

Customer Experience Program Update



Where did we come from?



Strategic Areas of Focus



Where are we going?



2022–2030 STRATEGIC GOALS AND OBJECTIVES



Exceeding Customer Expectations

Primary 2030 Objective

Achieve a 45% increase—10% every two years—in UTA's Net Promoter Score. (How likely would you be to recommend UTA to your friends and family?)

Success Statement

UTA puts its customers first by providing an easy, enjoyable and accessible transit experience where customers feel engaged, safe and cared about.

Currently in 2022

April 2022 Net Promoter Scores:

- UTA TRAX = 26, UTA Bus = 10
- "I feel safe and secure on the vehicle" = 74% TRAX and 85% Bus



Who do we work with at UTA?

- All Service Operating Units
- IT
- Customer Service
- Capital Construction
- Property
- Asset Management
- Facilities
- Police
- Safety
- Procurement
- Fares
- Legal

The Customer Experience Team relies on the positive relationships and the support and cooperation of many different departments in order to be successful with our initiatives.



Wayfinding

Started Systemwide Installation
of New Wayfinding Signage
Master Plan



Old



New



Old



New



SLC Airport

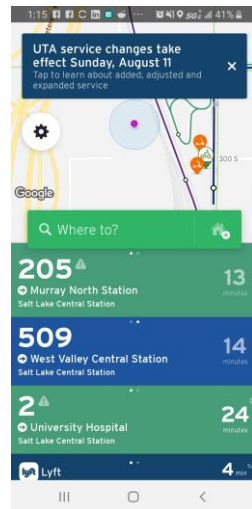
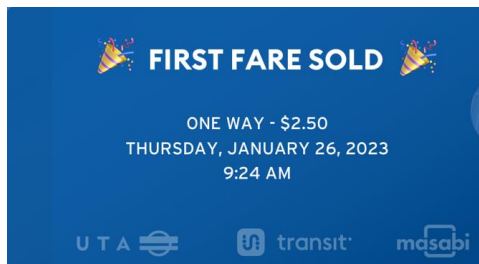
Agenda Item 12.b.



Improved Trip Planning and Real Time Information

2019 - Signed agreement with Transit to be UTA's preferred mobile trip planning app

2023 – Launched Mobile Ticketing within the Transit app



Launched first ever real-time signage on the bus system

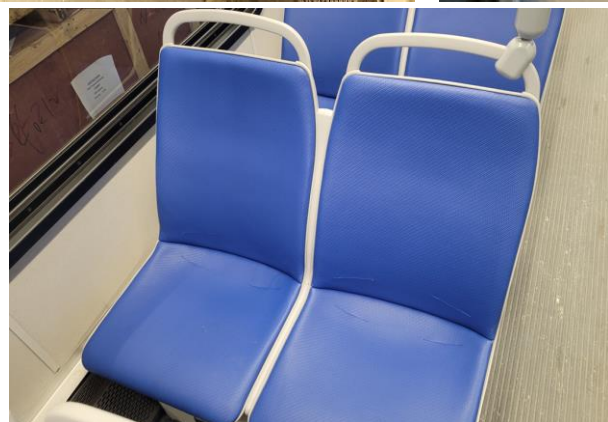
Agenda Item 12.b.



Improved Customer Comfort and Safety



Assisted Fleet Engineering in the update from Original TRAX Fabric Seating to Vinyl

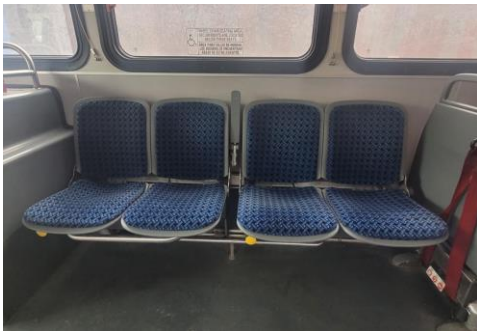


Introduced solar lighting at shelters for customer safety



Clear and Consistent On-Board Experiences

Assisted Fleet Engineering in redesigning Bus & TRAX Priority Seating areas

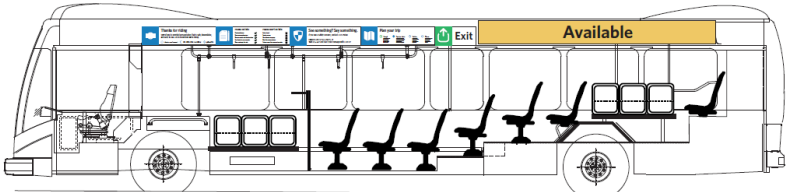


Bus car card placement

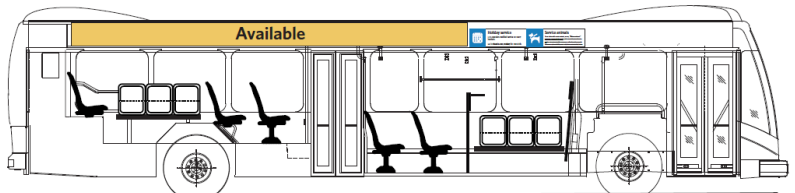
40-foot local buses



Curbside car cards



Streetside car cards



Redesigned all bus on-board signage

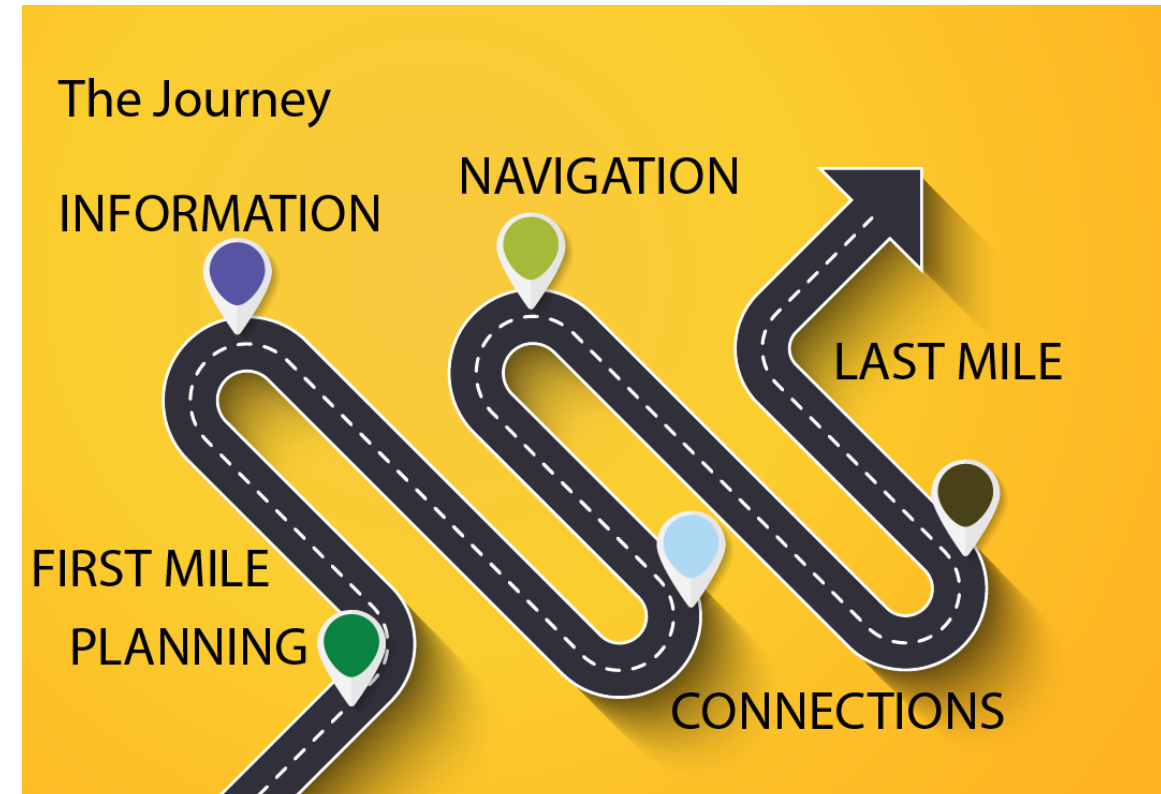


What's next?

2024 Customer Experience Strategic Plan

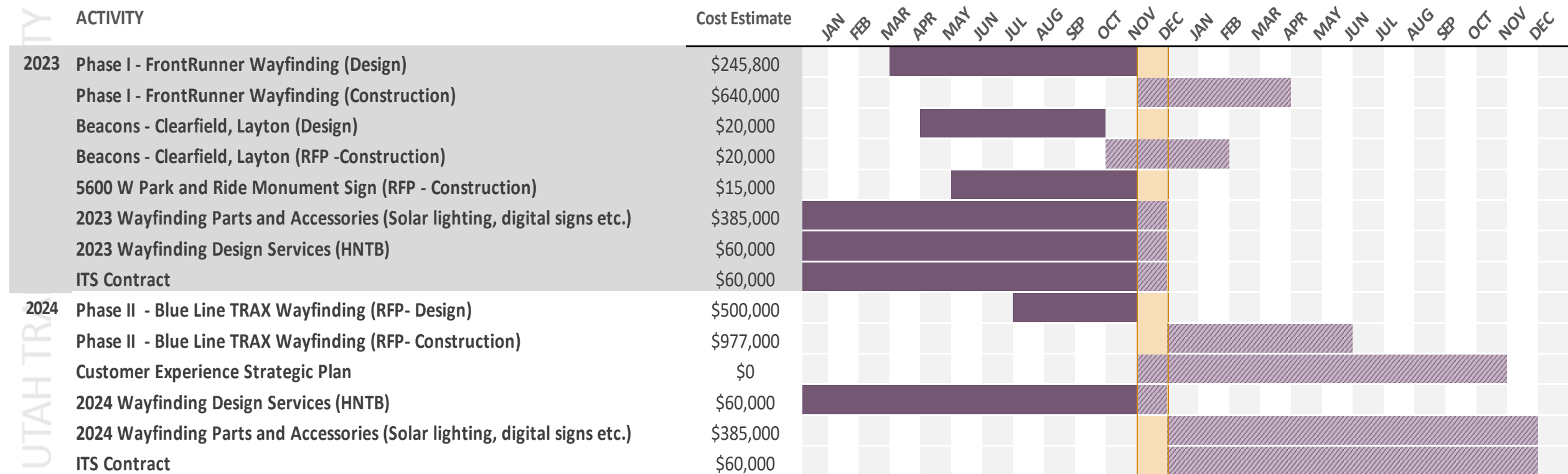
Including:

- Best Practices Research
- Guiding Principles
- Engagement
 - Public
 - Stakeholders (Public and Private)
 - Internal (UTA)
- Guidance from an Executive Leadership Committee
- Barriers and Gaps Identified
- Opportunities Outlined
- Road Map/Action Plan
- Regular Updates



What's next?

MSP198 - Wayfinding Project Schedule



Questions & Discussion

