

**To:** Customer Experience Committee  
**From:** Paula Edwards, *Vice President, Customer Service Delivery*  
**Date:** March 5, 2018  
**Re:** **Customer Experience Advisory Committee December Update**

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## **Executive Summary**

The Customer Experience Advisory Committee (“CEAC” or the “Committee”) was established to promote discussion and exchange information with the public on key customer issues and advise on policy issues related to customer service. The last meeting was held January 15, 2018. Agenda items for the meeting included presentations on the evolution of GO’s Passenger Charter and Safety Charter, Retail Strategy update, GO Transit.com refresh update, regional wayfinding harmonization update, and the Quarterly Report for period October to November 30, 2017.

## **Recommendation**

This report is submitted for information purposes only.

## **Background**

The agenda for this meeting included:

### **Evolution of GO’s Passenger Charter and Safety Charter**

Mary Proc, Acting Chief Marketing Officer, presented the new Customer Charter and Safety Charter highlighting the change from ‘passenger’ to ‘customer’ and the alignment with the Safety Charter. The Committee was very pleased with the alignment and elevation of safety complementing the Customer Charter stating it will provide a consistent customer understanding across all Metrolinx brands.

### **Retail Strategy Update**

Klaus Zeise, Manager, Retail Operations, provided the Committee with an update on retail partners and the Tim Hortons pilot currently underway. The Committee was asked for feedback on their experience using the outlets and suggestions for improvement. Comments included a request for extended hours (early morning train coverage); and a suggestion to continually monitor refuse levels (cups, paper bags, etc.) on GO properties as the program expands.

## **GO Transit.com Refresh Update**

Doug Dekker, Manager, Customer Communications, updated the Committee on the recent GO website refresh highlighting changes made in response to customer feedback and how GO will collect feedback relating to future changes. The Committee was delighted with the new colour palette and clean lines of the refreshed website. Comments included a request for customized schedule creation and an easy link to GO Tracker.

## **Regional Wayfinding Harmonization Update**

Gunta Mackars, Director, Program Development, and Toban Allison, Analyst, Program Design Excellence, provided the Committee with an overview of how harmonized regional wayfinding will provide customers with an improved, consistent and easier to use transit experience, with pilot projects anticipated for spring 2018. The Committee was pleased to see international standards being employed and suggested an app address and/or telephone number be included on signage.

## **Quarterly Update**

Thomas Kuti, Director, Customer Programs, reported results for period October to November 30<sup>th</sup>, 2017 highlighting the increase in customer satisfaction from 71% last year to 77% this year, and our continued focus on improving communications. Data to December 31, 2017 will be available mid-February.

## **Round Table**

During this Round Table discussion the Committee congratulated Metrolinx for the progress on the wayfinding project as it is understandably challenging but worthwhile.

Other comments included:

- A request for improved train alignment with the accessibility loading area as the folding metal ramps often tip (or tilt) to one side when customers exit or enter the train causing tripping and off-balances to occur.
- A request that GO work with Bombardier to provide CSA's with delay information quicker so that customers can be updated earlier rather than finding out via Twitter feeds.
- A request for an improvement in the speed in which online loads are applied to PRESTO cards, as the current wait time is often impractical.
- A suggestion that GO vehicles consider using the "blue light" featured on York Regional Transit buses which provides a less harsh light and more relaxing environment.

- A request that the amount of salt used be reduced in some areas (Whitby) as too much salt can cause slipping on platforms and other GO property areas.

These actions have been brought forward on the Action Log for investigation and action.

**Attachments:**

Appendix 1: Customer Experience Advisory Committee Action Log

Respectfully submitted,

Paula Edwards  
*Vice President, Customer Service Delivery*

