



Customer Service Update

February 14, 2013

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Chair, Customer Service Committee

1) Update on GO Customer Satisfaction

- GO Transit Quarterly Pulse Check – Fall '12 Survey
 - Overall satisfaction remains high at 78%. This is up from 71% last Winter and is above the 3-year average of 77%
 - For the last two quarters, 80% of customers would recommend GO to a friend or colleague. This score is the highest since tracking began
 - Effective communication of service delays continues to be an area of opportunity. The roll-out of new technologies to communicate bus delay information is currently underway
 - There has been growth in several areas of satisfaction due to improvements in Seat Availability, Parking and more widespread use of PRESTO

2) Progress on the Innovation Framework

- Customer Service Committee received the annual progress report on the Innovation Framework
- Key accomplishments include solutions that will provide customers with options when confronted with parking congestion at stations. These solutions include:
 - Carpool to GO which will be offered at 10 stations by Feb 2013 and 22 stations by Summer 2013
 - Shuttles research project: in progress
 - Car sharing: RFP in progress
- A two year workplan has been developed and includes:
 - A Sustainability plan with an initial emphasis on energy management and efficiency
 - Improving the ideas@work program using crowdsourcing, and
 - Rolling out Metrolinx Innovation Think Tanks – a series of workshops with local and global decision-makers from a variety of industries and perspectives



Innovation is a Core Value

3) Incident Review: Union Station Power Failure

- A 2-hour power outage occurred on January 6, 2013 at Union Station
- Emergency power was supplied from generators for most systems. GO does not have the following systems on emergency power; fare sales devices, elevators, and Closed Circuit Televisions (CCTVs)
- Key learnings include:
 - Power failures can significantly impact GO services at Union Station
 - Hydro supply at Union Station is complex, especially due to ongoing construction changes
 - To continue operations, fare sales devices and elevators should have emergency power back-up
 - We are assessing critical functions with the City to continue operations and ensure uninterrupted power in the future

4) UP Express Fare Payment Experience

- The committee had a good discussion on the guest experience related to how fares are collected which is considered a pillar of the customer experience
- Significant work is underway to implement a simple fare structure that supports an elevated guest experience
- New technologies and the PRESTO card will be used to purchase fares



5) Update from GO's Customer Service Advisory Committee

- The Customer Service Advisory Committee, chaired by Board member Richard Koroscil, met last month. Members provided feedback into many exciting initiatives including proposed new wayfinding signage, a recently launched marketing campaign, and the recently launched GO service guarantee program
- Looking forward to updating the Board again in June