

To: Customer Experience Committee
From: Mary Proc, Vice President, Customer Service Delivery
Date: September 13, 2017
Re: **Customer Experience Advisory Committee July 31, 2017 Update**

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 July 31, 2017. Agenda items for the meeting included presentations on GO website refresh, Union Station bus terminal update, improved ticket vending machine experience, and the Quarterly Report for period ending June 30, 2017.

Recommendation

This report is submitted for information purposes only.

Background

The agenda for this meeting included:

GO Transit.com Refresh

Jesalynn Selby, Director, Customer Care, and Doug Dekker, Manager Customer Communications, provided an overview of improvements to the GO Transit website that will provide a more personalized customer experience through responsive design. The Committee was advised that site changes are anticipated to be delivered over a number of releases beginning in January 2018. Committee comments included a request that descriptive text iconography (i.e., icons that can be “read aloud” by apps for the visually impaired) be included as part of the full release; a suggestion to work with transit partners to incorporate co-fare information as part of the trip planning process; a request that a PRESTO link be included to make it easier for customers to navigate; and a request to include an available amenities listing (groceries, coffee, etc.) along chosen trip route. While the Committee had positive comments about the overall appearance and features of the refreshed website, they asked that consideration be given to not using black as the colour background as they found it too harsh.

Union Station Bus Terminal Update

Ken Rose, Manager, Corridor, USRC Infrastructure, provided the Committee with an update on construction plans and progress for the new Union Station bus terminal including new arrival/departure areas, safety attributes, amenities, and signage. The Committee was pleased to learn that the new bus terminal will feature enhanced connectivity to Union Station with a focus on wayfinding and passenger safety. Comments included a request to ensure that any audio communication channels are effective at being heard in waiting areas and on platforms above surrounding environmental noise; and a request that new bus terminal wayfinding align with current wayfinding and signage used throughout GO. The Committee also asked that another update on the physical layout and wayfinding attributes of the new bus terminal be brought back at a future date.

Improved Ticket Vending Machine Experience

Jessica Foulds, Senior Project Officer, spoke to the Committee about changes to improve the ticket vending machine experience including increasing speed of search requests, providing PRESTO card self-serve loading options and future contactless payment options. The Committee was shown a sample of a limited use card (from Translink Vancouver) and asked for their feedback on whether this would serve the needs of occasional riders. The Committee placed great importance on the card being recyclable, otherwise seeking alternate options was preferred. They also noted that while the card may provide benefits to occasional riders who always take the same trip on GO, it is not useful to those occasional customers who want to take different trips using all available service providers, i.e., TTC, noting that customers want the flexibility to use whatever transit services they may need to fit their occasional journey.

Quarterly Update

Angela Prashar, Manager, Operational Support, reported results for the quarter ending June 30, 2017 noting that customer satisfaction has rebounded in all three performance indicators from the lows experienced in Fall 2016, and on-time performance has also been steady at 96% for rail and 95% for bus. Areas of concern show that GO must continue working towards improving cleanliness/maintenance of vehicles, wayfinding, and ensuring the Accessibility coach is available to accessibility customers when needed.

Round Table

During this Round Table discussion the Committee offered praise to CSA's who have recently been providing timely announcements reminding customers to check for

service guarantee information on trips that qualify, as well as advising when the trip does not qualify. Appreciation was also offered for the extra trains put in service when Blue Jay games end during rush hour periods.

Other comments included:

- A request for increased diligence on the Lakeshore East and West lines during the Exhibition period to ensure that washrooms are cleaned more frequently and CSA's increase etiquette rule announcements.
- A suggestion to include a link to PRESTO on the refreshed GO website to make it easier for customers to navigate.
- A request for platform assistance for accessibility customers who must traverse the narrow platform areas beside stairwells on route to the elevators at Union Station.
- A request for assistance with overcrowding in front of the elevators as customers offload onto platforms at Union Station during peak periods.
- A request for increased signage displaying the times that bikes are allowed to be brought onto GO trains.
- A request to ensure that CSA's have the same up to date delay information as provided to OnTheGO Alerts so all delay messaging is consistent.

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

Attachments: Customer Experience Advisory Committee Action Log

Respectfully submitted,

Mary Proc
Vice President, Customer Service Delivery

