Transit Advisory Committee Customer Success & Innovation

March 5, 2024









Agenda

CUSTOMER EXPERIENCE

CUSTOMER SERVICE

NEXT STEPS







Customer Experience (CX)



Customer Service





MiWay's Customer Charter

Our Commitments



Safety first

The safety of our customers, employees and all those who come in contact with our service is important to us. We want you to feel safe and secure while riding with us or sharing the road with our vehicles.



Reliable and on time

We'll provide you with dependable transit service by being on time, minimizing delays and acting quickly when service disruptions or delays occur.



Excellent customer service

All our employees are ready to make your experience a positive one. We commit to providing you with excellent customer service and to treat everyone with courtesy and respect.



Keep you informed

Whether it's delay alerts, or information to help you plan your journey better, keeping you informed is key. We'll make sure accurate and upto-date service information is available online and with our customer service representatives.









MIWAY'S CUSTOMER JOURNEY

2023 Customer Charter Commitment Results



Excellent

Keep you

72%

I need to go somewhere and I need to plan my trip.

Visit MiWay.ca

to plan a trip using TripLinx or use popular apps such as Google Apps, Transit App or call our Customer Service team.



I know where to wait for my bus and I have the tools to stay upto-date on my bus.

Wait for the Bus

Real-time information

is available on CityLink. popular apps i.e. Google Maps, Transit App or see the digital screens at the City Center Transit Terminal.



is available in-person, phone, email and social media.

The MiWay team truly



Support

MiWay listens to my needs and I trust MiWay as my transportation option.

> MiWay hasn't met my needs.

MiWay's customer satisfaction programs

collect feedback to understand and improve the customer experience.



Leave/Return

Visit MiWay.ca

I want to find out more

about MiWay's services.

or use other popular tools such as Google Maps, Transit App or contact our Customer Service team.



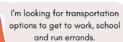
Explore/



Window Shopping







See MiWay's

buses/vehicles around the city, hear about us in the news or you might see some of our facilities/terminals.

I need to assess the best payment options available for my needs.

Plan a trip

Payment options

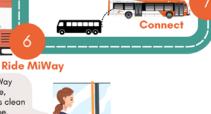
include PRESTO card, cash, credit/debit, student pass and other fare support programs.



I enjoyed riding MiWay because I felt safe, welcomed, the bus was clean and I arrived on time.

MiWay provides

a welcoming experience with clean buses, accessible accommodations, and the safe operation of the bus to get you to your destination.



I was able to use MiWay

and third party tools to

make my connection.

MiWay strives to

be on time to help you make your connections. You can use

popular apps i.e. Google

Apps or Transit Apps to

receive real-time

information.

MiWay offers

MiWay provides valuable

loyalty and feedback

programs that I use often.

a PRESTO loyalty program, fare support programs and customer satisfaction programs to provide value to customers.



Deepen

Complain

MiWay has assured me that hey will look after my issue and I will receive a resolution.

MiWay strives to provide

excellent customer service by addressing inquiries and concerns in a timely manner.

Customer Measurement

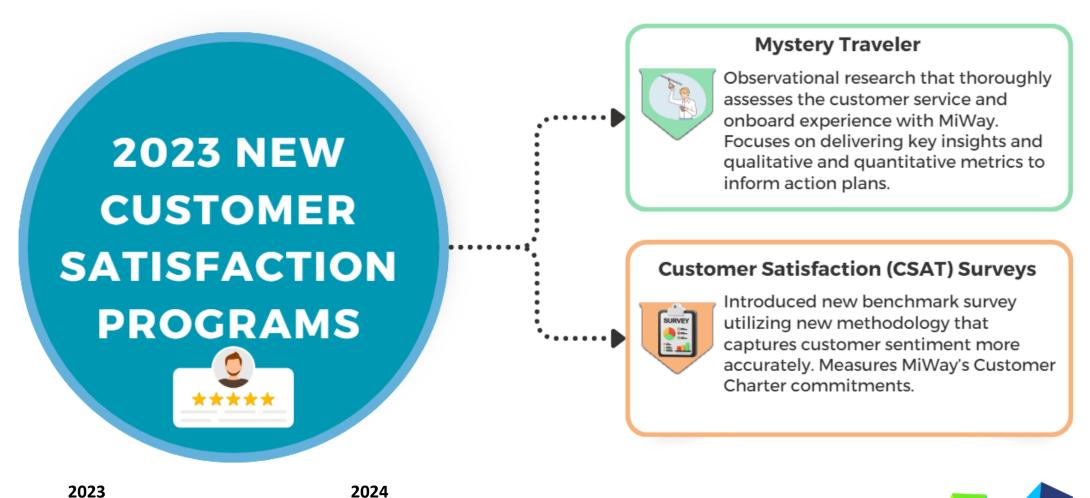
Wave 1

Wave 2

Wave 3 - Spring

Wave 4 - Fall







What Are Customers Saying?











Key Findings





Highlights

- Customers felt safe riding the bus
- Overall safe driving by transit operators

Areas of Improvement

Upkeep focus on safety



Highlights

 Changes in routes were communicated in a timely manner most of the time

Areas of Improvement

- Increase service
- Improve overcrowding



Key Findings



Highlights

Positive experiences with in-person **Customer Service support**

Areas of Improvement

- Lost and found inquiries over the phone
- Evaluate content on social media channels





Highlights

Customers enjoy using apps i.e. Google Maps, Transit App

Areas of Improvement

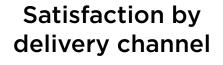
- Improve real-time updates about the status of buses and delays
- Inconsistency across different digital information channels



756,964

Customer Service KPIs





In-person



Phone



Digital



EMAILS

8,415 email responses provided

800,000

INFO BOOTH

11,323 in-person interactions supported

FEEDBACK LINE

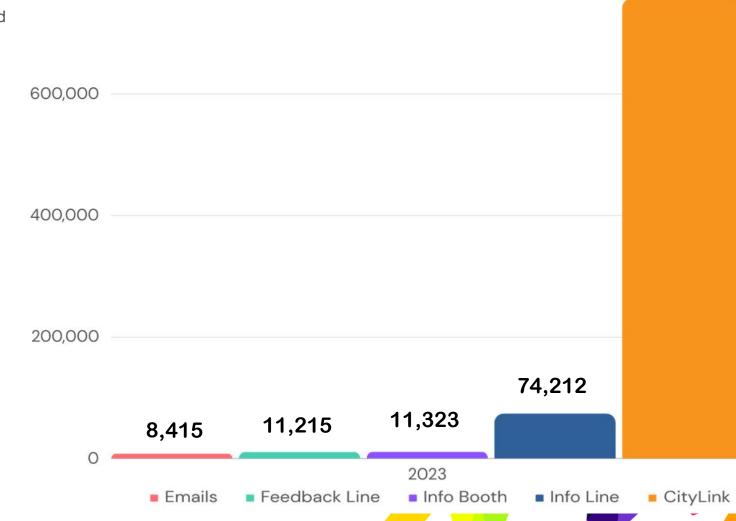
11,215 calls supported

INFO LINE

74,212 calls supported

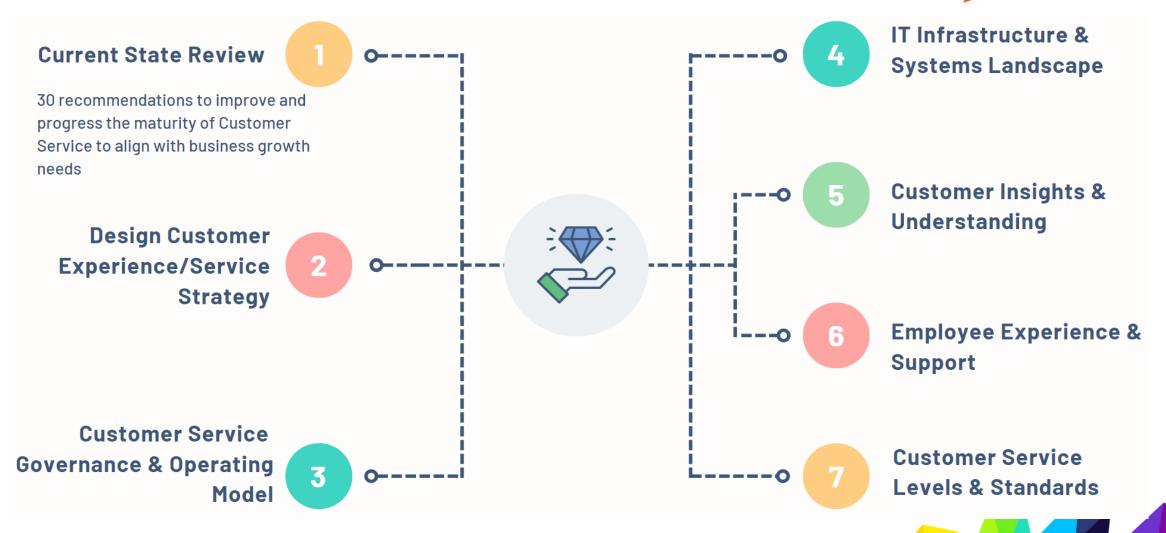
CITYLINK

756,964 inquiries supported



Customer Service Review



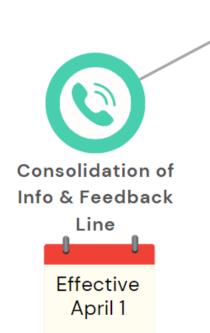


What we are working on



Customer service open 7 days a week **Customer Service** Training and Development

Improve Realtime Information

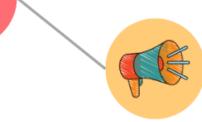








Improving knowledge base, quality assurance and KPIs



Voice of the Customer Program





THANK YOU!

