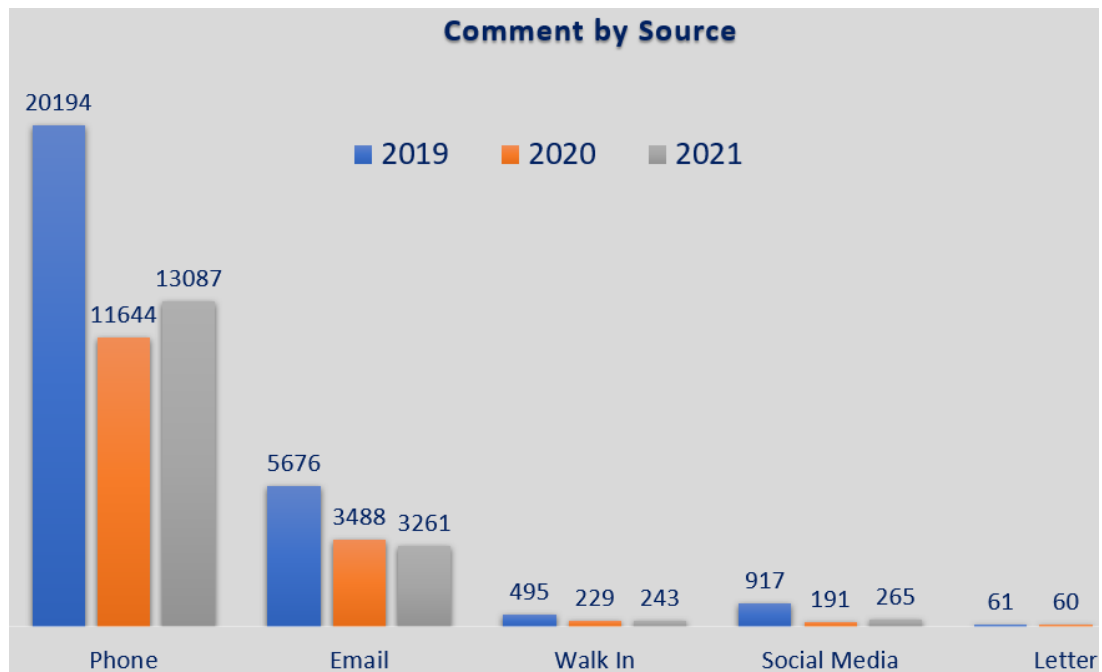


Figure 4: Comments by Source



Service Alerts

Service Alerts:

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

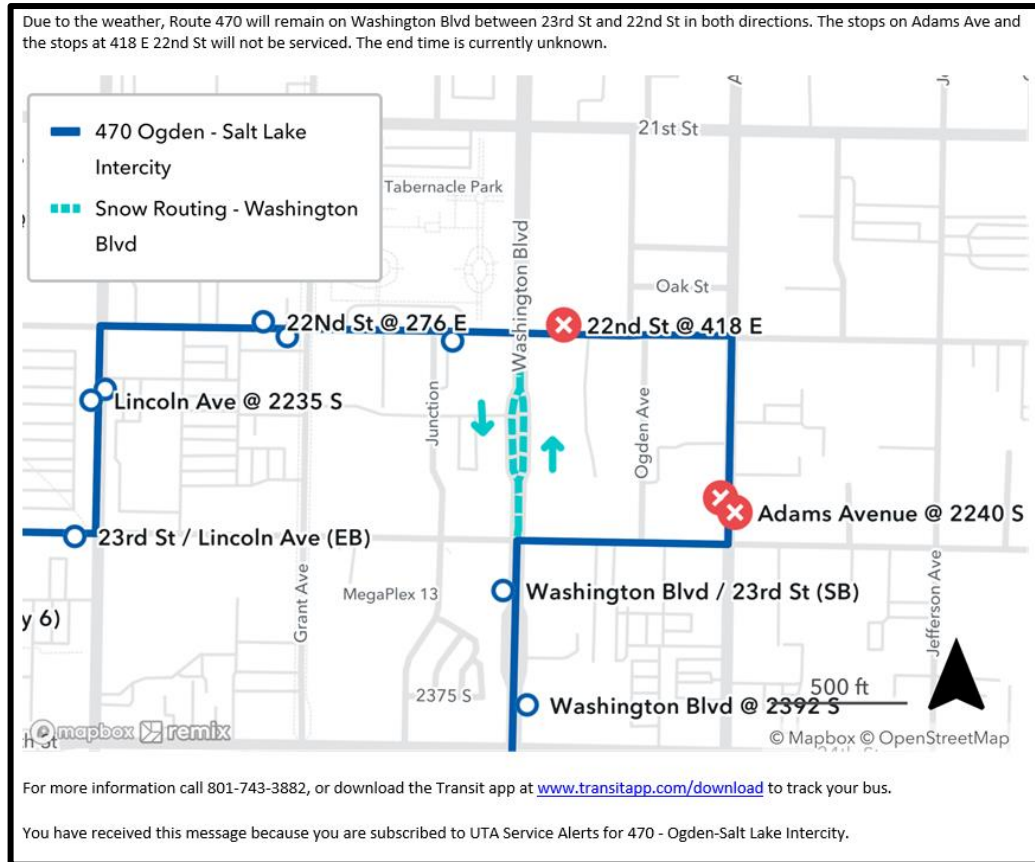
Twitter has 46,000 followers and we send out service alerts when trains will be impacted by more than ten minutes followed up every fifteen to thirty minutes to keep customers informed. We average fifteen tweet notices per day and ten to thirty responses to direct questions per day.

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.

Gov Delivery has 5,189 new riders signed up for notifications for a total of 21,202, a 31% increase over the last twelve months. Like Transit app, the notices are route specific and consist of a notice of service impact and back to regular service. We use the Remix program to create maps that allow us to give detailed information about the detour and bus stops that will not be serviced.

In 2021 we sent out 3,018 notices which resulted in 2,541,337 SMS text and email messages to individual customers about service alerts.

Figure 5: Snow Route Detour Map



Item Recovery

Lost and Found Tracking Software:

Our new lost and found software was launched in November 2021. This new program allows customers to make inquiries from rideuta.com, matches the description with items found and documents the interaction in the database. The program uses artificial intelligence to identify key words like brand names, colors and customer names which will improve our response time and the ability to match customers to items for up to 90 days.

In an effort of caution, agents double check for specific elements to confirm ownership before we release the item. We processed 12,377 items in 2021 and returned 20% back to the owners. Our new software program shows our return rate is increasing to 25% return rate, which will be a goal to improve in 2022.

Figure 6: Customer Service and Lost and Found Center



Employee
Development

Employee Engagement and Development:

Employee development and growth is an important part of our department structure and focus. The supervisors provide opportunities for their team members to participate in UTA and non-UTA offered training as well as job shadowing. Our goal is to help employees improve their knowledge about UTA service and career opportunities to increase promotability as a UTA employee. To date about 25% of Customer Service employees have completed the Leadership Development classes offered by UTA's training department and advanced to different careers.