

Constituent and Customer Service - 2025 Annual Report



2025



CUSTOMER COMMENTS

CINDY MEDFORD

MANAGER OF CUSTOMER SERVICE

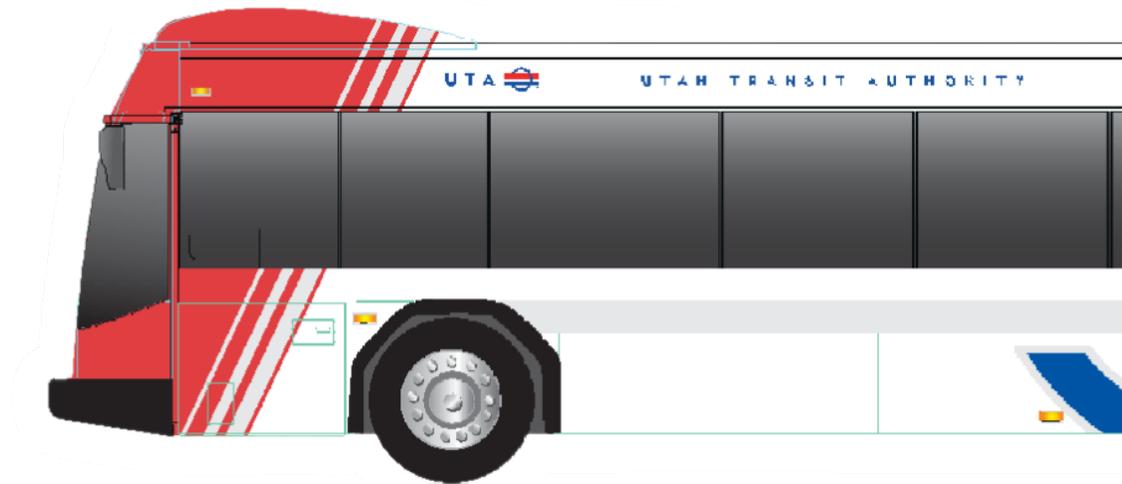




CUSTOMER COMMENTS

The UTA Customer Service Department is the primary resource for customers to register their questions or concerns.

The department invites, monitors, documents, investigates, and resolves feedback from UTA customers throughout UTA's service district.



40M+ 2025 ridership

The UTA Customer Service Department plays a crucial role in helping UTA exceed customer expectations by handling over 23,000 comments in 2025. The department's commitment to timely responses and resolutions ensures that UTA maintains high service standards.

By categorizing the feedback, addressing complaints, and recognizing commendations, UTA continues to improve and adapt its services to meet the needs of its constituents.

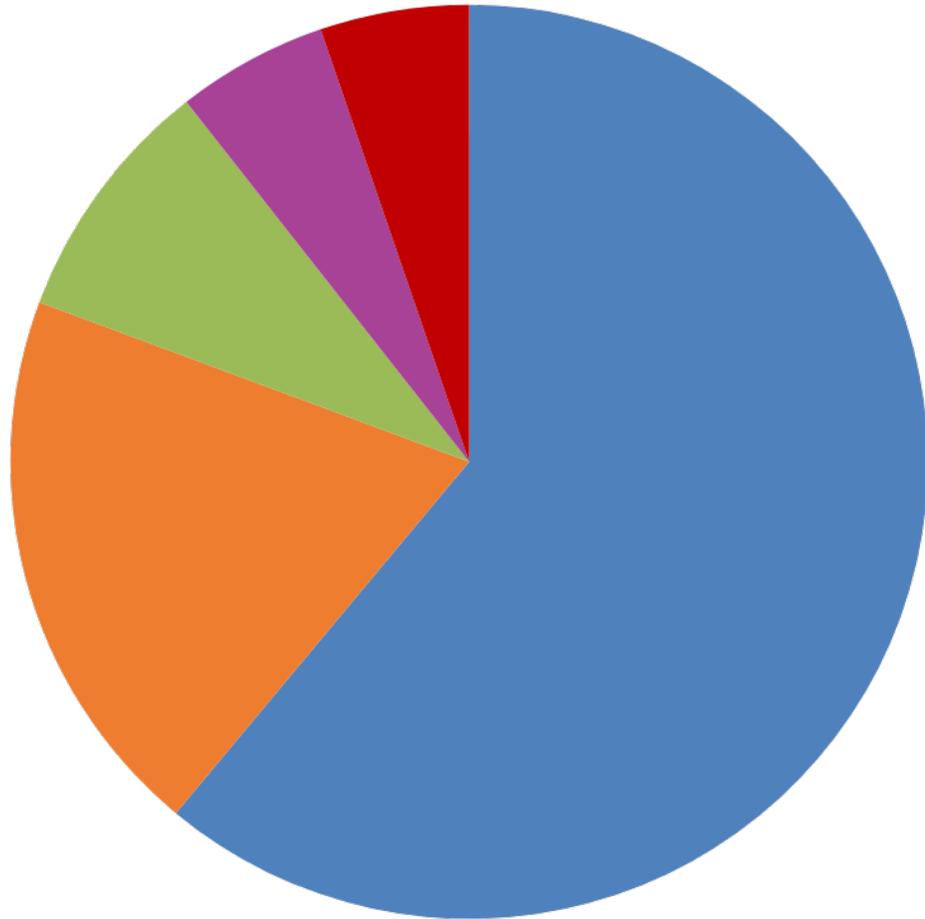
Through ongoing efforts to resolve issues and recognize outstanding customer service, UTA remains focused on its mission of *We Move You*

23,366 comments received

145,563 information calls

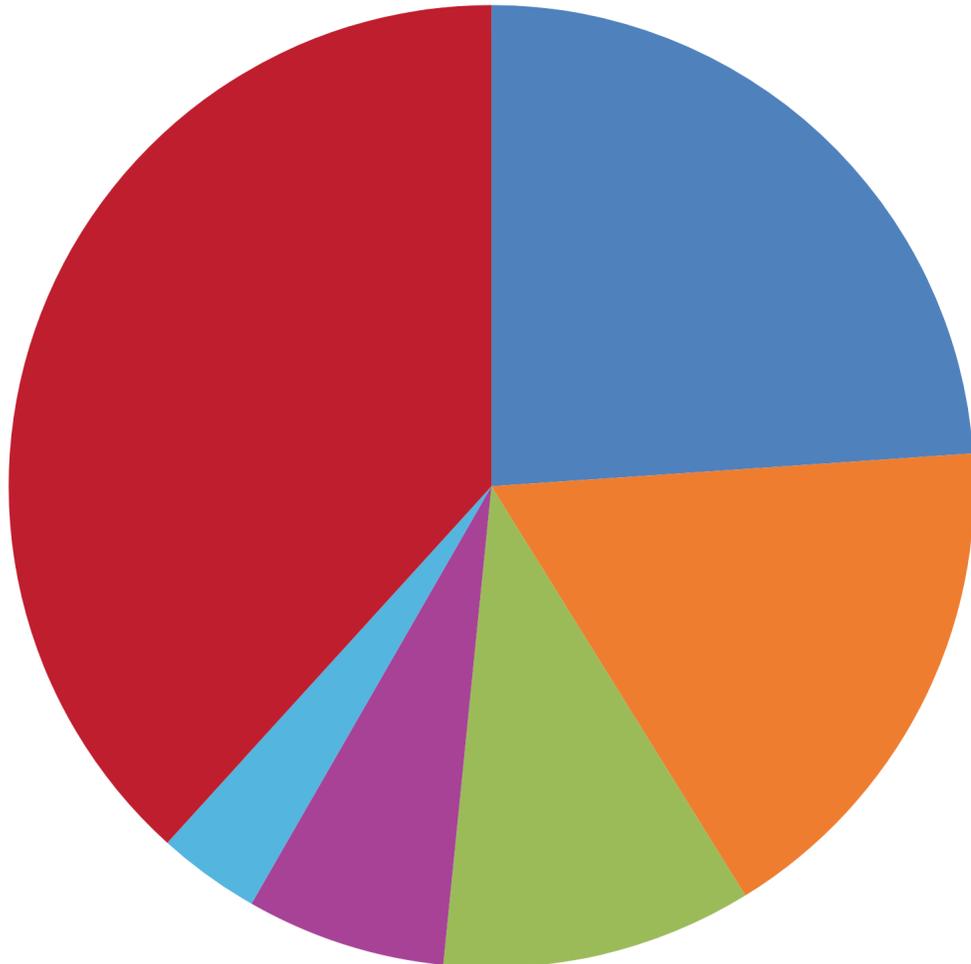
* Comment Source data no longer available due to limitations of the new Customer Relationship Management (CRM) system

CUSTOMER COMMENT SUBJECTS



▶ Service Delivery	14,279
▶ Fare Payment	4,603
▶ Comfort & Cleanliness	2,034
▶ System Design	1,236
▶ Communicated Information	1,214

TOP 5 TYPES OF CUSTOMER FEEDBACK



▶ Reliability	5,578
▶ Employee Behavior	4,029
▶ Fare Payment Process	2,428
▶ Compliments	1,599
▶ Repair Requests	802
▶ Other	1,214

CUSTOMER COMPLIMENTS

I just wanted to let you know that I just spoke with Tammy on your Customer service line, and **she was phenomenally helpful.**

She answered all my questions, even repeated questions, **and helped me figure out the best way to get to my new job via FrontRunner and the bus,** and really took the time to drill in and figure out things that weren't apparent in the system. I was very impressed with her, her patience and kindness, as well as her knowledge

Shelly was truly a lifesaver. Her **professionalism, compassion, and dedication** turned what could have been a frustrating experience into a positive one. I am deeply grateful for her help and for the excellent customer service demonstrated by both Shelly and Wendy.

Donavin is an amazing bus driver. **He is so kind, generous, and attentive to the patrons, helping in every way he can and smiling while doing it.** I've been taking the bus for many years and have never met someone as Great as him.

It's not just a morning, either; it's every morning I see him. Thank you for hiring someone who adds to UTA's amazing service

We lost our son's backpack as we were traveling to the airport for vacation with a group of 8. Jack was SOOOOO very helpful - as he helped track down where it was taken, and got it back to us and kept us updated all along the way!! We got it back just before we needed to get through TSA at the airport! **His service was so above and beyond what we had hoped or expected!** Thank you, Jack, so much for helping us have a good trip!!!



UTA 
**THANK
YOU**

