



Customer Service Update

June 21, 2012

Nick Mutton
Chair, Customer Service Committee



Overall

- A full agenda at the Customer Service Committee meeting on June 20 that reflected the range and depth of activities underway at Metrolinx

GO Rail Parking Strategy Update

- The committee discussed the challenges of supporting ridership growth and enhancing the customer experience, while managing demand for new parking
- There was a recognized need for strategic parking expansion where it is most needed
- Balancing parking expansion with investment in other access options, as appropriate, including kiss and ride facilities, improved transit connections, and safe and direct walking and cycling links
- Goal is to accommodate passenger needs at station in a sustainable manner.



Construction of Erindale GO Parking Structure

ARL Customer Experience



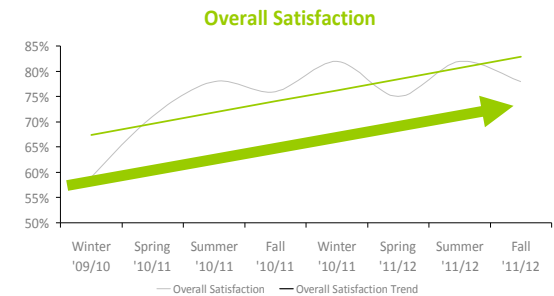
- Overview of Customer Experience Mapping Framework, including Global Best Practices
- Significant Progress of the ARL Guest Experience Plan, including:
 - Multi-Channel Customer Service, Station Experience, Onboard Experience, Payment Experience, Technology, and Strategic Partnerships
- Final Business Plan and Implementation Roadmap in September 2012

Fare Guarantee

- Starting in 2012, GO Train customers will be reimbursed for train delays that are 15 minutes or longer and are within GO Transit's control
- The fare types eligible for a refund include PRESTO fares, Single-Rides, and Group/Day Passes
- Refunds will be automatically issued for PRESTO card holders upon request, provided the customer meets the defined eligibility criteria & the requests are received within 7 days of the delay
- Forecast Go Live Date: On track for Fall 2012

Customer Service Update

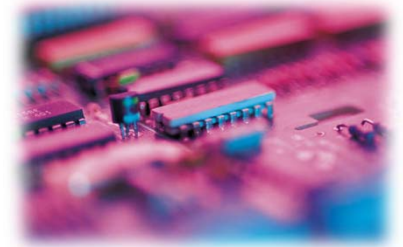
- GO Transit Quarterly Pulse Check – Winter '12 Survey
 - Satisfaction remains high, but some drops likely due to:
 - Changes to the survey instrument
 - Announcement of fare increase
 - Announcement of decommissioning of 10 and 2 ride fare media
 - Lack of an incentive draw for respondents for the first time
 - Preliminary Spring '12 results show recovery on most measures



- Customer Service Advisory Committee Discussions
 - First meeting with new committee chair Richard Koroscil
 - Several GO customer tools are rolling out in 2012, including improved real-time updates on station signage, GO Tracker for web and mobile, and refreshed online schedules
 - The committee also provided input into the communications plans and refund claim process that support the GO fare guarantee program coming this Fall

GO		Burlington		10:19
Destination	Scheduled Price	Stopping at Area	Track	Expected Month
All trains are operating on time.				
Eastbound to Union / Direction Est à Union				
Union	11:10	Appleby - Bronte -	3	On Time / À l'heure
Union	12:10	Appleby - Bronte -	3	On Time / À l'heure
Union	13:10	Appleby - Bronte -	3	On Time / À l'heure
Union	14:10	Appleby - Bronte -	3	On Time / À l'heure
Westbound towards Hamilton / Direction Ouest vers Hamilton				
Aldershot	10:42	Aldershot	1	On Time / À l'heure
Aldershot	11:42	Aldershot	1	On Time / À l'heure
Aldershot	12:42	Aldershot	1	On Time / À l'heure
Aldershot	13:42	Aldershot	1	On Time / À l'heure
Always remember to stand back from the yellow line while on station platforms.				
Train delay details are reported when delay is greater than 10 minutes.				

Technology Roadmap



- I&IT Transition Plan to support not only GO, but ARL and PRESTO
- Updates on improvements to Customer Communications: Electronic Signage, GO Tracker (real-time train information for web/mobile), Online Schedules, GO Mobile App, On the GO alerts
- Progress on GO Fare Guarantee, PRESTO Roll-Out and Support, and ARL Introduction

Wrap-Up

- Looking forward to updating the Board again in September
- What to expect? Updates on:
 - GO Market Segmentation Study
 - Union Station Revitalization
 - GO Marketing Roadmap
 - Progress Updates on ARL, PRESTO

