

Customer Satisfaction

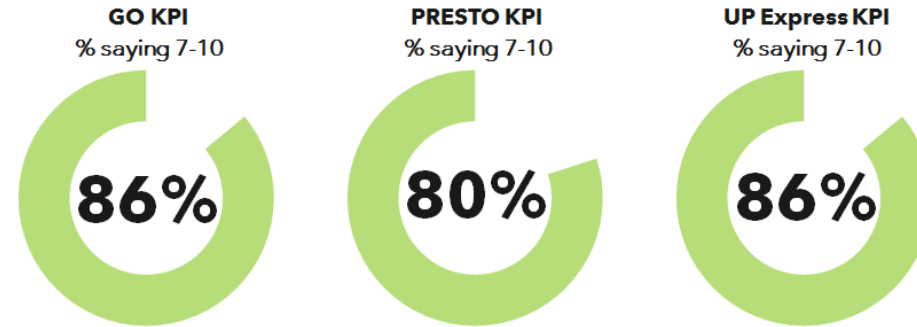
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EXECUTIVE SUMMARY

- GO, PRESTO and UP Express teams are committed to delivering customer satisfaction action plans and key performance indicators (KPIs) by Spring 2019.



- 2018-2019 customer satisfaction results and customer insights have been reviewed to identify lead drivers and modelled to validate growth potential.
- More than 170 action plans have been team formulated; 133 are in progress.
 - Prioritized actions plans include on-time performance improvement for GO and loading/buying convenience for PRESTO.
 - UP continuous improvement to enhance customer & airport experience.

RECOMMENDATION

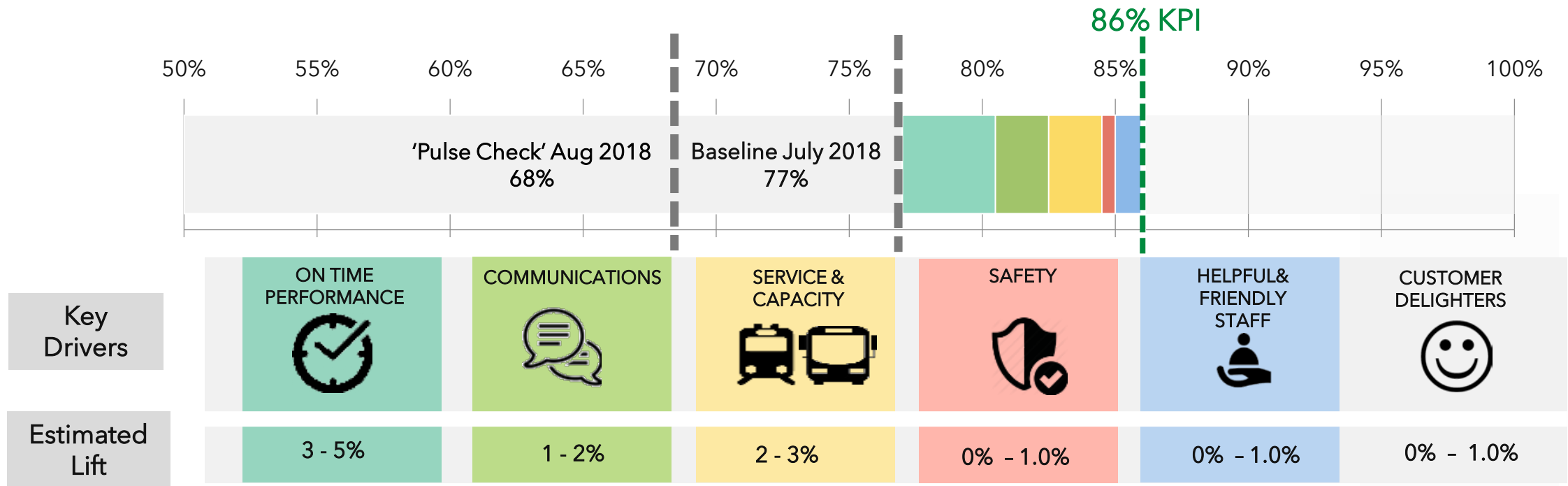
RESOLVED:

THAT the Metrolinx Board of Directors endorse the approach and actions set out in Metrolinx's October 22, 2018 Customer Satisfaction Report to improve customer satisfaction and deliver key performance indicator targets.



COMMITTED TO IMPROVING CUSTOMER SATISFACTION

- Focused efforts to improve satisfaction score to KPI target of 86%
- Drivers: on-time performance, communication, service & capacity, helpful/friendly staff & safety
- Robust action plans in place to deliver against performance drivers; 92 actions
- GO monthly customer satisfaction 'Pulse Check' pilot implemented in August*

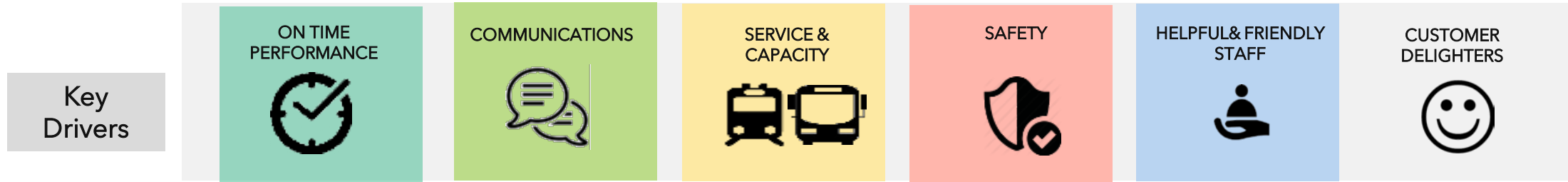


*August 'Pulse Check' new methodology with lower sample



COMMITTED TO IMPROVING CUSTOMER SATISFACTION

- 92 action plans in place: 20 completed and 72 in flight



Priority Actions

Completed

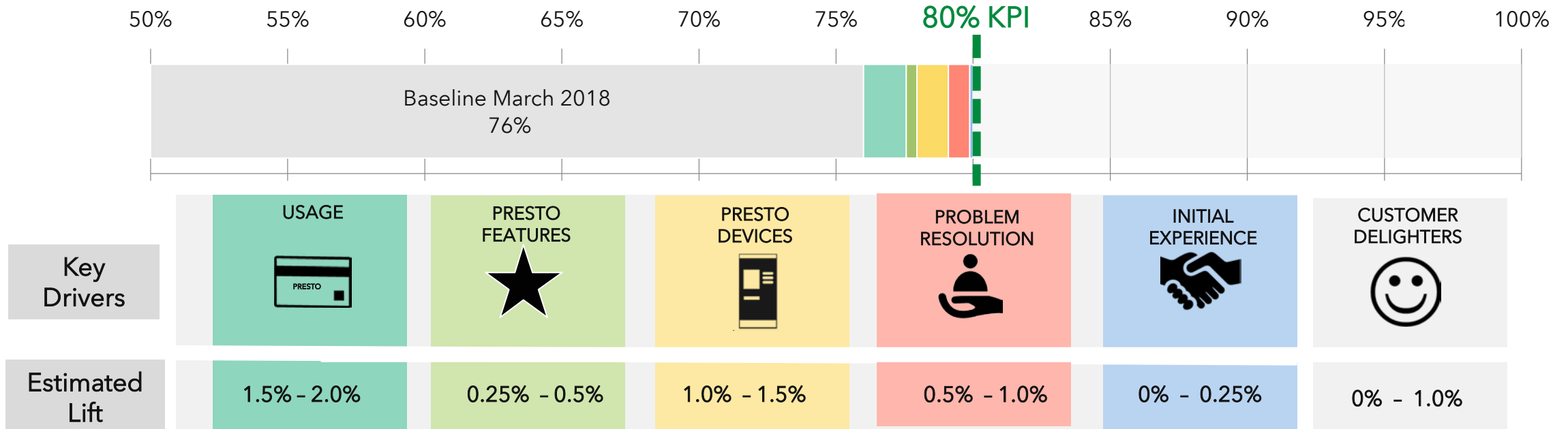
- Additional 220 train trips on Lakeshore East/West
- Refreshed Safety campaign focused on backpack risk on platforms
- Bilingual automated announcements

In Flight

- On-time performance improvement plan
- “Where’s my Bus” program with real-time updates (text, call, website)
- Updating signage at stations with identified issues
- Automated tap-off reminder announcements
- Improving service coordination with local providers
- New door restriction messages at stations under construction
- Continuation of the pet policy pilot

PRESTO EXPANDING AND BUILDING TOWARDS A GREAT EXPERIENCE

- Initiatives in progress to close the gap from 76% to KPI target of 80% satisfaction; 62 actions
- Top drivers: usage features, devices, problem resolution and initial experience
- PRESTO tracks customer satisfaction twice annually*



*PRESTO survey in-field between Sep 17-Oct 1 with preliminary results in November

PRESTO EXPANDING AND BUILDING TOWARDS A GREAT EXPERIENCE

- 62 action plans in place: 14 completed and 48 in flight



Priority Actions

Completed

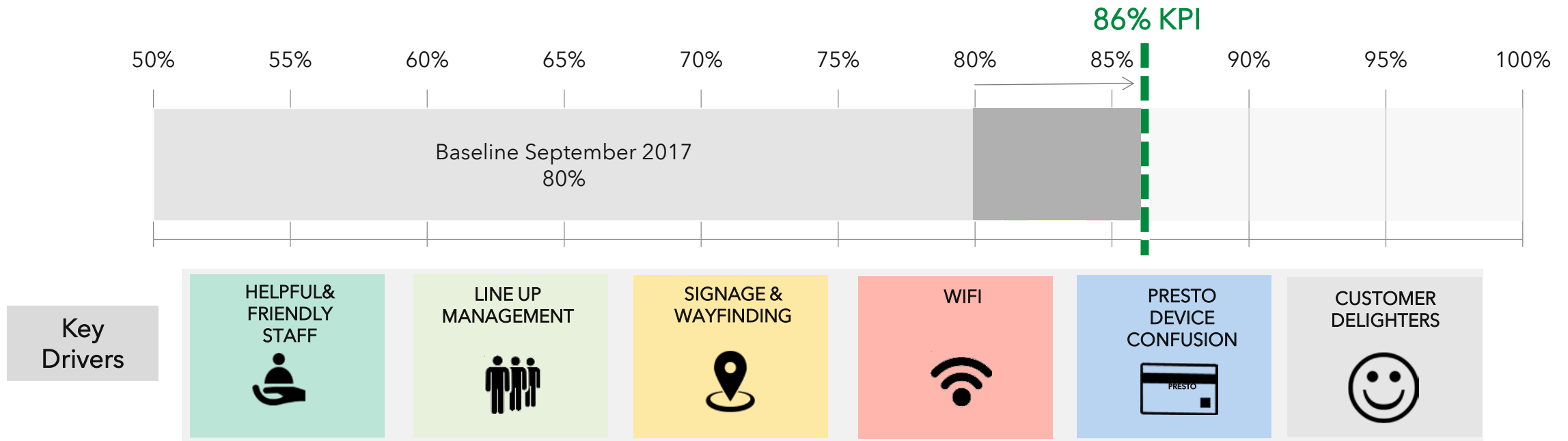
- Implemented TTC two-hour transfer
- Established TTC/GO/UP \$1.50 fare discount program
- Fare Vending Machines at all TTC stations

In Flight

- Launch of PRESTO Mobile App
- Shoppers Drug Mart/Loblaw retail expansion
- PRESTO TTC Tickets

CUSTOMER EXPERIENCE CONTINUOUS IMPROVEMENT

- UP 86% customer satisfaction KPI met in September 2018.
- Customer & airport experience continuous improvement in progress; 17 actions
- Drivers: helpful/friendly staff, line management, signage/wayfinding, tap device confusion, Wi-Fi
- UP customer satisfaction measured annually*



*Late Fall/Winter survey under consideration.

- 17 continuous action plans in place: 4 completed and 13 in flight



Priority Actions

Completed

- Ticket Vending Machines (TVM) increased servicing
- Ticket validation to speed up boarding
- Uber partnership to make connecting to UP more seamless
- Improved Wi-Fi reliability

In Flight

- Customer service desk pilot
- Improved signage & wayfinding
- Mobile sales agent & TVM location optimization pilot
- Guest Service Representatives tools & training
- New device graphics
- Text-to-speech for announcements

