



# Customer Service Update

## February 16, 2012

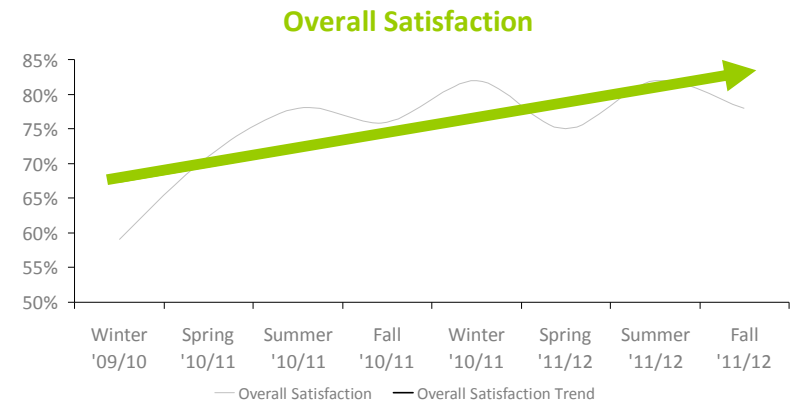
Nick Mutton  
Chair, Customer Service Committee



# Customer Service Update

## ➤ Action on Customer Feedback

- Improved Communication tools by launching GO Mobile and "On The GO"
- Expanded Rail Service to Kitchener
- Customer focused initiatives including the rail adhesion management program and GO Gift Cards



## ➤ Customer Service Advisory Committee Discussions

- A Customer Etiquette Campaign is being developed to address the top five customer courtesy issues
- A long term Parking Strategy is being developed to support ridership growth
- Results from our Amenities Research identified the need to develop a vending machine strategy and investigate a Wi-Fi access plan

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- Review of Kitchener start up to distill lessons learned
  - A successful launch despite challenges
  - Sufficient lead time must be worked into future project plans
- Investigating a Regional Transit Traveler Information System
  - A robust system for trip planning in the GTHA has potential
  - Liaising with local transit agencies to determine feasibility



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## ➤ Air Rail Link

- Business Strategy and Plan underway
- Work continues on a Strategic Brand Assessment and Design
- Customer experience strategy and road map development
- Construction of the ARL Spur to commence this spring

## ➤ PRESTO

- Incident debrief held to address customers concerns
- Customer Service Feedback/Update
- Website updates are coming

### ***Moving forward:***

- ***Addition of 40 PRESTO devices at GO Transit Union Station***
- ***Better Signage at GO Transit Union Station***
- ***Addition of PRESTO Ambassador Program at GO Transit Union Station***

Thank you  
Merci



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