

Customer Experience Committee Chair Report

Marianne McKenna

September 14, 2018

CUSTOMER EXPERIENCE ADVISORY COMMITTEE ("CEAC") UPDATE

- An update was provided on the Union Station Bus terminal, scheduled to open in March 2020. The Committee was able to comment on the navigation tools planned for the terminal including station amenities, wayfinding and signage.
- Safety presented an update on common customer incidents and how proactive marketing campaigns and communications are being used to help keep customers safe.
- The Committee was given an update on our on-time-performance numbers. Action plans have been put in place as construction delays have been impacting on time performance.
- GO has also launched French automated announcements across the system in addition, a new pet policy was rolled out to better align with other transit partners.



PUTTING THE CUSTOMER FIRST

- The Committee was given an update from Marketing Division on how they are segmenting customers to identify needs beyond commuting by using trip purposes. Trip Purposes identify real-life reasons people travel and help us tailor services to meet these needs to grow ridership.
- Seven lead Trip Purposes outlined for future growth by identifying Customer trip barriers, audiences, benefits and design requirements.

Trips to Toronto for the Weekend


This trip purpose is all about the destination - the city of Toronto is one of the greatest in the world and this trip is a special outing for customers who typically live outside the downtown area.

TRUTHS OR INSIGHTS


- Infrequent city visitors
- Navigate new stations / locations
- Will have bags/luggage
- Could be in a group (families with grandparents or young children)

CONSIDERATIONS


- Provide easy access to attractions & hotels
- Help people maximize their time
- Building excitement for the journey from the start




COMMUTE TO AND FROM WORK




FUN AND ENTERTAINMENT




WEEKEND TRIPS OUT OF THE CITY




CONNECTING MODES OF TRANSPORTATION



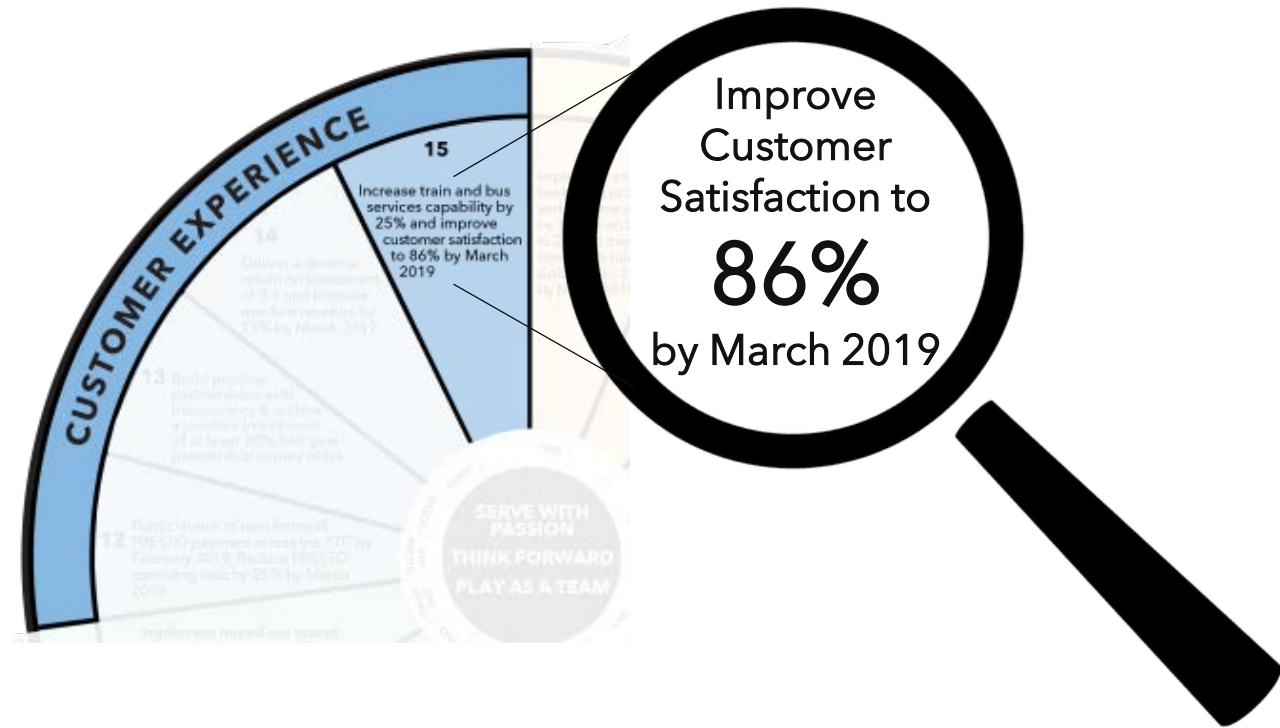
VISITING FAMILY AND FRIENDS



ATTENDING MEETINGS AND APPOINTMENTS



WE ARE DRIVING FOR 86% CUSTOMER SATISFACTION (CSAT) BY TAKING ACTION ON WHAT WE HEAR FROM OUR CUSTOMERS



Our CSAT Target



79%



80%



76%

Our Current CSAT Results

WE ARE ADDRESSING EMERGING CONCERNS TO KEEP OUR CSAT HIGH



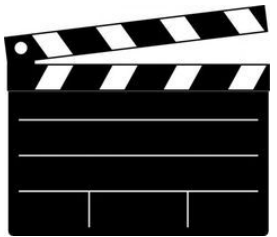
We're Listening

- Our mature voice of the customer program continues to provide facts and insights that drive improvements



Deriving insights

- Voice of the customer is considered in all customer facing initiatives



And Taking Action

- The actions we've taken in the past have led to improved customer satisfaction and successfully minimized call volumes

DESIGN EXCELLENCE

Selected Key Accomplishments:

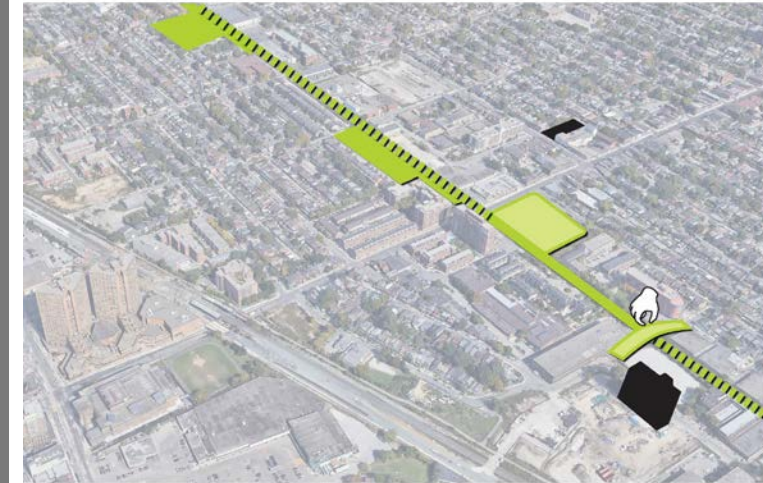
1. Process for managing design outcomes
2. Design Excellence as resource on system-wide initiatives
3. Design Standards - Urban Stations
4. Universal Design initiatives for stations
5. Sustainable Design initiatives

DESIGN STANDARDS

Draft Table of Contents

- 1.0 Introduction
 - o Design Excellence: Strategic Vision and Values
 - o GO Transit
 - o Overview of the Standards
- 2.0 Site Requirements
- 3.0 Building Requirements
- 4.0 Landscape Requirements
- 5.0 Materials
- 6.0 Integrated Art
- 7.0 Universal Design
- 8.0 Other Standards / Requirements (Separate Documents)
 - o Harmonized Signage and Wayfinding
 - o Industrial Design
 - o Sustainable Design
- 9.0 Technical Coordination Requirements
- 10.0 Implementation and Reviews

URBAN STATIONS



APPROACH



PLAN

STATION DESIGN STANDARDS - BENEFITS

CUSTOMER + COMMUNITY



People
Design for everyone to benefit and enjoy

- 1 Design for the needs of our diverse audiences
- 2 Engage with communities over the life of a project
- 3 Inspire excellence through creative talent



Place
Design for a sense of place

- 4 Design places and spaces that support quality of life
- 5 Celebrate the local within a coherent national narrative
- 6 Demonstrate commitment to the natural world



Time
Design to stand the test of time

- 7 Design to adapt for future generations
- 8 Place a premium on the personal time of the customers
- 9 Make the most of the time to design

CUSTOMER + NETWORK

RTP/GO Expansion Full Business case Benefit	Design Input/Standard	Outcomes
High Quality of Life	Move more services to platforms	Address more frequent service (decreased wait times)
		Safer: less rushing to trains
	Station as community space	Higher customer experience at platforms
		Station is more integrated into urban fabric
Prosperous Economy	Multi-modal connections across corridor	Greater support from the City of Toronto
		More cycling/pedestrian connectivity
Sustainable Development	Smaller station footprint and flexibility to adapt to future customer needs	Addresses historic severance of communities by rail corridor/infrastructure
		Reduced capital costs
		Reduced operating costs

Table 1: Benefits of Design Standards for Urban Stations

DESIGN EXCELLENCE

Focus on 3 Concepts

The development of the station design standards are based on:

CONNECT

bring together people and their communities



OPPORTUNITY

COMPRESS

build only the essentials



FARES

ANTICIPATE

stations that work for the now, the new and the next



19TH



20TH



21ST

