

o: Customer Experience Committee

From: Mary Proc
Vice President, Customer Service Delivery

Date: December 6, 2017

Re: Customer Experience Advisory Committee - November 6, 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 November 6, 2017. Agenda items for the meeting included presentations on the current etiquette campaign, pet policy review, introduction of bilingual automated announcements and the Quarterly Report for period ending September 30, 2017.

Recommendation

This report is submitted for information purposes only.

Background

The agenda for this meeting included:

Etiquette Campaign Update

Sheena Malhotra, Brand Manager, Brand & Marketing, presented an etiquette campaign update including plans for the upcoming #EtiquetteFail Phase 2, as well as plans for a book launch to support the campaign. The Committee was asked for feedback on whether the campaign would further enhance GO’s efforts to promote good customer behaviour. Comments included their appreciation for the use of humour to promote behavioural changes; and praise for a quick Twitter request for a CSA reminder about feet on seats that ran almost immediately. The Committee also suggested that consideration be given to running courtesy reminders on the onboard digital signs, when next stop information, etc. is not being displayed.

Pet Policy Review

Jessica Foulds, Senior Project Officer, Customer Program Delivery, provided the Committee with an update on current GO & UP pet policies, and a comparison to both local (GTHA) and global practices. The Committee was asked for feedback on whether relaxing our current policies would have a positive impact on off peak and occasional travel, and also whether GO & UP should have the same pet policy. Comments included a need to be mindful of a wide range of possible customer sensitivities including allergies, fears, cleanliness, and crowding on GO vehicles. The Committee generally agreed that travelling with pets during off-peak hours was preferred and that a designated coach be assigned for customers travelling with pets. The Committee also acknowledged that GO & UP may not be able to have the same policies as UP trains do not operate with peak and off-peak travel times.

Introduction of Bilingual Automated Announcements

Tracy Billows, Manager, Program Delivery, presented an introduction to bilingual automated announcements and offered the Committee an audio sampling of next stop announcements for trains and buses. The Committee was advised that a pilot for live bilingual announcements is scheduled to begin in spring 2018, and was asked how to best position this addition to live announcements in order to encourage customer acceptance. Comments included inserting a slightly longer break between English and French announcements; a request that the French announcement include the same bus terminal safety messaging as in English; and a request that the phrase "as a courtesy to your fellow passengers" be left in both announcements.

Quarterly Update

Angela Prashar, Manager, Operational Support, reported results for the quarter ending September 30, 2017 noting that On-Time Performance is tracking above target for this period. Solutions are being actioned to improve self-serve (TVM, AVM) device maintenance; adjusting our facilities cleaning schedules to improve the cleanliness of our stations; and improving signage to better differentiate between GO and UP tap-on devices.

Round Table

During this Round Table discussion the Committee conveyed their thanks to GO Transit for their continuing efforts in building a brand that is warm and friendly and makes the customer feel like a partner in commuting. Appreciation was also expressed for the completion of the pedestrian bridge at Ajax.

Other comments included:

- A request that the yellow platform lines be re-painted (specifically, Whitby) as they are fading.
- A request that GO work to influence the addition of bus schedule display signage in the downstairs area of the Downtown terminal in Brampton as there is currently no signage or staff to assist customers.
- A request for additional tap-on devices near the stairs to platforms in the Bay East Teamway.
- A request to review GO bus temperatures seasonally, keeping customer seasonal attire in mind, to increase onboard comfort.

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

Respectfully submitted,

Mary Proc
Vice President, Customer Service Delivery

Attachment: Customer Experience Advisory Committee Action Log

