



# **Customer Service Update**

## **December 11, 2014**

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Customer Service Committee

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**The Committee discussed several  
topics:**

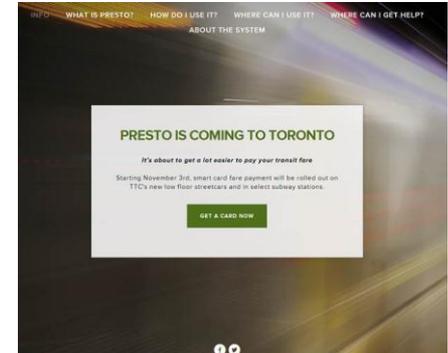
# 1) Update from GO's Customer Service Advisory Committee

- Featured at the November meeting:
  - GO's role in providing transportation services during the Pan Am/Parapan Am games
  - Update on the revitalization of Union Station and improvements to signage and the service counter
  - Information on the future of digital signage at GO stations and bus terminals



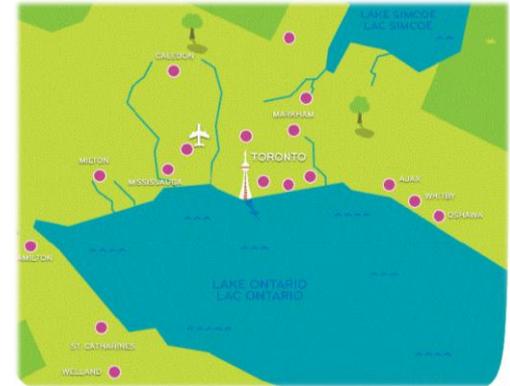
## 2) Update on PRESTO

- PRESTO is launching Phase 1 of the TTC rollout and has:
  - Launched PRESTO on the new streetcars on the Spadina line, the first of four streetcar lines to offer PRESTO
  - Installed PRESTO devices at Spadina subway station for a total of 15 stations that now have PRESTO, with 11 more to follow
- To support the rollout of TTC PRESTO has:
  - Launched a new website, designed for TTC users
  - Stationed PRESTO ambassadors at select locations who will be dedicated to customer service
  - Made PRESTO cards available for purchase at TTC Metropass vending machines



# 3) Update on Pan Am/Parapan Am Games

- The 2015 Pan Am/Parapan Am Games will be the largest international sporting event in Ontario's history
- Metrolinx will provide transport for spectators, visitors, Games staff, GTHA residents and employees
  - Ambassadors will assist spectators on GO Transit
  - UP Express will support Games media and technical officials
  - Teams are working together to have operational elements in place for spring 2015
- Metrolinx will also support a Games transit trip planner



# 4) GO Customer Service Accomplishments

- GO Transit has made significant strides in customer service. Overall satisfaction reached 84% and 84% of GO customers say they would recommend the service to others.
- In the last quarter, some accomplishments include:
  - Adding 7 locomotives and 22 coaches to increase rail capacity
  - Completing renovations at Ajax, Appleby, and Maple for passenger comfort
  - Launching the first GO Transit mobile website to keep customers in the know
  - Starting automatic announcements on board GO Bus to also keep customers in the know
  - Providing PRESTO How-to videos to help customers start using their PRESTO card
  - Launching a GO Transit Trip Planner before the end of January

# 5) UP Express

➤ UP Express continues to progress leading towards Spring 2015 launch and is fine tuning the delivery of the guest experience. UP will deliver to its guests:

- Technologies like e-ticketing and mobile websites
- Active social media before launch
- Extensive training plan that allows staff to offer an uplifting guest experience



**We look forward to updating again  
in 2015**