
CUSTOMER EXPERIENCE COMMITTEE UPDATE

Marianne McKenna

Chair, Customer Experience Committee

June 28, 2016



METROLINX

An agency of the Government of Ontario

The Committee discussed several topics:

1. Customer Experience Advisory Committee Update

The Committee met in May and discussed:

- How GO is refreshing bus stop signs to incorporate unique IDs to provide real-time bus information. The committee was delighted to hear that bus customers will be able to receive real-time service information beginning this summer.
- Staff provided an update on how GO will provide real-time bus service information across multiple channels (including web, digital signage, kiosks, text, and IVR phone system) to help customers self-serve and improve customer communications.



2. GO Transit Update

- GO is making the purchase of fares more convenient, easy and worry-free for customers. By providing more self-serve options, GO will enhance the customer experience while reducing the cost to serve customers.
- GO has initiated safety programs to counter bike theft, car crime and assault. The Committee was especially pleased to hear of plans to improve safety for bikes and cars at GO stations.



3. PRESTO Update

- In April, PRESTO reached a major milestone of 2 million activated cards. To commemorate this milestone, PRESTO began a #taphappy campaign in May to thank and welcome new customers and promote awareness of convenient customer features. The campaign had approximately 2,000 entries and generated nearly 400,000 impressions. During the contest, PRESTO’s Twitter followers increased 6% and now has over 10,000 followers, and Facebook fans increased 27% and now has over 7,300 fans.
- The fare gate pilot at Main Street Station was successful (implemented in the spring), and new fare gates are continuing deployment across remaining subway stations.
- The PRESTO bus rollout has been completed at first of seven bus divisions (178 buses); next two divisions are underway.



4. UP Express Update

- Since the March 9th price change, UP Express ridership continues to grow. Week over week analysis shows ridership growth in excess of 5%. Currently approximately 80% of UP guests are airport bound or destined.
- UP Express celebrated its 1st Birthday on June 6th. Metrolinx celebrated the anniversary on social media and guests were treated to several ‘surprise & delight’ activities throughout the system.
- Guest satisfaction is high at 81%. 81% of those surveyed were likely to ride UP Express again and 77% were likely to recommend UP express to others.*



** From UP Express Guest Satisfaction Survey (GSAT) that was in-field December 2015 to February 2016. Responses based on Top 4 box scores -respondents rated 7,8,9,10*

5. Design Excellence Update

- Design Excellence has worked with the Project team and Communications to socialize the Davenport Diamond grade separation project with the local neighbourhood, councillors and the City of Toronto.
- A prequalified shortlist of artists for the Eglinton Crosstown integrated art program was announced in March, and the awarded artists and artwork concepts will be announced in July.
- The successful proponent for the Pilot Phase of the Regional Transit Wayfinding Harmonization initiative was selected in mid-May. The pilot testing of the new signage standards will take place at Pickering GO Station, Hamilton GO Centre, and Finch Station in spring 2017.



**We look forward to updating you
again this Fall**

Thank you

