



DATE: January 5, 1996
TO: Board of Directors and Alternates
FROM: Arthur T. Leahy, Executive Officer of Operations

Los Angeles County
Metropolitan
Transportation
Authority

SUBJECT: LINE 33 CUSTOMER RELATIONS PILOT PROGRAM

ISSUE

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The Metro Bus Western Region, in conjunction with Customer Relations and Marketing, has developed a new initiative called "*We're Taking It Personally!*" to aggressively respond to and resolve customer complaints within the Region. "*We're Taking It Personally!*" is a pilot program designed to personalize and expedite the customer complaint process. The program, which is being implemented the first week of January, targeting Line 33 operating from Division 10, will be evaluated at the end of 60 days with a final analysis paper available in March.

BACKGROUND

The Metro Bus Western Region aspires to be the "Nordstrom" of the transit industry, focusing on the passenger/operator relationship. It's philosophy regarding the passenger/operator relationship is "the customer is always right". However, this does not mean, nor should it imply, that the operator is always wrong. The Region strives to improve the passenger/operator relationship by bringing the management team closer to their customers and by providing all of their employees with the tools they need to do their jobs.

To expedite the complaint process and ensure program success, Customer Relations will promptly notify Division 10, via fax within two hours, of complaints involving Line 33. Division 10 is committed to communicating with our patrons by the close of business the next day. This communication will initiate the resolution process. Customer Relations will develop and institute a quick response mailer for follow-up communication with Line 33 patrons to measure customer satisfaction.

The rapid flow of information from Customer Relations to Division 10 will give management the ability to immediately react to the concerns of patrons and, if appropriate, modify the behavior of operators. For example, when the Division receives a complaint citing an operator as discourteous, management will be able to react promptly by meeting with that operator either while in service or at the end of the shift. Prompt resolution of a complaint and follow-up with the customer will send a clear message to both our personnel and the public that

unprofessional behavior is unacceptable and will not be tolerated. Management's focus on this critical area should, in turn, raise the conscience level of the operators and improve their interaction with the public. Furnishing patrons with personalized attention should increase their confidence in Metro Operations and assist in retaining them as customers.

CONCLUSION

"We're Taking It Personally!", is more than a program for expediting customer complaints on Line 33 within the Metro Bus Western Region. It is the first step of a pledge that every bus operator, mechanic, maintenance assistant and manager is personally committed to providing each patron with the best possible service. It is this level of commitment which ensures accountability and evokes a sense of ownership among the employees.

Attachment

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