

METRO
Arthur Winston Division
Focus on Customer Service

Empowering our Operators
and
Empowering our Patrons

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Why is Customer Service Important?

- *Meet the customer's needs*
- *Improve service quality and service delivery*
- *Achieve METRO Goals (KPI's)*

Passenger Comment Management System (PCMS)

Customer Complaint Response Handling System

- 1. Customer makes the complaint*
- 2. Complaint received through the PCMS System and customer contacted regarding their concerns*
- 3. Division Investigation of complaint*
- 4. Course of action to mitigate complaint*
- 5. Respond through PCMS system*

Customer Service Data

- *Arthur Winston Division 5 Management staff monitors Service Lines: 102, 108, 110, 204, 206, 207, 209, 212, 740, 754, and 757.*
- **Top Customer Complaints:**
 - *205 Operator Discourtesy*
 - *212 Passed Up*
 - *65 Accessible Service*
 - *230 Schedule Performance*
 - *282 Operator's Performance*
 - *87 Commendations*

Customer Service Action Plan

- Initiate an immediate thorough investigation
- Gather accurate and complete information from complainants
- Evaluate and analyze the information
 - Schedule Adjustment
 - Operators-Training/behavior modification
 - Equipment
 - Traffic-Congestion/Construction
 - Passengers
- Mystery Rider Program
- Customer Service Line Rides
- Information Sessions
- Hot Spots

Education, Training and Information

- Managers and Supervisors must model the behavior by providing exceptional customer service to our Operators
- Management open door policy
- Employee Assistance Program
- Operations Central Instruction /Organizational Training & Development
- Quiet Room
- UTU Wellness Program