



Customer Service Update

December 5, 2012

Nick Mutton

Chair, Customer Service Committee

Overall

- The committee welcomed and benefitted from its latest member, Marianne McKenna
- A full agenda at the Customer Service Committee meeting on December 4 reflected the range and depth of activities underway at Metrolinx. Items that were discussed included:

1) Update on Strategic Communications

- The committee received a report from the VP, Strategic Communications, on communications, marketing and stakeholder relations activities underway in 2012 and plans for 2013
- There has been tremendous growth in GO engagement in social media followers: Facebook (+61%) and Twitter (234%) since April 2011
- Greater emphasis will be placed on a fully integrated communications approach involving marketing, stakeholder relations and communications in support of all divisions of Metrolinx
- The Big Move and the associated Big Conversation will be a priority for 2013

2) Design Review at Metrolinx

- The committee had a good discussion on design excellence and review recognizing that high quality design is when there is a happy marriage of both the function and aesthetic
- High quality design does not need to be expensive or iconic; excellence in design does not only improve quality of life, inspire, and delight - it makes good economic sense
- Metrolinx infrastructure and buildings are billboards for the Metrolinx brand
- Metrolinx is looking at ways to improve the quality of design of its capital projects, such as station sites and buildings, parking structures, and bridges
- At the February 2013 Board meeting, Metrolinx will propose next steps for improved design.

3) Progress on HR Annual Strategic Plan

- It has been two years since Metrolinx developed an HR strategy encompassing employee engagement, and the Customer Service Committee received its annual update yesterday
- Highlights include:
 - Delivery of over 65% of the action plan, with the remaining deliverables on track for successful completion
 - Successful rollout of the first two phases of the 5-year customer service training roadmap
 - Following the pilot Employee Opinion Survey in 2011, the organization-wide 2012 survey was recently completed
 - Completed framework and curriculum for the leadership development program
 - Metrolinx is proud to have been named as one of Canada's Top 10 Most Admired Corporate Cultures in the category of the Broader Public Sector.

Wrap-Up

- The Customer Service Advisory Committee, chaired by Board member Richard Koroscil, was pleased to learn that in the latest GO customer satisfaction Summer 2012 survey, “likelihood to recommend” reached its highest score since tracking began with 80% saying they would be likely to recommend GO to a friend or colleague. This is up 13 pts. from Spring 2012
- At the most recent Customer Service Advisory Committee meeting last month, staff commemorated the 2nd anniversary of GO’s Passenger Charter and celebrated the progress made to date. Members were recognized for their valuable input in shaping the Charter two years ago
- Looking forward to updating the Board again in February