

# Transit Advisory Committee

## 2024 Customer Satisfaction Measurement Results

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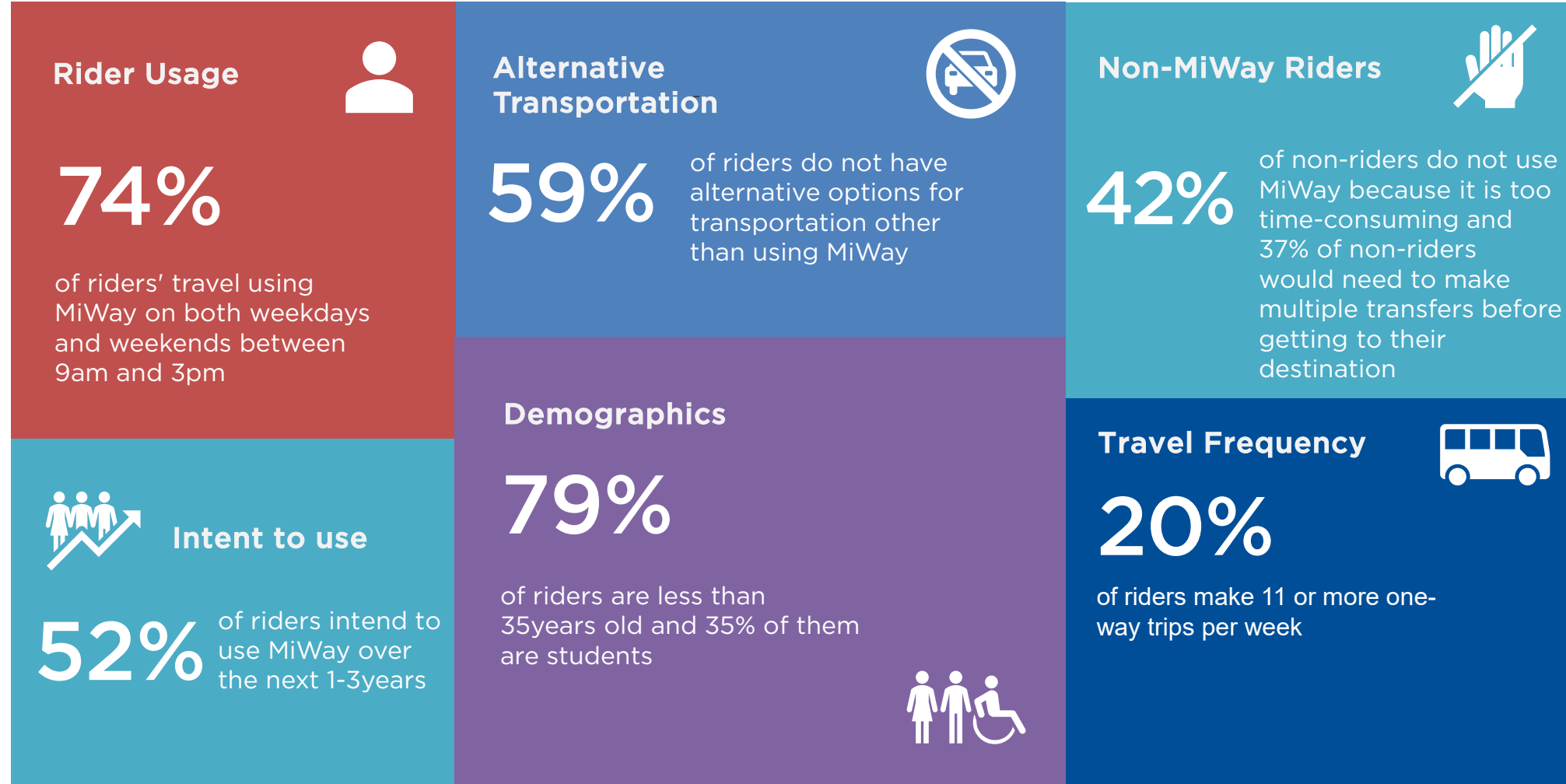
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## Research Methodology - Spring 2024 MiWay Customer Survey

| Customer Satisfaction Survey Summary Responses |  |
|--|--|
| Sample:  | MiWay Riders   |
| Fieldwork Dates:                               | April 1, 2024 - April 22, 2024 (online extended to April 30) |
| Sampling Method:                               | In-person and online   |
| Total Sample Size:                             | 2459   |
| Total Population Estimate:                     | 1,115,330  |
| Margin of Error (95% Confidence Level):        | +/- 1.97   |
| No. of In-person Responses:                    | 2315   |
| No. of Digital Responses:                      | 145  |
| No. of Routes Surveyed:                        | 57   |

# Key Rider Characteristics from the 2024 Spring Survey

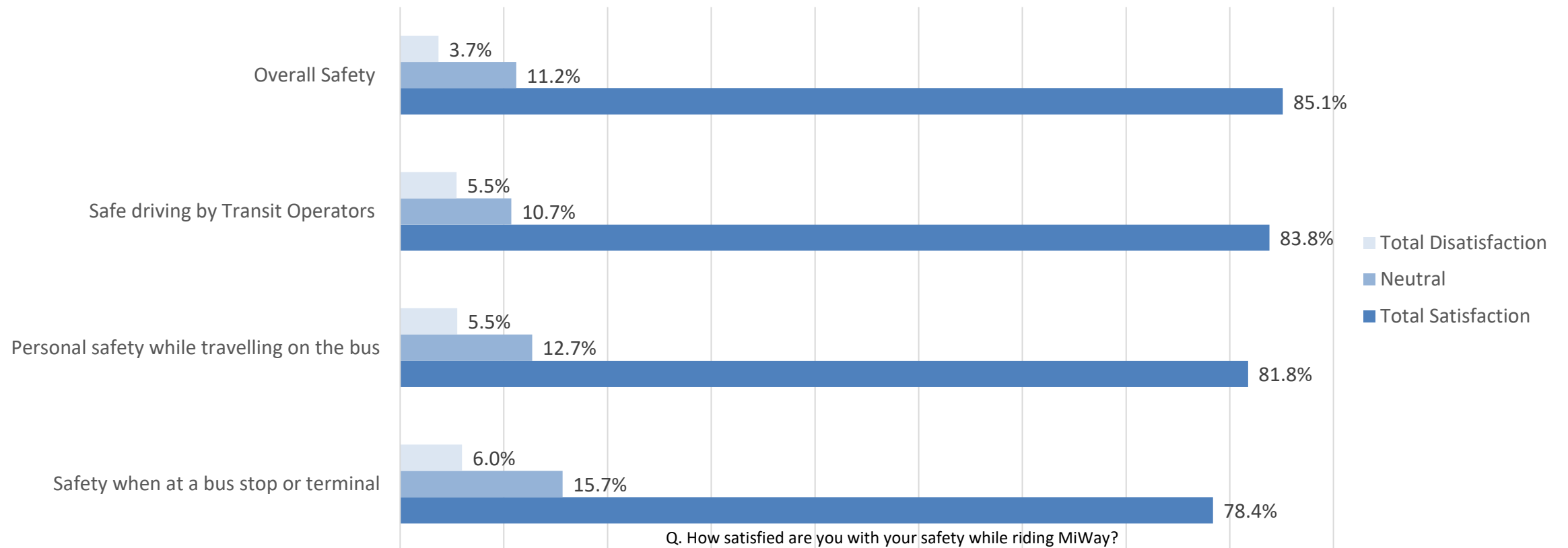


## Overall Customer Satisfaction

| Overall Customer Satisfaction | 2023 | 2024 |
|-------------------------------|------|------|
| Overall experience            | 66%  | 80%  |
| Safety first                  | 80%  | 85%  |
| Reliable and on time          | 58%  | 78%  |
| Excellent customer service    | 72%  | 77%  |
| Keep you informed             | 69%  | 83%  |

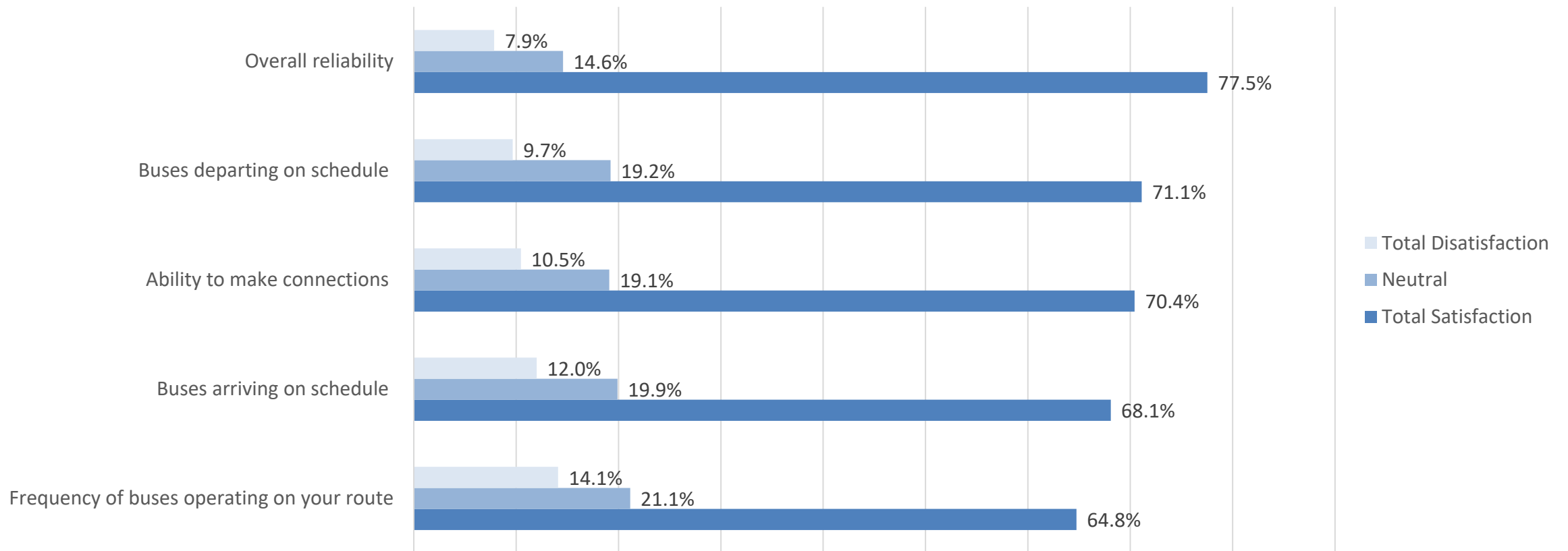
## Customer Satisfaction – Safety First

MiWay’s Customer Charter commitment *Safety first* commits to the safety of MiWay customers, employees, and any individual impacted by MiWay. The chart below displays the satisfaction metrics relating to safety. Satisfaction scores are high, ranging from 78% to 85%.



## Customer Satisfaction – Reliable and On Time

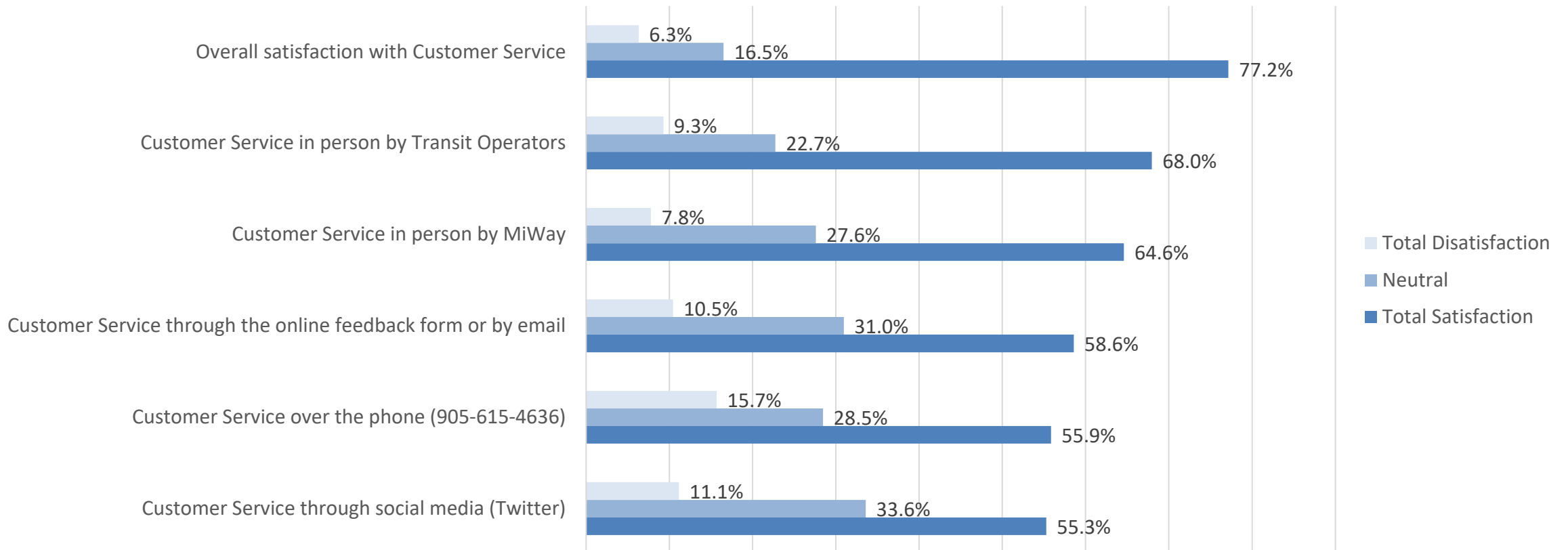
MiWay’s Customer Charter commitment *Reliable and on time* commits to providing a dependable transit service. The chart below displays the satisfaction metrics relating to reliability. Satisfaction scores are moderate, ranging from 64% to 77%.



Q. How satisfied are you with MiWay being reliable and on time?

## Customer Satisfaction – Excellent Customer Service

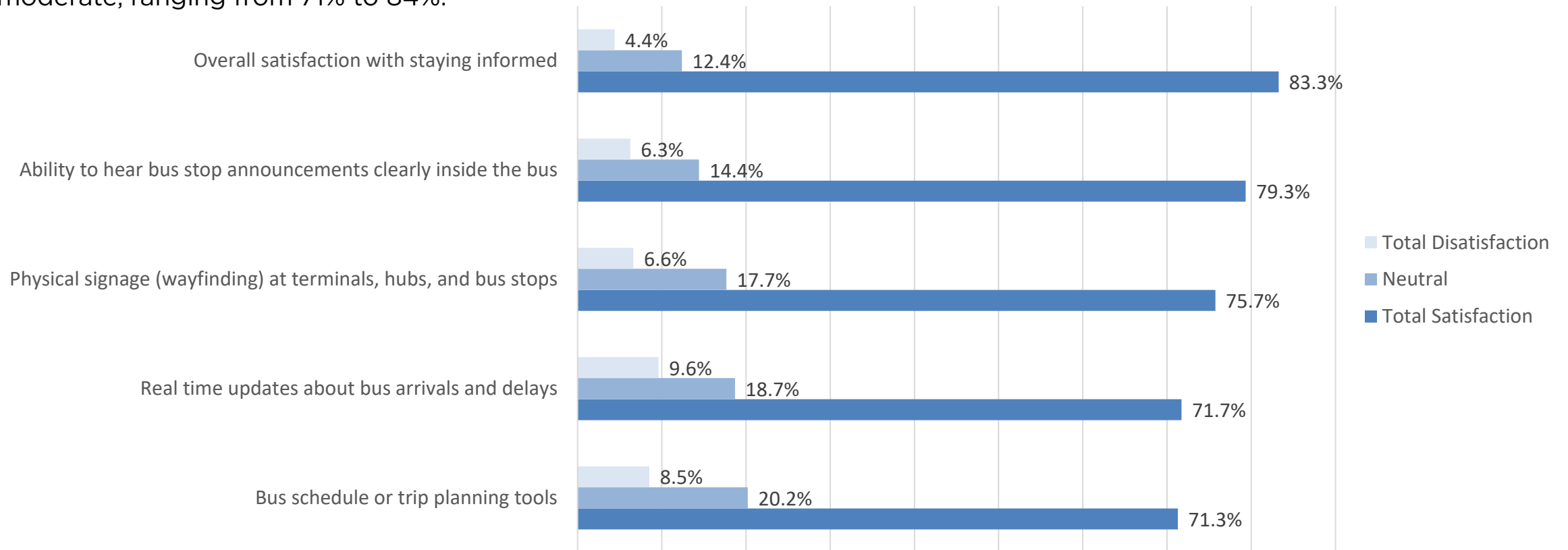
MiWay’s Customer Charter commitment *Excellent Customer Service* commits to providing excellent customer service and treating everyone with courtesy and respect. The chart below displays the satisfaction metrics relating to Customer Service. Satisfaction scores are low to moderate, ranging from 55% to 77%.



Q. How satisfied are you with the following Customer Service channels provided by MiWay?

## Customer Satisfaction – Keep You Informed

MiWay's Customer Charter commitment *Keep you informed* commits to providing accurate and up-to-date service information. The chart below displays the satisfaction metrics relating to staying informed. Satisfaction scores are low to moderate, ranging from 71% to 84%.

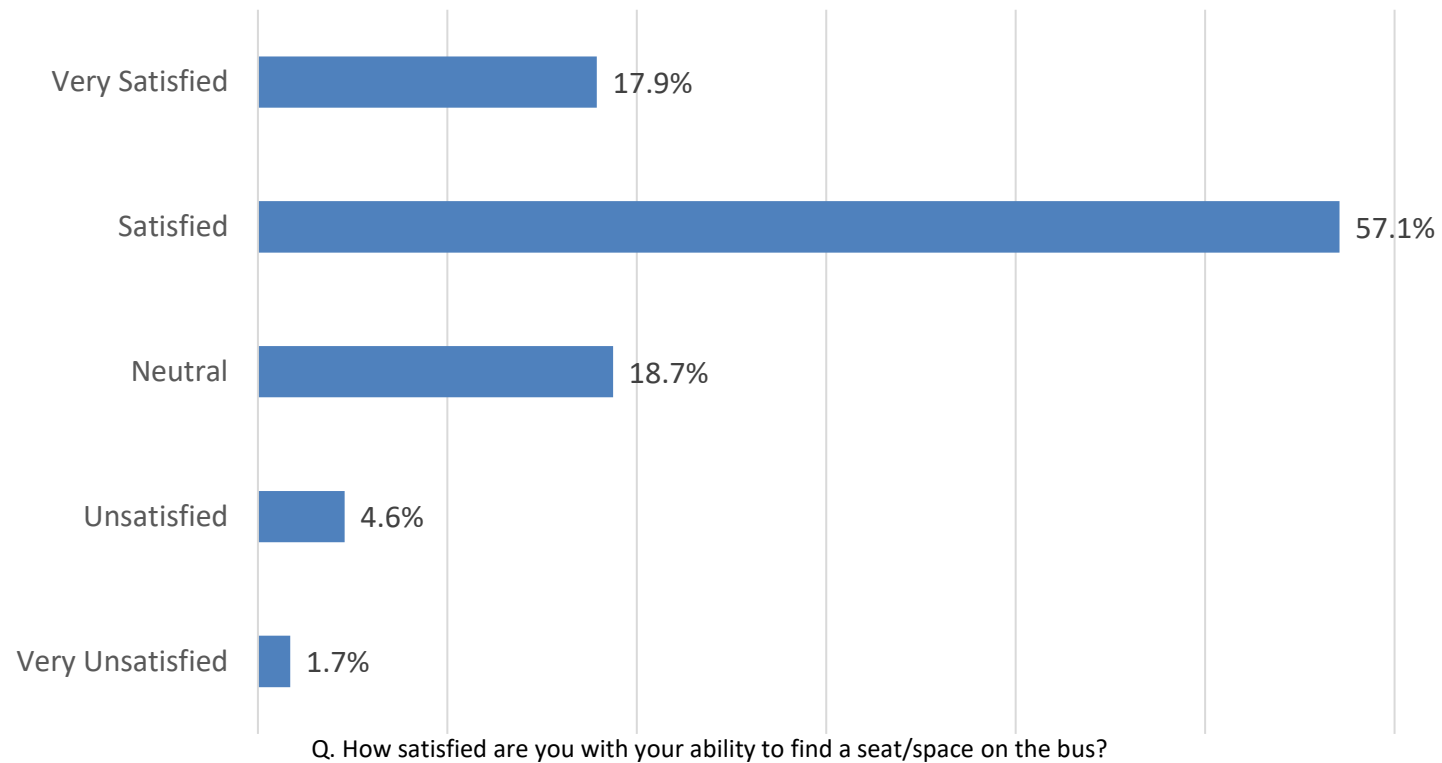


Q. How satisfied are you with the information provided by MiWay to keep you informed?



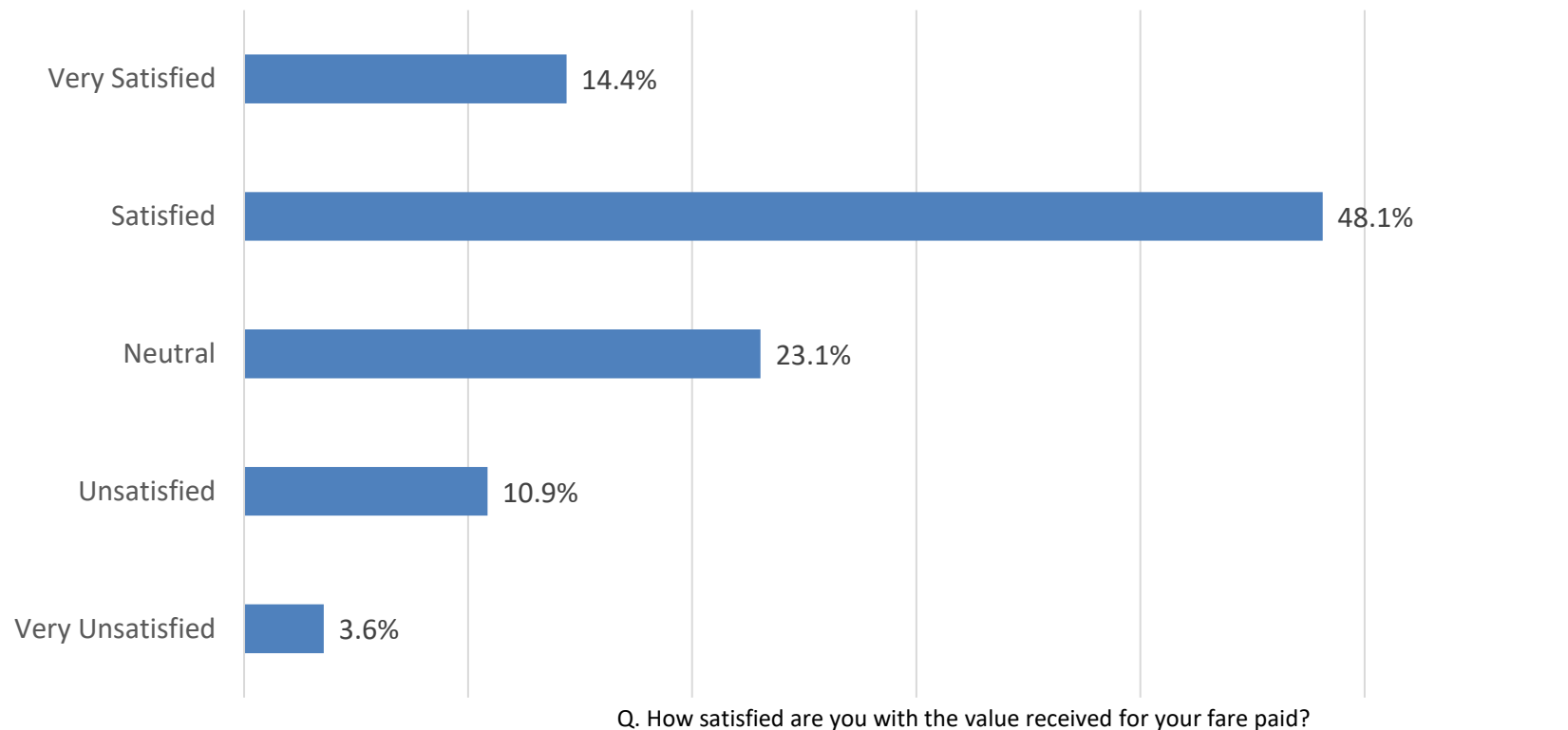
## Customer Satisfaction – Crowdedness

Customers were asked their satisfaction with their ability to find a seat or space on the bus.



## Customer Satisfaction – Fare

Customers were asked their satisfaction with the value they received for the amount paid for their fare.



## Insights & Improvement Areas

### Improvements in Customer Charter Scores:



Customer charter benchmark scores have seen improvements from 2023 averages.

### Bus Frequency **65%**



Although rating for satisfaction with frequency of buses increased to a score of 65%, there are still improvements to be made.

### Bus Crowdedness



# 75%

Satisfaction with bus crowdedness increased to 75%. Out of the riders that are dissatisfied with crowdedness on the bus, 30% of these riders are satisfied with MiWay overall. Crowdedness is highly related to rider satisfaction with MiWay.

### In-Person Customer Service



# 71%

Customer Service satisfaction scores are in low to moderate range (55% - 77%) and trend from previous survey years in the following channels:

- social media (55.3% satisfaction)
- phone (55.9% satisfaction)
- feedback form/email (58.6%)

**Thank you.**