



Customer Service Update

September 11, 2012

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Chair, Customer Service Committee

Overall

- A full agenda at the Customer Service Committee meeting on September 10 reflected the range and depth of activities underway at Metrolinx. Six items were discussed:

1) Annual Review of GO Customer Service Strategy

- GO's initial 2009 three year strategy is coming to an end, resulting in good progress
- Out of 126 action items identified in 2009, 75% are complete, 20% are underway, and 5% will be folded into GO's new strategy
- Highlights include:
 - ✓ Continual improvement in On -Time Performance since 2009
 - ✓ Rollout of the GO Mobile Application in November 2011
 - ✓ Better Electronic Signage at Stations in July 2012
- A new 2013 – 2016 Customer Service Strategy will be completed this Fall

2) ARL Update



- Significant progress towards the business strategy, design and implementation plans
- Introduction of the ARL brand name, logo, and website will be forthcoming

3) PRESTO – Business Intelligence

- The Committee reviewed the powerful insights that will be gained into traveller preferences through PRESTO
- This data will be used to develop programs and strategies with the ultimate goal of enhancing the customer experience
- The development of a business case for a Business Intelligence solution is now underway



4) Customer Preference Research

- Large retail businesses with thousands of customers take one of three approaches:
 - Assume each customer is the same;
 - Assume each is different;
 - Or can segment customers to better meet and exceed their expectations
- GO has just completed its first ever preference study and is already using the information and insights to better support customer experience

5) Union Station Revitalization

- GO space inside Union Station will triple, including a refurbished east concourse, a new west concourse, and improved access to the PATH, platforms and great hall
- The west concourse is set to open in 2013 and will change the way customers reach their trains as the east concourse will be closed for refurbishment
- The train shed atrium is set to open in 2014, followed by the green roof in 2016



6) Incident Review – Union Station Flooding

- A flooding incident occurred on June 1, 2012 and all TTC service was halted; the GO concourse was inaccessible
- Key learnings include:
 - The need to carefully monitor TTC construction for potential impacts on GO
 - Given the risk of flooding reoccurring, GO will acquire pumps rather than relying on equipment owned by the City and by contractors
 - GO's ability to intercept and detour customers to the teamways was key to protecting service



Wrap-Up

- Looking forward to updating the Board again in December
- What to expect? Updates on:
 - New 2013-16 GO Customer Service Strategy;
 - Employee Engagement, and;
 - Marketing and Stakeholder Relations