



CUSTOMER COMMENTS

2024

Exceeding Customer Expectations is fundamental to the mission of the Utah Transit Authority (UTA), We Move You. The degree to which UTA meets and exceeds the expectations of its customer constituents (hereafter called customers) depends on a clear, accurate understanding of those expectations. UTA's customer service professionals significantly aid such understanding through direct communication with customers.

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.

UTA is responsible by law to provide transit as a public service. Accordingly, any member of the public can reach out to the UTA Customer Service Department and ask questions or provide comments by phone, by email, via the RideUTA.com website, in person at a UTA office, or by mailing a letter.

UTA defines **customer comment** as an experience, observation, or suggestion conveyed by a customer to UTA in relation to its services. Customer Service staff enter all pertinent information obtained through submitted comments or in-person customer interactions, including customer names and contact information, into a software program. UTA adheres to internal policies and rules that protect customer privacy and safeguard any customer information collected.

For every comment submitted, staff conduct an internal investigation for cause or consideration. The goal of this process is to resolve concerns and exceed customer expectations. UTA also uses the customer comment data to support decision-making across UTA, including operations, fares, safety and security, planning, analytics and reporting, communications, and accountability.

UTA policy requires that all customer comments be processed within 7 days of receipt. Throughout 2024, the Utah Transit Authority's average turnaround time for this process was 5 days.

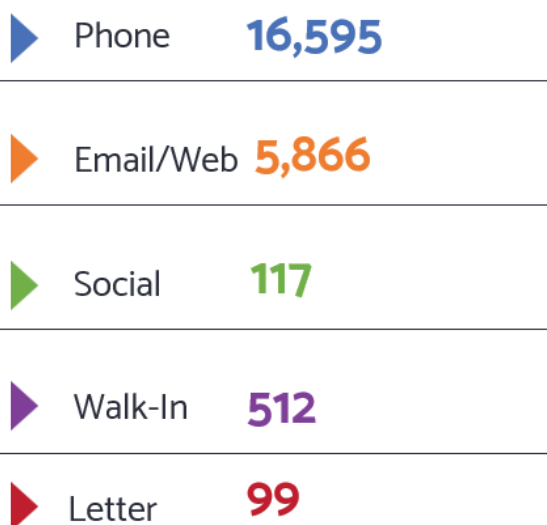
The total number of comments received in 2024 was 23,189.

Customer Comments by Source

Figure 1: Number of Customers

Comments in 2024 by Source

Figure 1 illustrates the distribution of customer comments by the source of those comments.



Comment Categorization

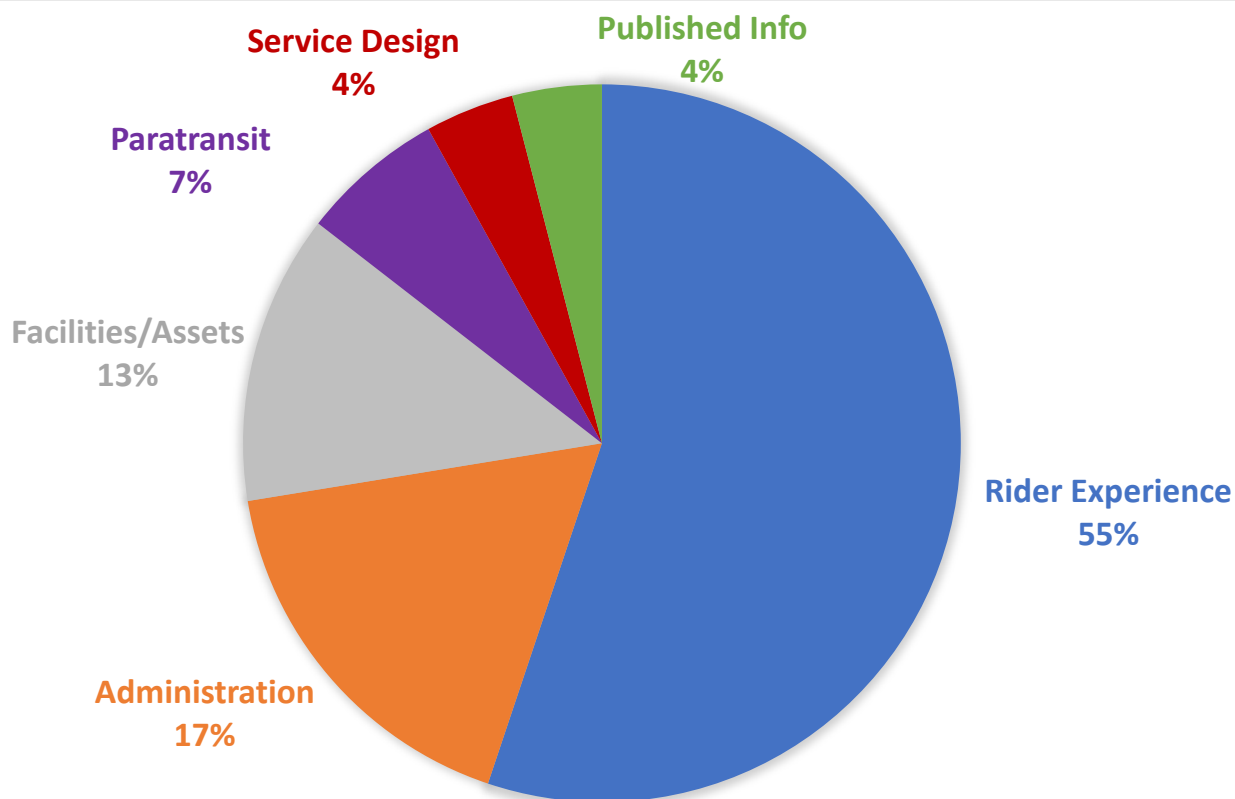
Figure 2: Incident Categories in 2024

Figure 2 shows the first level of categorization of feedback into six overall groups of customer comments UTA received during 2024:

Rider Experience: Situations that may arise while a customer is using public transportation

- **Administration:** Comments about UTA policy, fare payments, or pilot programs
- **Facility:** UTA property, including vehicles, buildings, transit stations, or stops
- **Paratransit:** Services provided to customers with qualifying accessibility needs
- **Service Design:** Planning and design of services, including frequency and coverage
- **Published Information:** Communication provided to the public digitally, on paper, or through wayfinding signage

Rider Experience	12,767
Administration	4,001
Facilities/Assets	3,025
Paratransit	1,499
Service Design	928
Published Info	932



Top 5 Comments Overall From Customers

Figure 3 provides another view of customer comments broken down by type of customer experience.

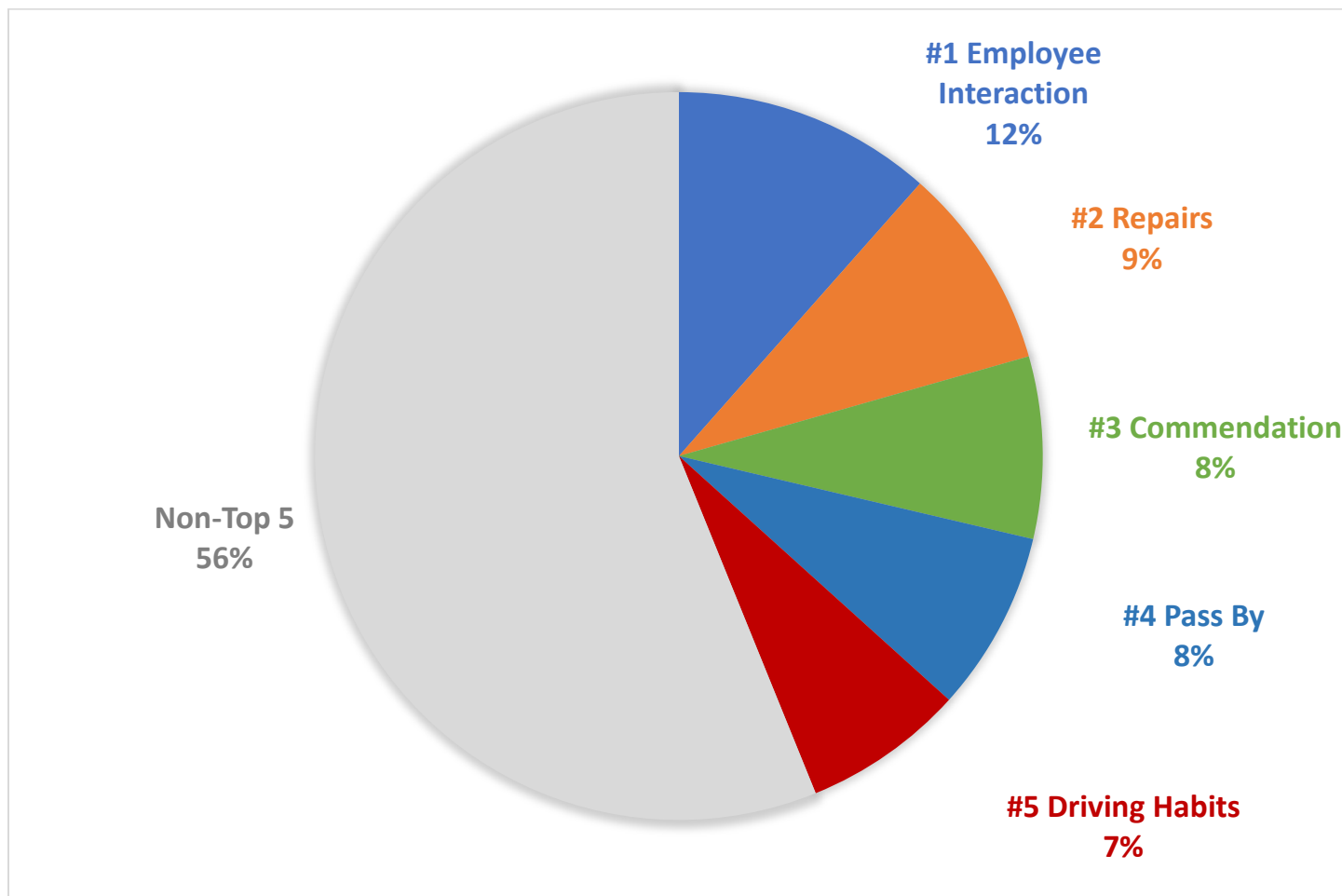
Figure 3: Top Five Comment Types 2024

During 2024, the most frequent customer experiences comments focused on various customer interactions with UTA. The next 3 show less common but similar numbers of comments about pass-by complaints (unconfirmed), repairs, and commendations from customers. UTA driving habits are the fifth most common type of feedback UTA receives.

Below are definitions for each of these customers experience sub-categories:

- **Employee Interactions:** Comment regarding interactions between UTA employees and the customer
- **Pass-By:** Customer feels that they were in a location where the operator should have stopped or waited to pick them up
- **Repairs:** Reports of damage, vandalism, or garbage
- **Commendation:** Employee interaction was appreciated by the customer
- **Driving Habits:** Observations of an employee's driving skills

▶ Employee Interaction	2,674
▶ Repairs	2,099
▶ Commendation	1,875
▶ Pass By	1,859
▶ Driving Habits	1,665



Examples of Resolved Customer Comments

The sample comments below express some concerns or questions about UTA's performance. Each comment received diligent follow-up by Customer Service staff to investigate and resolve the issue.

Employee Interaction:

- The customer states that he was on the F94 waiting for the driver to leave, and when he noticed the driver not leaving on time, he mentioned it to the driver. The customer states the driver was very impolite in his response.
- The customer stated that the driver of the 640 must be having a bad day or something. The customer's wife was walking to the bus and the driver started taking off. The customer had to yell at the driver to stop so she could get on. The driver yelled, "She needs to hurry up, I am late!"

Repairs:

- Customer Report: The customer stated that the ticket vending machine (TVM) at Ogden Station does not accept cards. They mentioned that they had been waiting for help for a long time and were unable to get a ticket, causing them to miss the FrontRunner.
- The customer had \$20.00 and was trying to buy a ticket at Millcreek Station. However, the ticket vending machine (TVM) only accepts cards and does not dispense cash. The customer also mentioned that the TVM is broken.
- "I took Trax on the Blue line from Crescent View Station to downtown SLC. When looking at my receipt, the location description indicated 'Crescent View - Draper' Two errors occur here. 1) The name is spelled Crescent and 2) the location is in Sandy and NOT Draper. There should be enough spacing on the line to make these changes and get it correct. Thank you...."

Commendations:

- Customer states that she boarded bus 220 at 700 S / 1300 E and disembarked at 200 S / 300 E. Customer states that the driver got out of his seat, went down the stairs, and offered his elbow to her so she could safely get off the curb and into the bus. When she was getting off the bus, he did the same thing to help her off the bus and up the curb. The customer states that she does not like getting off at 200 S / 300 E because it is not ADA-friendly (she walks with a cane) but this driver went out of his way to make her feel safe and cared about! Above and beyond! He made my day.
- "Major props to the gentlemen who has been driving the 5:57 pm at Amazon. The driver has only missed one transfer in all the time he is driven, and that was due to a semi-rollover on I-80. The fellow that drives the 5:57 pm to Amazon should be given a raise! He should be a trainer! He should be your boss, and he makes it look easy!"

Pass By:

- "I am standing at 4800 S. State Street waiting on the bus that was due at 19:04 and it passed me right by and now I am going to be late for my second job."
- The customer called in to report that the operator of Route 612 heading NB from Stop ID 629242 did not service the stop. He stated that he was sitting at the shelter, and he saw the bus coming so he started to walk to the sign. He stated that the operator saw him with 2 bags but ignored him.

Driving Habits:

- The customer stated he got on a bus that was traveling on 1300 E at 100 S at about 12:30 heading NB. The bus was only halfway out of the lane, had he had his hazard lights on. He stated he decided to get around the bus

and so he passed him. The operator began honking at him and he thought he had hit him. When he realized he had not, he did not get out of his car. The operator kept honking at him and he was not sure why. He then realized he was mad at him for going around him. He feels he could have done things differently. He felt going around him was not an issue and he should not have been honking at him. Right after he passed him, that is when he began honking at him. The customer did not get a vehicle #.

- “This driver was driving the 1 line at 0630 today on bus 23102. She is a terrible driver. She does not stay stopped long enough for a single passenger to take their seat. She is constantly honking at other cars and drives extremely aggressively. She often comes to a stop so abruptly that she overshoots the actual bus stop. I hate getting on the bus when she drives, it is an awful way to get to work. I have never had these issues with other drivers on the 1 line.”

Conclusion: The UTA Customer Service Department plays a crucial role in helping UTA exceed customer expectations by handling over 23,000 comments in 2024. The department’s commitment to timely response and resolution ensures that UTA maintains high standards of service. By categorizing 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.
