

To: Customer Experience Committee
From: Mary Proc, Vice President, Customer Service Delivery
Date: June 27, 2017
Re: Customer Experience Advisory Committee May 1, 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 May 1, 2017. Agenda items for the meeting included presentations on GO non-user & RER perceptions research, real time communications, safety and security, GO's 50th anniversary celebrations and the Quarterly Report for period ending March 31, 2017.

Recommendation

This report is submitted for information purposes only.

Background

The agenda for this meeting included:

GO Non-User & RER Perceptions Research

Devon Khusial, Manager, Market Research, presented an overview of research indicating perceptions held by GO non-users to using public transportation. The Committee was asked for suggestions on how to overcome the perceived barrier of distance to GO stations, and for ideas on how GO Transit can motivate non-users to use GO. Committee comments included communications highlighting convenience of using GO vs driving, increasing education on how to use schedules to plan a trip, and increasing awareness of alternate options available to arrive at GO stations. The Committee also suggested offering incentives, especially to first time non-users.

Real Time Communications

Jessica Foulds, Senior Project Officer, Customer Program Delivery, provided the Committee with an update on real time communication channels available to customers

and illustrated their use along a customer journey scenario. The Committee was asked for feedback on how to encourage customers to use all available real time channels. Comments included providing customers with alternative travel options in real time during delays, increasing awareness of all real time channels available to customers via communications sent during peak commuter periods when they are more apt to be read; a suggestion to text customers a link to Triplinx during delays to make it easy to plan alternative routes, and a suggestion to add an indicator on bus signage to denote if a route is express.

Safety & Security Update

George Bell, Vice President, Safety & Security, spoke to the committee about the recent fatality at Union Station bus terminal and how safety is an important partnership between GO and its customers requiring respect of all safety recommendations for buses, trains, crossings and property restrictions. The Committee was asked for suggestions on how best to communicate the importance of safety to customers. Committee comments included a request for continued vigilance regarding platform crowding at Union Station, especially during construction, a suggestion for a parking lot etiquette campaign focusing on drivers and customers, and a request for a Union Station bus terminal safety update.

GO's 50th Anniversary Celebration

Sheena Malhotra, Brand Manager, Brand & Marketing, advised the committee of plans currently underway to celebrate GO's 50th Anniversary on May 23rd. The committee was invited to share in celebrations during the Family & Friends event at the Round House.

Quarterly Update

Angela Prashar, Manager, Operational Support, reported results for the quarter ending March 31, 2017 noting that while overall customer satisfaction was down, on time performance was above target at 95%. The Committee was advised that GO will continue working towards increasing customer satisfaction and mitigating challenges during the upcoming RER construction period.

Round Table

During this Round Table discussion the Committee offered praise for engaging and professional onboard service announcements by CSA's, as well as for the new on board train announcements. Gratitude was also expressed for Metrolinx staff who attended

recent LRT meetings in Hamilton, stating their patience and professionalism was appreciated.

Other comments included:

- A request for seasonal messaging during heat delays in the summer.
- A suggestion to add digital signage messaging at platform level during service delays due to difficulty hearing audio messaging.
- A request for increased CSA messages regarding seating priority in the accessibility coaches.
- A suggestion to add Exhibition Station as a stop on Lakeshore West express trains as Liberty Village is becoming a new hub, and many customers must backtrack from Union when taking express trains.
- A communication campaign to increase awareness that GO services short trips within the city, as well as longer trips.

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



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MEMORANDUM**