



Division Handling of Customer Complaints

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Comprehensive Customer Complaints and Comments Program Development

- Customer Relations and Operations developed a comprehensive Metro policy concerning the processing of complaints and comments from the public.
- Created in response to the LACMTA Office of the Inspector General's audit in September 2005.
- Improved by Management Audit Services in a similar audit in 2009.
- Approved Metro policy and is referred to as GEN-42 – Customer Complaint Policies and Procedures, April 22, 2010.



Complaints Received to Customer Relations

- Telephone call to Passenger Relations Representative (primary contact)
- Internet via Metro website
- Walk-ins to Metro Headquarters Building
- Emails or phone calls to Executive Staff, Board Secretary's Office, other



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Division Notification of Complaint

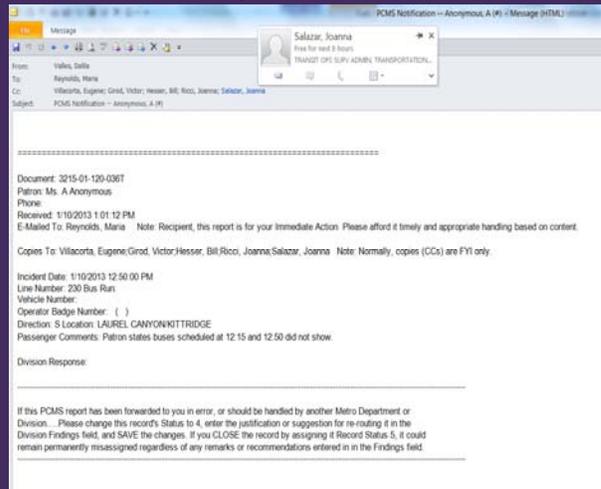
- Customer contacts Customer Relations Department directly at 213-922-6235 or 800-464-2111.
- Passenger Relations Representative emails Passenger Comment and Management System (PCMS) report to key Division Management personnel for handling/action.
- The customer calls Division Management directly.
- The customer walks into the Division to lodge a complaint (not recommended).



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Passenger Comment Management System (PCMS)

- Complaint is received by Customer Relations and emailed to Division Manager and key Division personnel for handling/action.



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Research and Investigation

- Designated Division Management representative researches and identifies Bus Operator involved, using the information from the PCMS report.
- Schedule-related complaints such as no-show, off-route, late, or early verified in the Advanced Transportation Management System (ATMS) (bus reporting and tracking system).



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Research and Investigation Cont'd

- Digital Video Recording (DVR) requested in cases to confirm a complaint (e.g. accidents, misconduct, cell phone usage).
- Obtain witness statements (via telephone or field investigation).
- Gross-misconduct-type complaints are immediately referred to Division Manager.

Customer Contact

- Customer contacted when call back requested from Division Management.
- Customer contacted when further information is needed to properly resolve a complaint (e.g. operator description, direction of travel, time or date).

Claim of Injury Via PCMS

- Customer requests claim form for an alleged accident on the bus; DVR is requested by Division Management personnel.
- Bus Operator completes an accident report, even if he or she does not recall the incident.
- Accident investigated and subject to Accident Review Board procedures and potential disciplinary action (if avoidable).



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Management's Actions

- Operator interviewed for statement documenting what occurred.
- When DVR is pending or other critical information needed, first contact considered an initial interview and another meeting to follow.
- Operator receives a coaching and counseling session with Division Management personnel, citing relevant Metro rules and procedures.
- Operator instructed how to avoid future complaints.



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Management's Actions (cont'd)

- If complaint substantiated by the DVR and the operator violated Metro rules and procedures, appropriate disciplinary action taken.
- Line monitoring by a field supervisor (Vehicle Operations) may be requested for identification of future schedule related complaints
- Undercover rides may be requested for complaints related to ADA, discourtesy or misconduct.



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Training

- An 8-hour World Class Customer Service Course conducted by an Operations Central Instruction (OCI) instructor.
- 2-hour Customer Relations training conducted by a Division instructor.
- Management rides are conducted to assess Operator's progress and customer service.
- Issuance of an instructor ride to identify and resolve performance problems.



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Communication

- Feedback from complaints/comments is important information and can improve the quality of our service to the riding public.
- Use of rap sessions and bulletin boards to highlight chronic complaint issues (e.g. late buses, traffic congestion or construction activity).
- Radio Messages to inform operators of active complaints such as detours, traffic accidents or trouble locations).
- DVR & Smart Drive imaging is played on Safety TV to emphasize poor driving behaviors and violations that are frequently reported by customers.



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PCMS Commendations / Recognition Programs

- Operator receives certificate of merit from Management personnel and is recognized in front of co-workers.
- Commendation is posted on the “Hall of Fame” Board in the Operators’ Train Room.
- Supervisors acknowledge good customer service during Management ride for immediate and positive feedback.
- Metro Board may recognize an Operator for actions “above and beyond” the call of duty.



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Conclusions

- Our customers deserve and demand better service.
- Staff strives to improve the quality and type of services offered to our riding
- Questions?

