

Transit Advisory Committee Customer Success & Innovation

March 5, 2024



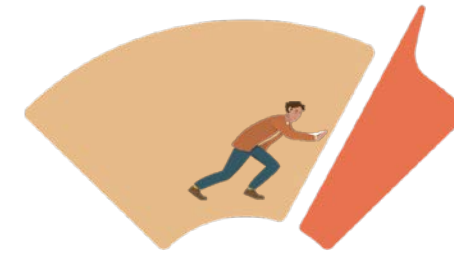
CELEBRATE

Agenda

CUSTOMER EXPERIENCE

CUSTOMER SERVICE

NEXT STEPS



**MOVING
THE NEEDLE**



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 up-to-date service information is available online and with our customer service representatives.





MIWAY'S CUSTOMER JOURNEY

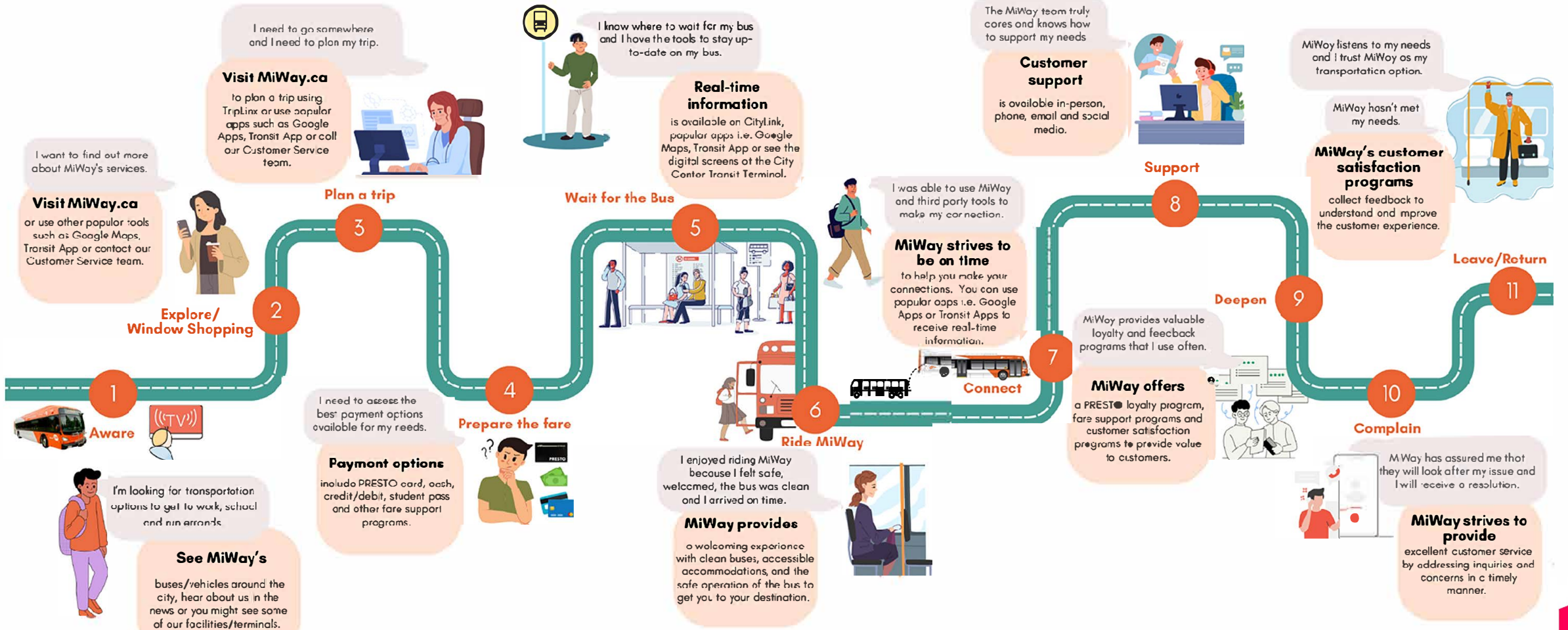


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1974-2024



2023 Customer Charter Commitment Results



Customer Measurement




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MISSISSAUGA



Mystery Traveler



Observational research that thoroughly assesses the customer service and onboard experience with MiWay. Focuses on delivering key insights and qualitative and quantitative metrics to inform action plans.

Customer Satisfaction (CSAT) Surveys



Introduced new benchmark survey utilizing new methodology that captures customer sentiment more accurately. Measures MiWay's Customer Charter commitments.



What Are Customers Saying?



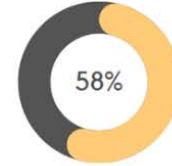
2023
Customer
Charter
Performance



 SAFETY FIRST



 EXCELLENT CUSTOMER SERVICE



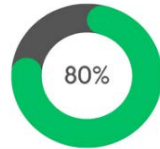
 RELIABLE AND ON TIME



 KEEP YOU INFORMED



Key Findings



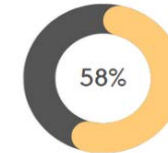
SAFETY FIRST

Highlights

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

Areas of Improvement

- Upkeep focus on safety



RELIABLE AND ON TIME

Highlights

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

Areas of Improvement

- Increase service
- Improve overcrowding



Key Findings

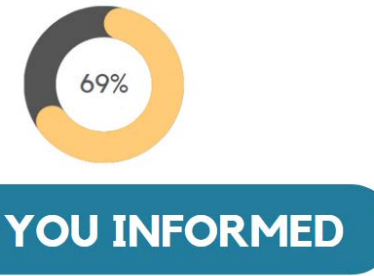


Highlights

- 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

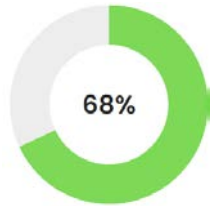


Customer Service KPIs

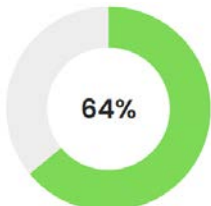


Satisfaction by delivery channel

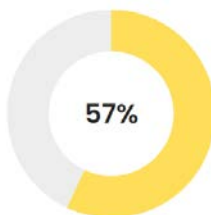
In-person



Phone



Digital



EMAILS

8,415 email responses provided

INFO BOOTH

11,323 in-person interactions supported

FEEDBACK LINE

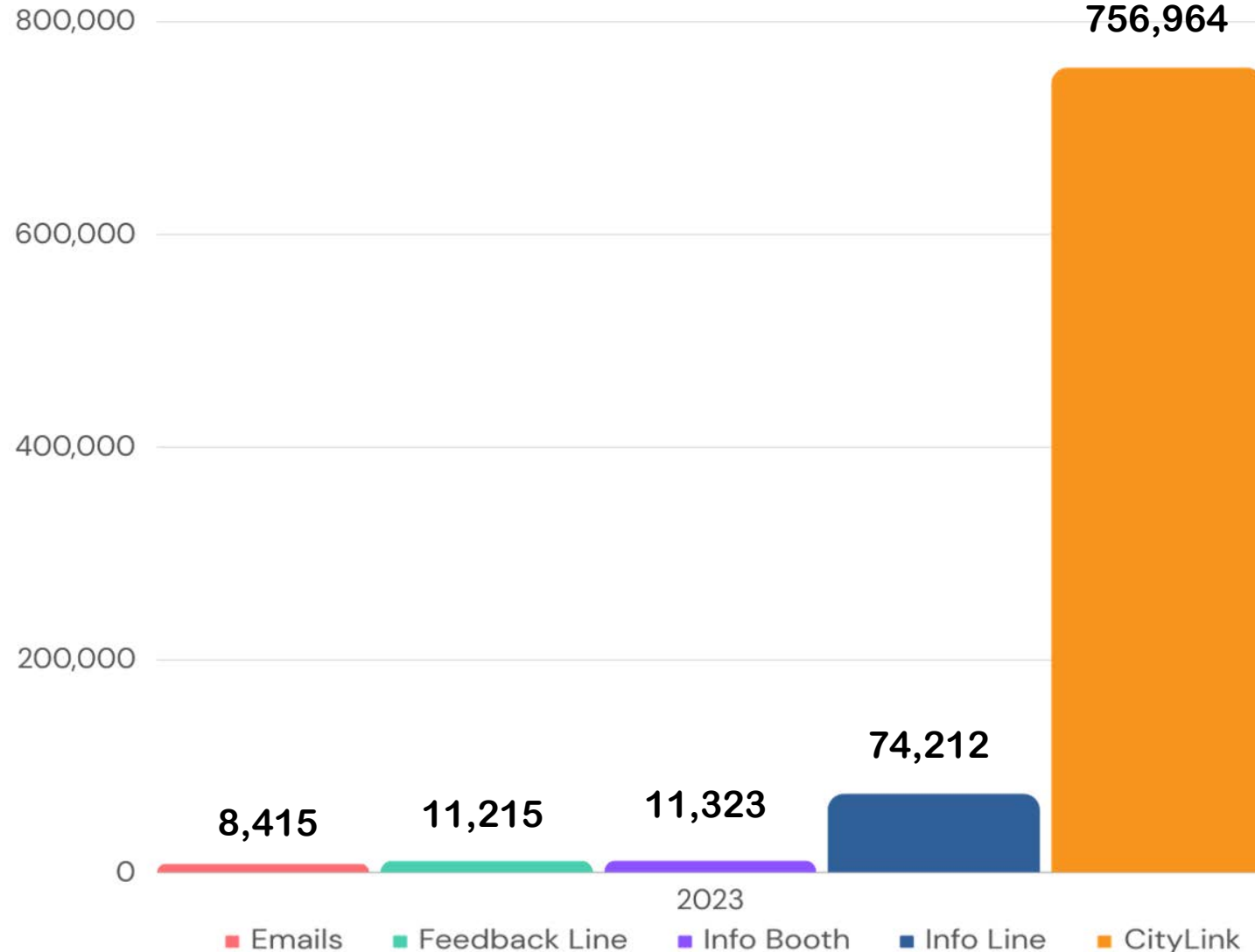
11,215 calls supported

INFO LINE

74,212 calls supported

CITYLINK

756,964 inquiries supported

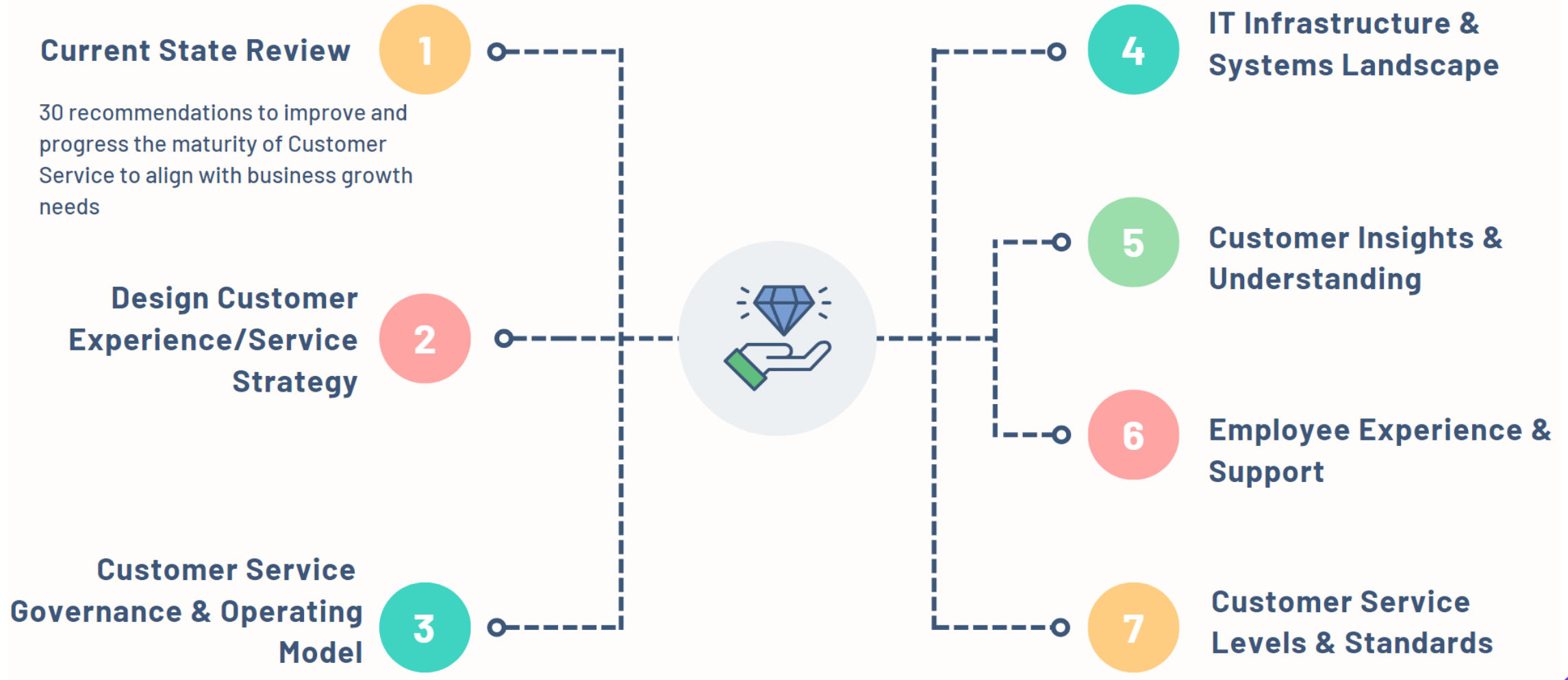


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MISSISSAUGA

Customer Service Review

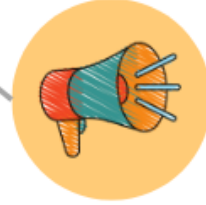


What we are working on

Customer service
open 7 days a week

Customer Service
Training and
Development

Improve Real-
time Information

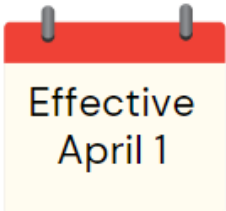


Consolidation of
Info & Feedback
Line

Develop Customer
success strategy

Improving
knowledge base,
quality assurance
and KPIs

Voice of the
Customer
Program



THANK YOU!

