



# Customer Service Satisfaction Survey

**CUSTOMER  
SATISFACTION**

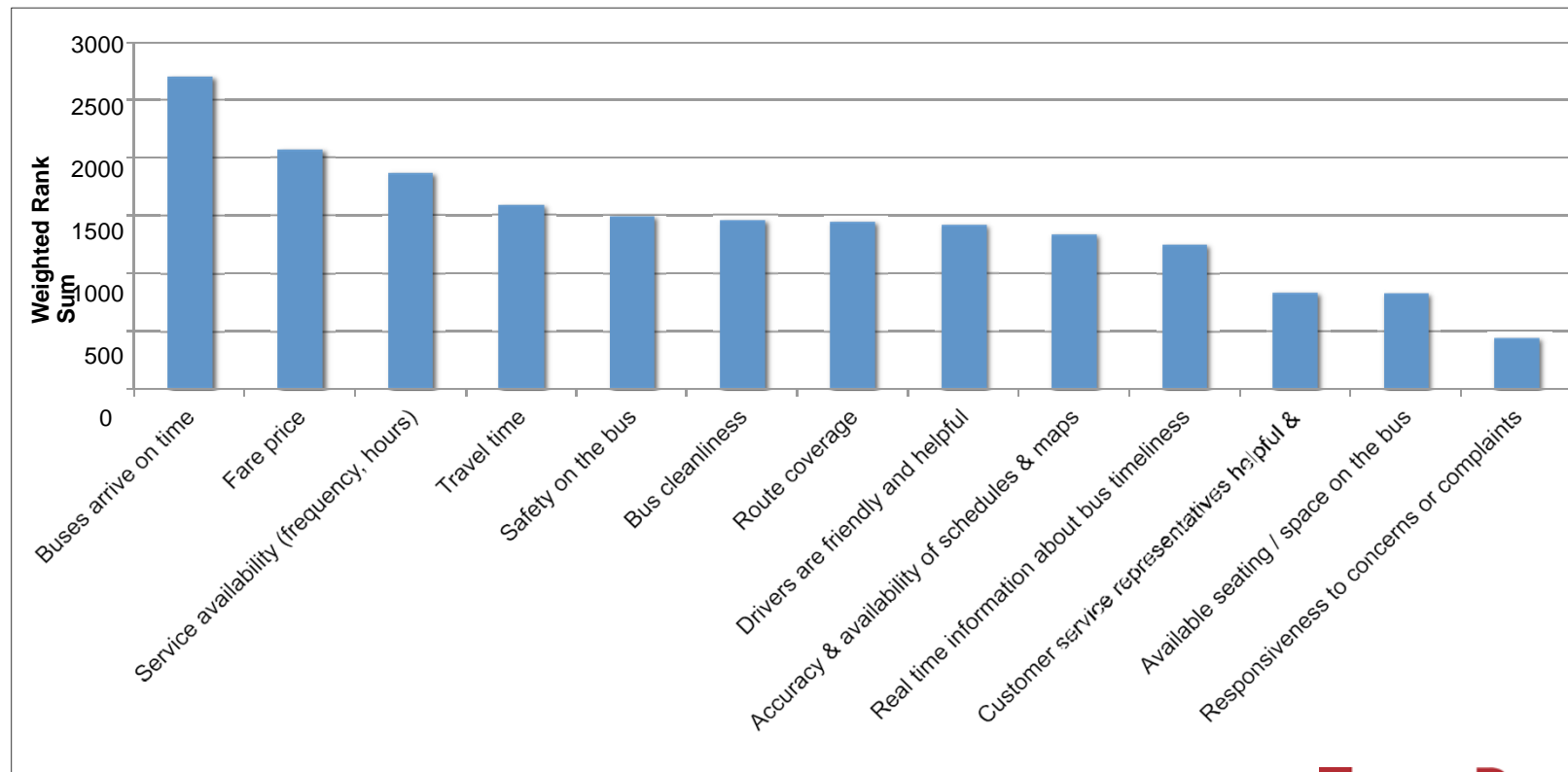


**(TRAC) Transit Riders Advisory Committee  
Finance & Performance Management Committee  
Planning Committee  
February 16 & 17, 2016**



# Top 10 Customer Importance Factors

- Time, price and frequency are the most important service factors for customers.



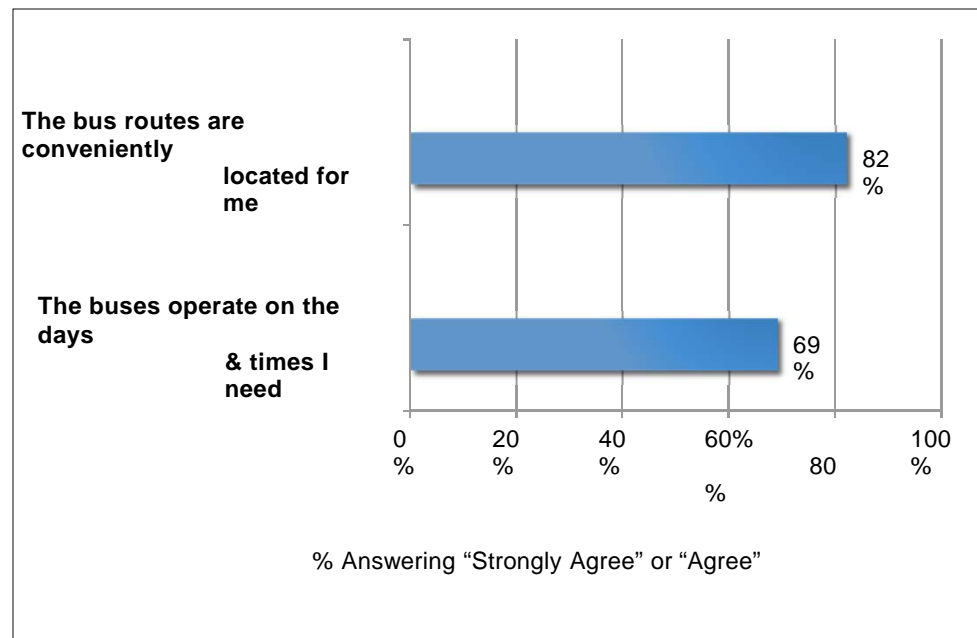
items in order of importance





# Availability

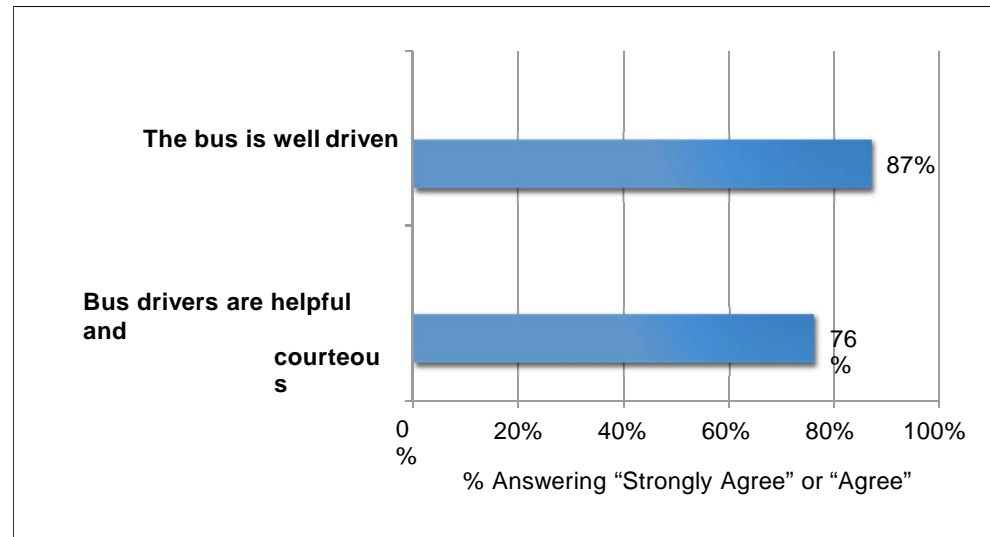
- More than 80% of customers are satisfied with PSTA's service coverage
- Less than 70% of customers are satisfied with the service times and frequency.





# Driver Customer Service

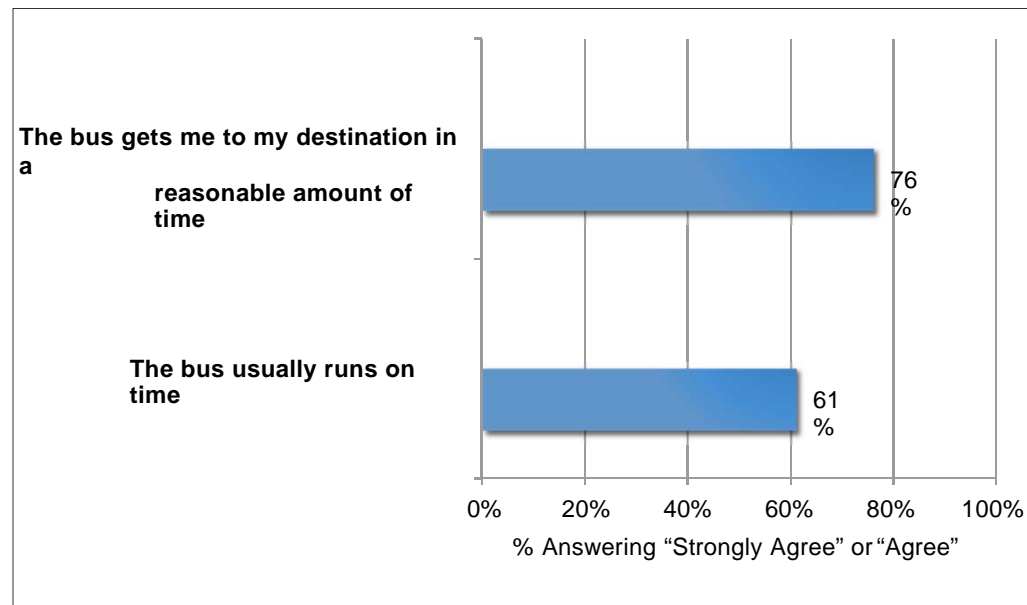
- Nearly 90% of customers agree that the buses are well driven.
- Over 75% of customers agree that the bus drivers are helpful and courteous.





# Time

- 76% of customers agree that trip times are reasonable.
- 61% of customers agree that buses usually run on time.





# Issues of Importance

## On-Time Performance

On-Time Performance has high importance and low satisfaction:

- 61% of customers agree that buses run on time.

### Recommendations:

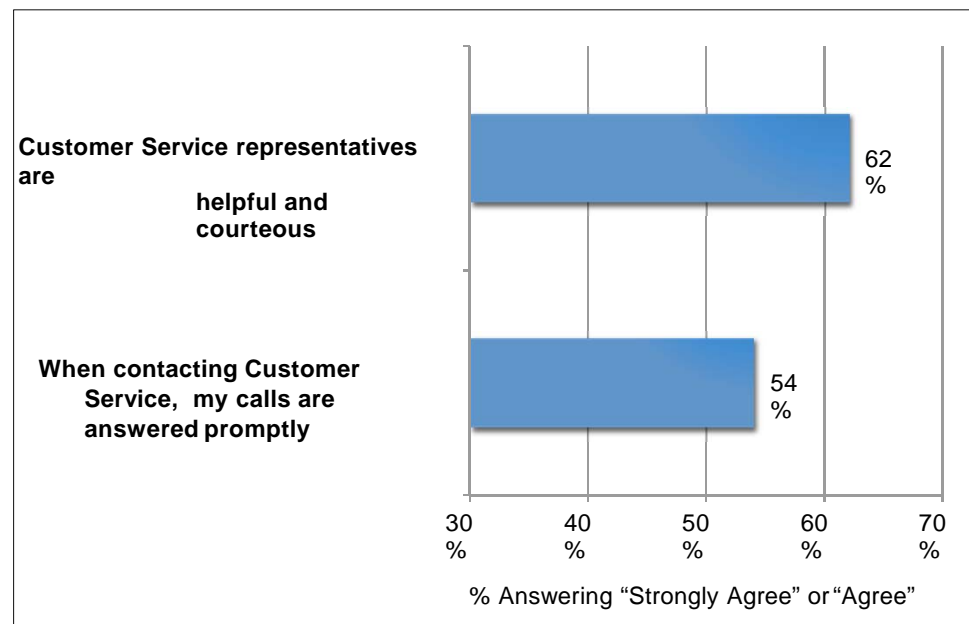
- Conduct a root cause analysis for On-Time Performance.
- Initiate process improvement initiatives based on the results of the root cause analysis.
- As On-Time Performance improves, create an onboard campaign for customers to recognize positive On-Time Performance.





# Customer Service

- Approximately 62% of customers agree that PSTA Customer Service representatives are helpful and courteous.
- Less than 55% of customers feel that their calls are answered promptly.

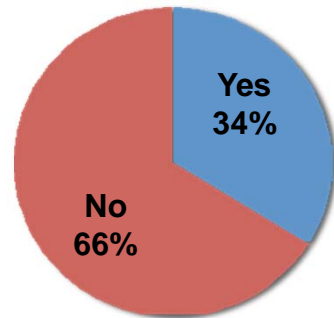




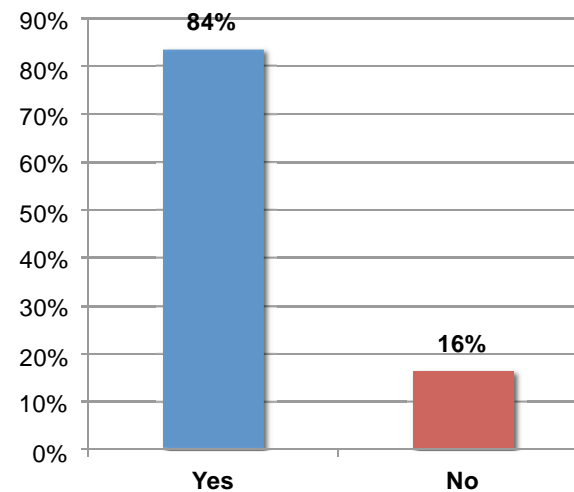
# Contacting Customer Service

- Approximately 34% of customers have contacted PSTA customer service in the past 3 months.
- 84% of customers who contacted PSTA feel that their issue was resolved.

**Have you contacted PSTA with a question, concern or complaint in the last 3 months?**



**If yes, was your issue resolved?**







# Issues of Importance

## **Satisfaction with PSTA Customer Service**

The Satisfaction with Customer Service category received the lowest levels of customer satisfaction:

- 54% of customers agree that their calls are answered promptly when calling Customer Service.
- 62% of customers agree that PSTA Customer Service representatives are helpful and courteous.

### **Recommendation:**

- Conduct an analysis of Call Center demand verses availability to maximize staffing resources
- Provide additional customer service training for Call Center staff
- Develop call handling scripts and procedures
- Implement scorecard to monitor and manage Call Center performance at the department and individual level

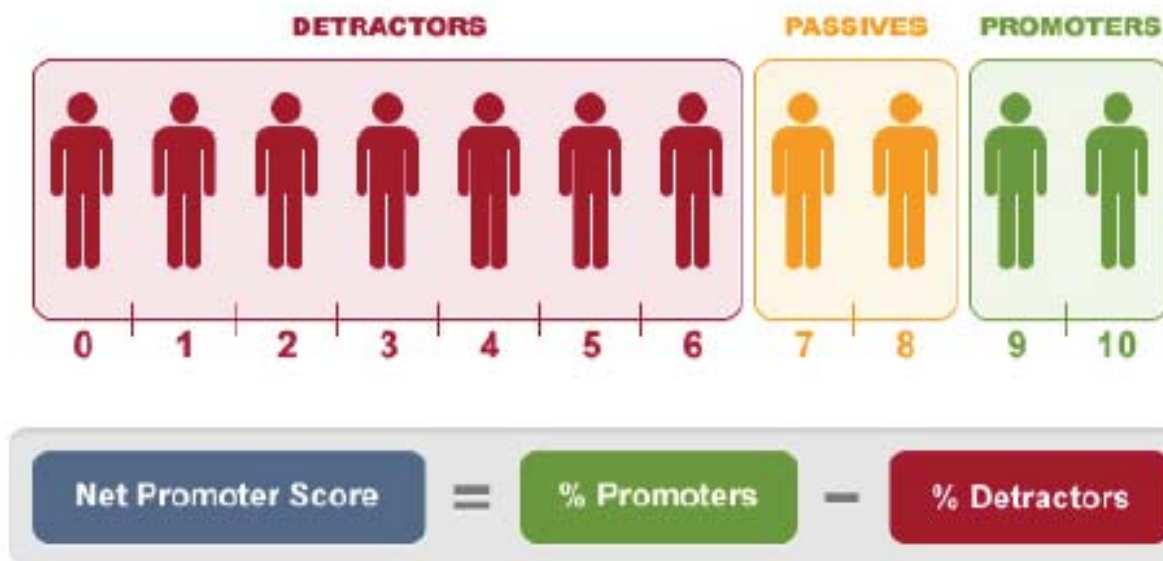




## Net Promoter Score

NPS poses the ultimate question:

How likely are you to recommend PSTA service to friends and family?



## Net Promoter Score

### The Metric

- Assesses loyalty and word of mouth favorability among customers
- Introduced in the Harvard Business Review
- Allows for performance comparisons between organizations across different business sectors

### How it Works

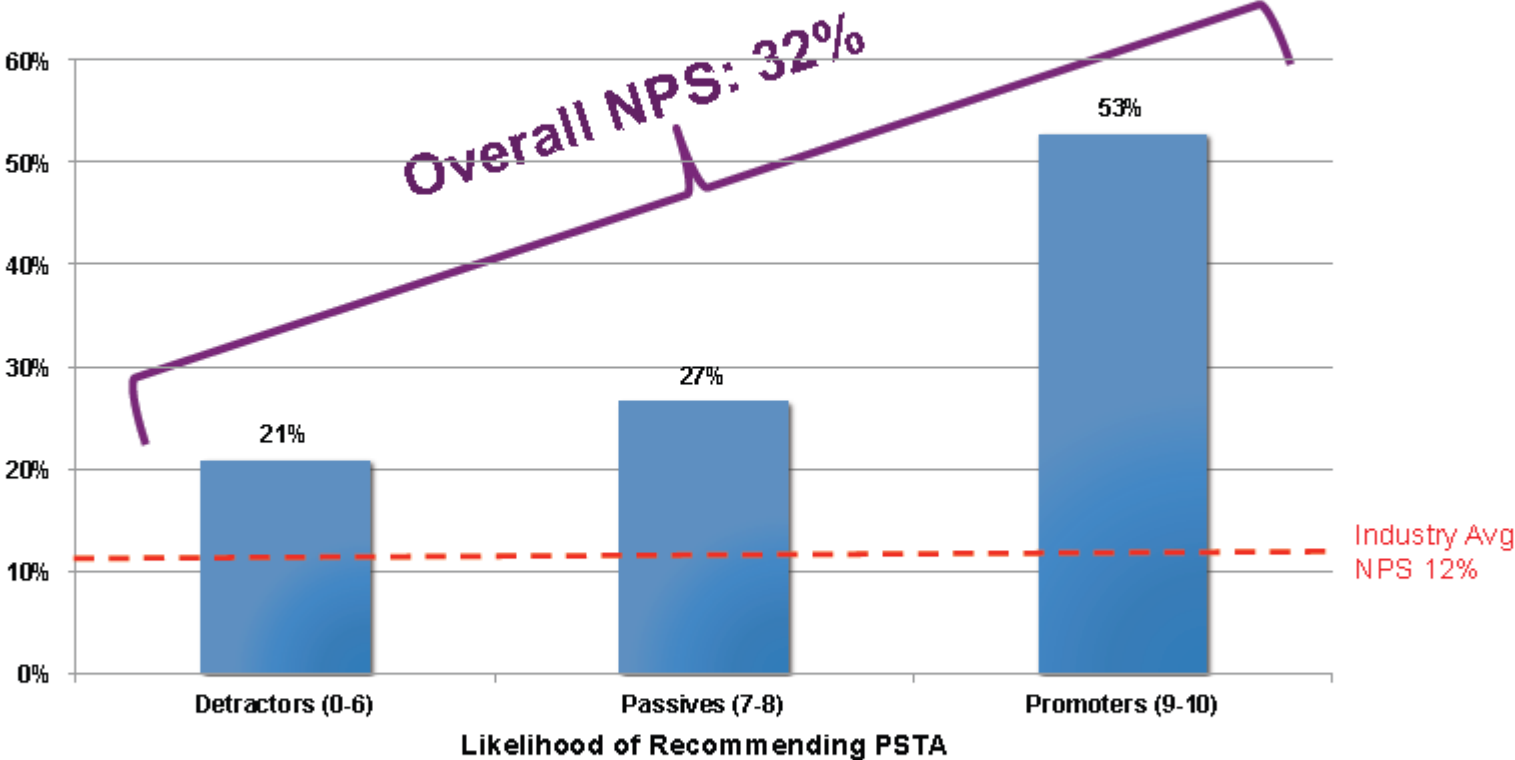
- “All things considered, how likely would you be to recommend riding a PSTA bus to a friend or neighbor?”
  - ◇ 9-10: Promoters
  - ◇ 7-8: Passives
  - ◇ 0-6: Detractors
- $NPS = Promoters - Detractors$

### Sample NPS Scores

Entity	NPS
Apple Inc.	70%
Airlines	23%
Car Rental Agencies	18%
Internet Service Providers	5%



# Overall Net Promoter Score

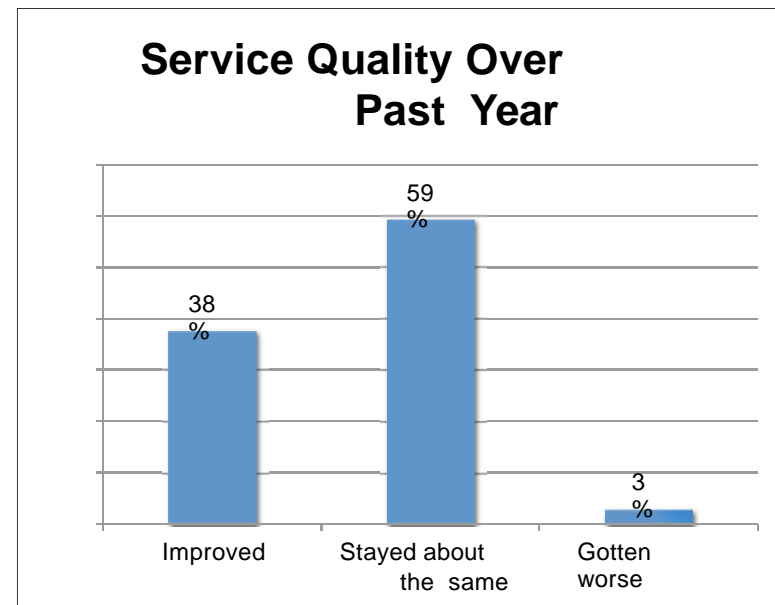
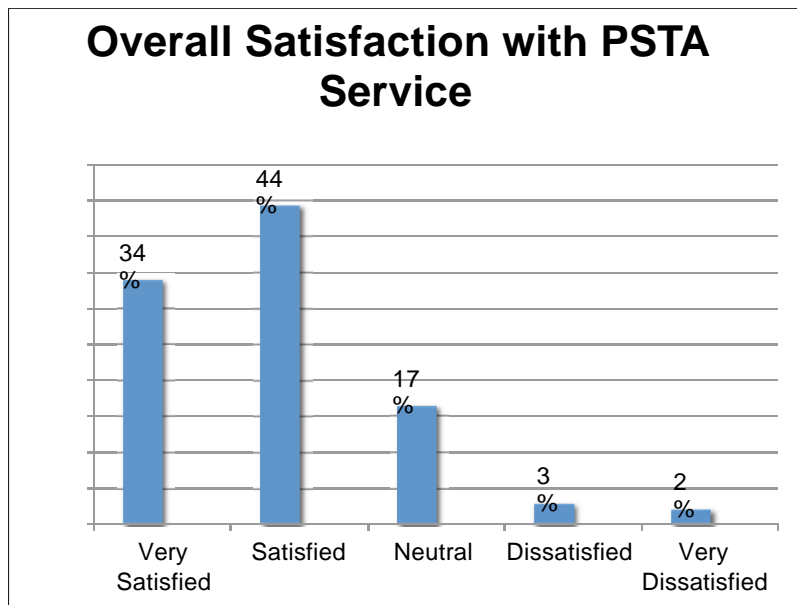


**Question:** All things considered, how likely would you be to recommend riding a PSTA bus to a friend or neighbor?



# Overall Satisfaction

- Nearly 80% of customers express overall satisfaction with PSTA service.
- 97% of customers feel that service quality has improved or stayed the same over the past year.

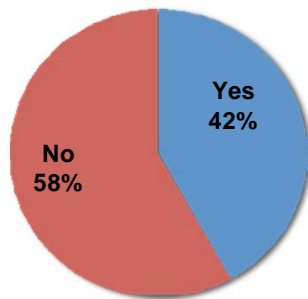




# Customers' experience with other public transit agencies

- Approximately 42% of customers have ridden public transit in other cities.
- 74% of customers who have ridden transit elsewhere feel that PSTA's service is the same or better.

**Have you ridden public transit in other cities?**



**If yes, how does PSTA compare?**

