

# **Customer Experience Committee Chair Report**

Marianne McKenna, Chair

December 6, 2018

## **CUSTOMER EXPERIENCE ADVISORY COMMITTEE ("CEAC") UPDATE**

- Metrolinx President & CEO, Phil Verster, addressed the Committee to thank them for their ongoing participation and commitment in improving GO services to date and in the future.
- The Committee was given an update on customer trip purpose work and how these trip purposes are being used to inform efforts to increase ridership.
- An update was provided on how we are driving ridership to reach our goal of 80 million riders by 2020. The Committee provided insights on parking options and first mile/last mile solutions.
- Our customer satisfaction scores were below target, mainly due to construction and on-time-performance. Operations is working to resolve these issues and increase communications.
- The Committee provided feedback on ways to improve on-train customer communication about station construction, and shared ideas for improving Union Station construction communication - including showing renderings of the future state.

# MARKETING UPDATE

- The Committee was given an update on some of the Marketing initiatives in the past quarter:
  - **Airport Enhancements:** Introduction of a kiosk & ticket vending machine at Pearson Airport, Terminal 1, in late October. The kiosk is staffed during peak hours to help travellers learn about and try UP Express. We continue to work with the Greater Toronto Airports Authority to enhance wayfinding and signage.
  - **Union Station:** Throughout the station updated hoarding has been added to construction zones and along platforms. The new hoarding identifies the benefits that will be revealed post construction.



## MARKETING UPDATE

- Additional partners were added to the PRESTO Perks program, which rewards customers for having a PRESTO card with savings and other promotions at major attractions. The PRESTO Perks program rewards customers for simply having a PRESTO card. By showing it at major attractions, they save on admission and get other promotions.
- Metrolinx partnered with Scotiabank to create a special edition PRESTO card. The card was loaded with pre-set amounts (\$6 for TTC stops and \$8 at GO Train stops) and given away at select GO and TTC stations in Toronto during home opening games for the Raptors and Leafs. The promotion garnered significant social and digital media attention.



# HARMONIZED REGIONAL WAYFINDING & SIGNAGE PILOT

- The Design Excellence team showcased updated signage currently being piloted at Pickering station, with installation of 160 new wayfinding products including signs, maps and bus stops.
- Customers will see a dramatic difference in the clarity and quality of directional signage.
- Following installation, customer surveys will be conducted.
- Following Pickering, installation of pilot products at Hamilton GO, Finch and the four (4) UP Express stations will begin.



*Before:*  
*Directional signage*



*After:*  
*New directional signage*



