

# Customer Satisfaction Update

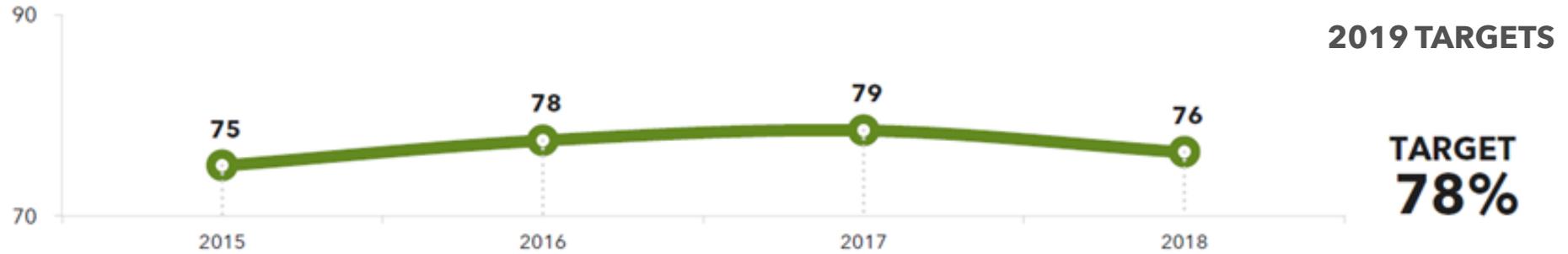
Ian Smith, Deputy Chief Operating Officer

Jessalynn Selby, Vice President, Customer Service Delivery

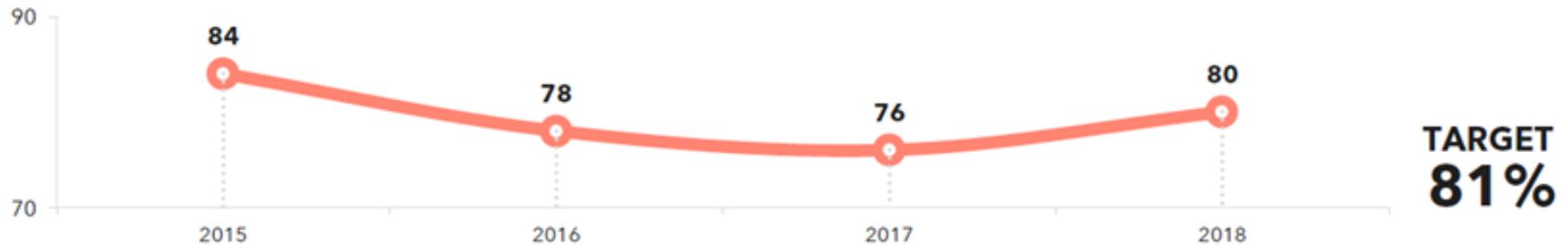
## EXECUTIVE SUMMARY

- GO, PRESTO and UP Express teams are committed to delivering customer satisfaction actions and meeting key performance indicator (KPI) targets as established in the 2019/2020 strategic objectives.
- 2019 customer satisfaction results and customer insights have been reviewed to identify lead drivers and to validate future impact.
- Teams have developed action plans to deliver on the 2019 targets, including:
  - *Focusing on customer readiness for all changes relating to GO Transit;*
  - *Providing PRESTO customers with more ways to purchase; and*
  - *Enhancing visibility and ticket sales for UP Express.*

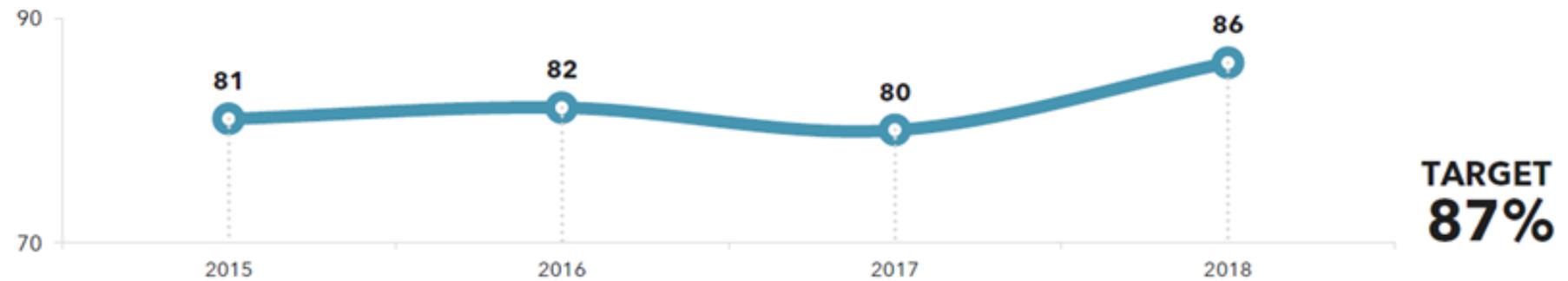
# CUSTOMER SATISFACTION TRENDS



PRESTO



UP

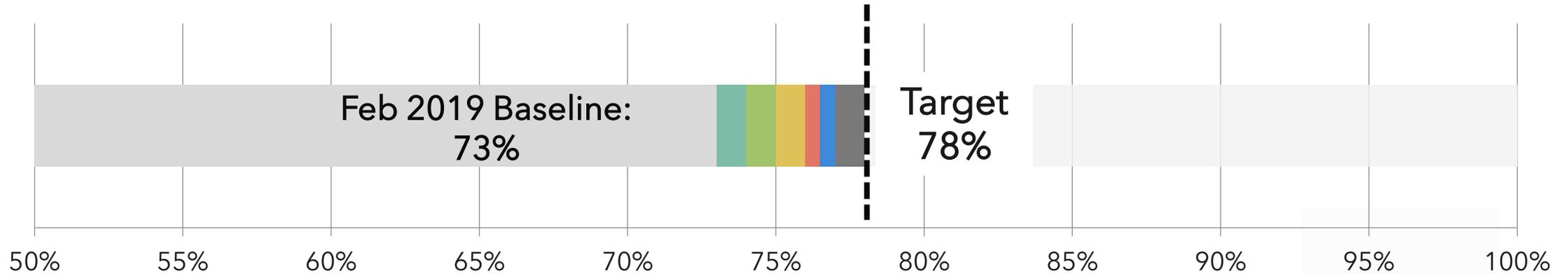


Source: GO Transit Customer Satisfaction Survey / UP Express customer satisfaction survey / presto customer satisfaction survey. Reporting: Top 4 Box (Scores of 7, 8, 9 or 10)



# COMMITTED TO IMPROVING CUSTOMER SATISFACTION

- In February, satisfaction for GO Transit was 73%, which was slightly lower than Fall 2018 (-3pts).
- Priority drivers include: On-time performance, communications, service and capacity, safety, helpful and friendly staff. Travel time to the final destination has emerged as a new driver in the last few waves and we are continuing to monitor this trend.



Key Drivers

ON TIME PERFORMANCE



COMMUNICATIONS



SERVICE & CAPACITY



SAFETY



HELPFUL & FRIENDLY STAFF



CUSTOMER DELIGHTERS



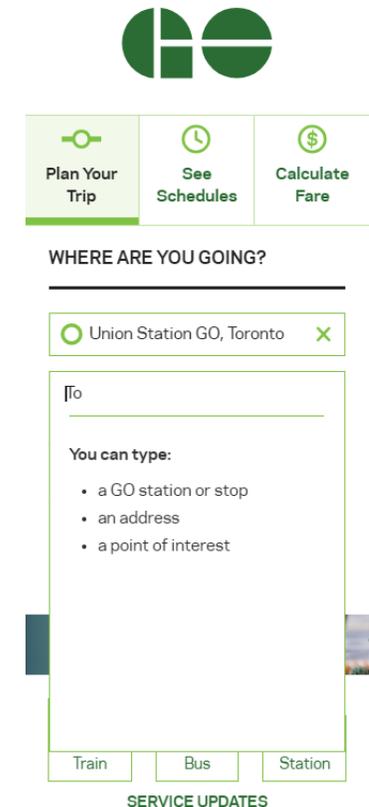
TRAVEL TIME TO FINAL DESTINATION



From early analysis. More data needed to validate

# SCHEDULE CHANGES IMPACT CUSTOMER SATISFACTION

- In January, customers expressed concerns on the new schedules in the afternoon rush-hour period. Feedback was addressed with a renewed focus on customer readiness for all future customer-impacting changes.
  - A more thorough customer impact assessment and risk review process are now completed for all schedule changes.
  - Ridership analytics informed adjustments for the April service changes to help mitigate crowding and identify trips that enabled large numbers of customers to get home to their families earlier.
  - April changes were supported by a successful multi-channel customer communications plan that included social media, station announcements, Customer Service Agent support, and On-the-GO alerts. Increased customer awareness and engagement rates were delivered.
- **Customers want relevant and timely information to assist with planning their trips. We are improving our communications by:**
  - Improved online trip planning with ranked GO Stations in website drop-downs to increase speed and accuracy of searches.
  - Digital signs for easier trip identification at pilot stations.
  - Enhanced station announcements.



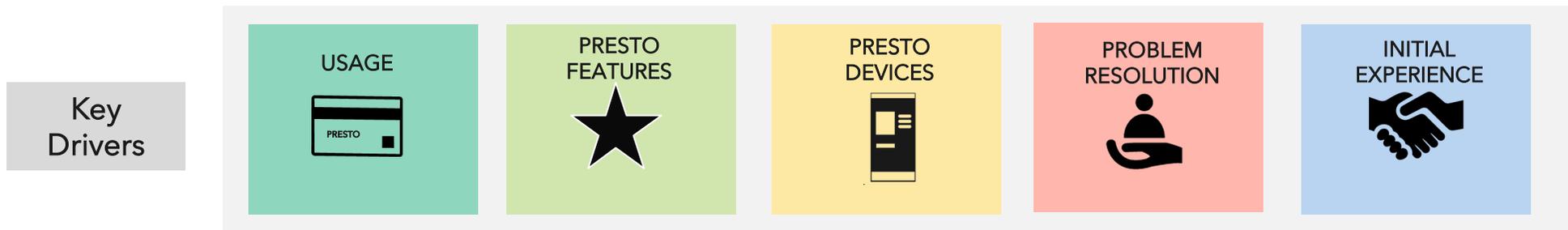
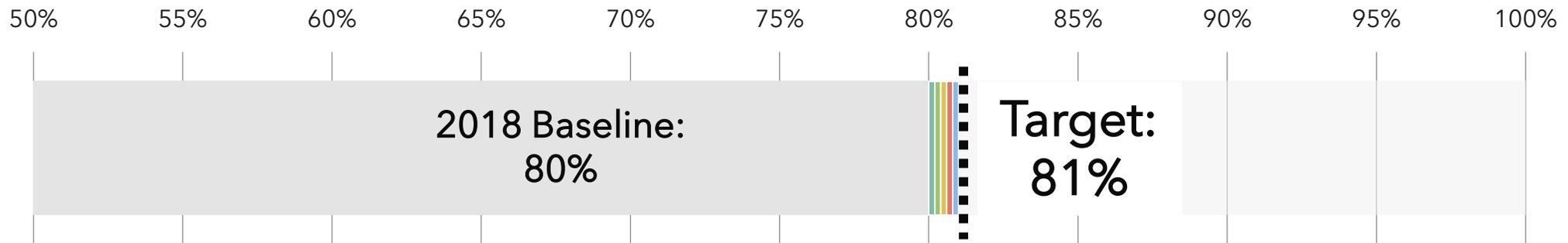
# SERVICE ENHANCEMENTS INCREASE SATISFACTION

Increased GO Rail and Bus services were introduced April 6, 2019 including:

- **Lakeshore East**
  - 1 new AM and PM peak express train, operating all stops from Oshawa GO to Pickering GO and express to Union Station.
- **Kitchener GO**
  - 2 new AM peak train trips and from Bramalea GO to Union Station, 1 being an extension to an existing trip.
  - GO Bus Route 31/33 AM peak schedule adjustments to improve passenger connections onto trains
- **Stouffville GO**
  - 10 weekday midday train trip extensions between Unionville GO and Mount Joy GO so Stouffville corridor midday trips now serve all stops between Union Station and Mount Joy GO.
  - GO Bus Route 70 midday weekday trips have been increased.
- **Regional GO Bus**
  - Permanent stops at Highway 401 and Keele St for GO Bus Route 19.
- **Niagara Falls Seasonal Service**
  - 7 daily train trips for the Victoria Day long weekend (Saturday May 18 to Monday May 20) and the launch of the summer service.
  - GO Bus Route 12 weekend bi-hourly express service between Niagara Falls GO and Burlington GO.

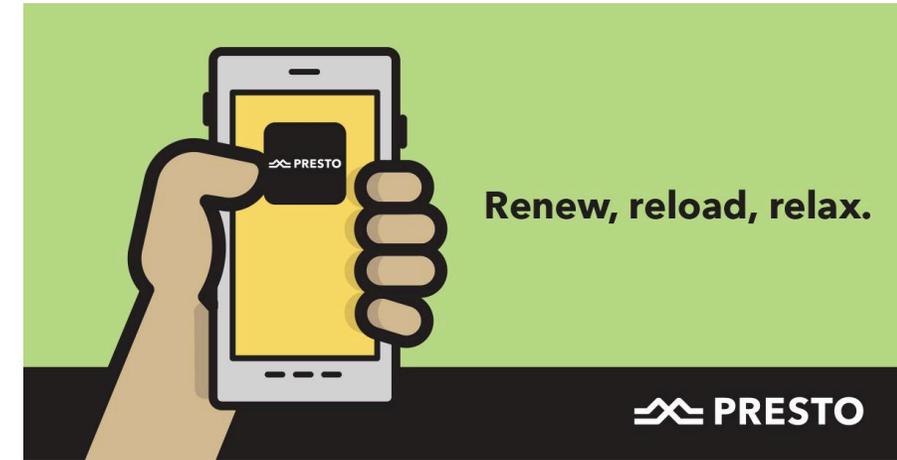
# PRESTO EXPANDING AND BUILDING TOWARDS A GREAT EXPERIENCE

- Overall satisfaction for PRESTO increased 80%, +4pts up from the 2017 results.
- PRESTO now reports a Customer Effort Score (CES) in 2018 that measures the ease of the experience. Our first results shows that 88% of our customers are satisfied with how easy it is to use PRESTO.



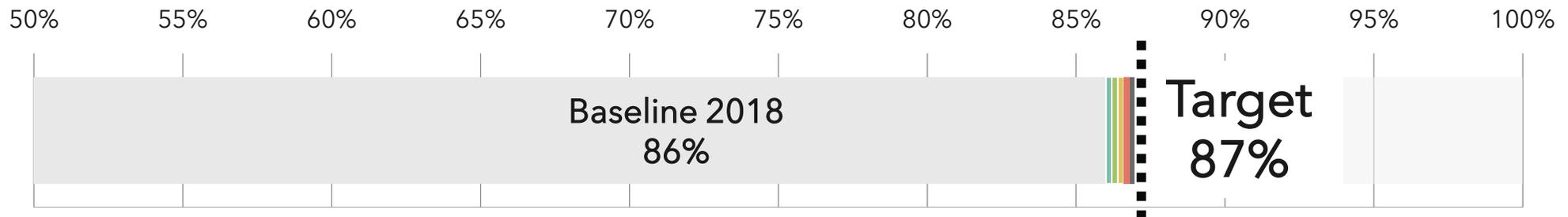
# MORE PURCHASE & LOAD OPTIONS IMPROVES PRESTO EXPERIENCE

- The PRESTO Mobile App that launched in January permits most Android phones with near field capabilities (NFC) to load funds and passes instantly to their PRESTO card, check balances, review trip history, or set up Autoload or Autorenew.
- App has seen over 328K downloads and 203K loads.
- The PRESTO Tickets Pilot launched in April 2019, providing customers with more choices for fare payment. Full launch across the TTC network and at Shoppers Drug Mart locations is expected later this year.
- As we expand our purchase and payment options, priority actions focus on improving our customer support services:
  - Enhancing the PRESTO call centre self-serve options to improve customer usability.
  - Expanding the PRESTO web chat feature to answer customer account based questions.
  - Updating website frequently asked questions to make information easier to find and understand.



# MAINTAINING STRONG CUSTOMER SATISFACTION

- UP Express’s customer satisfaction rating was 86%, meeting its target for its annual survey.
- We continue to partner with GTAA to improve the customer experience including wayfinding, extended UP Kiosk hours of operation and optimizing ticket purchase options.
- Key areas of customer satisfaction were: helpful/friendly staff, Wi-Fi, signage/wayfinding, fare payment, and fare inspection.



# IMPROVING WAYFINDING AND CUSTOMER SERVICE AT THE AIRPORT

- Since Fall 2018, UP Express offered extended staffed hours at our kiosks in terminals 1 and 3 at Pearson Airport. The pilot offered customers a more personal experience on how to use PRESTO, UP Express and GO services. Agents were able to support multiple languages and respond to common travel questions to help customers get to their destination.
- A planned refresh of the UP Express Kiosk in Terminal 1 to make the experience more friendly, open and informative is in progress.
- Enhancements to UP Express ticket purchase include:
  - A ticket vending machine now located at Terminal 1 Domestic baggage claim;
  - Ticket Vending Machines now accept ALL methods of payment;
  - Terminal 1 Station Point of Sale unit and a Moneris terminal for credit and debit transactions; and
  - Pre-loaded PRESTO cards available for purchase with credit and debit cards.



# MOVING FORWARD



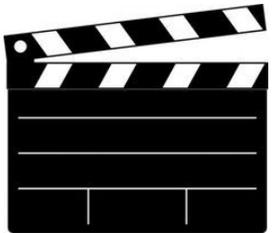
## Active Listening

- Our priority action plans align with customer feedback.



## Insights Informed

- Analytics and insight inform our actions: call centre and market research to understand customer sentiment and opportunities.



## Timely Actions

- On time performance and customer communications opportunities are our top priority

