

Improving the Customer Experience

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Education

BA in Visual Communications

MA in Communications & Marketing

Professional

Lane Transit District (Eugene, OR | Bus, BRT)

Central Ohio Transit Authority (Columbus, OH | Bus, BRT)

San Mateo County Transit District (San Mateo, CA)

SamTrans

Caltrain

Transportation Authority

Sound Transit (Seattle, WA | Bus, Light Rail, Commuter Rail, BRT)

FOCUS ON THE CUSTOMER

“Most people think you should be riveted on the competition.
Absolutely not.

Be riveted on delighting your customer.
If you do that all they can do is follow you.”

Andy Rachleff,
Stanford Business School professor and Silicon Valley venture capitalist

A CORE VALUE

CUSTOMER FOCUS:

We always start with our customers' needs and work back from there. They are the focus of everything we do.

CUSTOMER CENTRIC GOALS

To add the customer view point when:

- planning new initiatives,
- constructing infrastructure **that the public will interact with**
- developing service, safety and security standards
- delivering simple and timely communications

To develop a continuous customer feedback loop that will inform all divisions and aid in informing priorities based on customer needs and desires.

To amplify internal passions around serving the customer that identify opportunities, generate actionable ideas and execute those solutions that have the greatest return for our customers increased satisfaction.

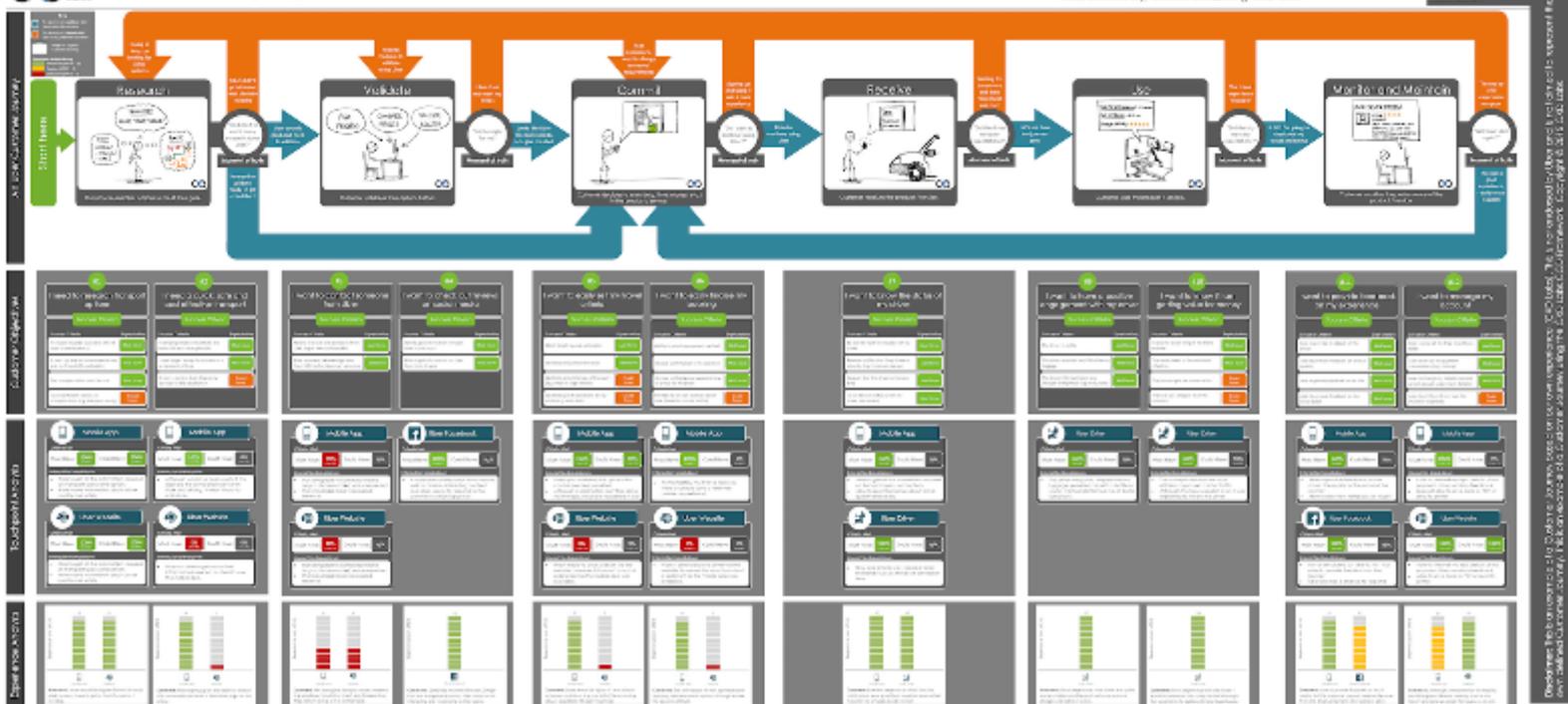
CUSTOMER EXPERINECE ACTIVITY

ROAD TRIP

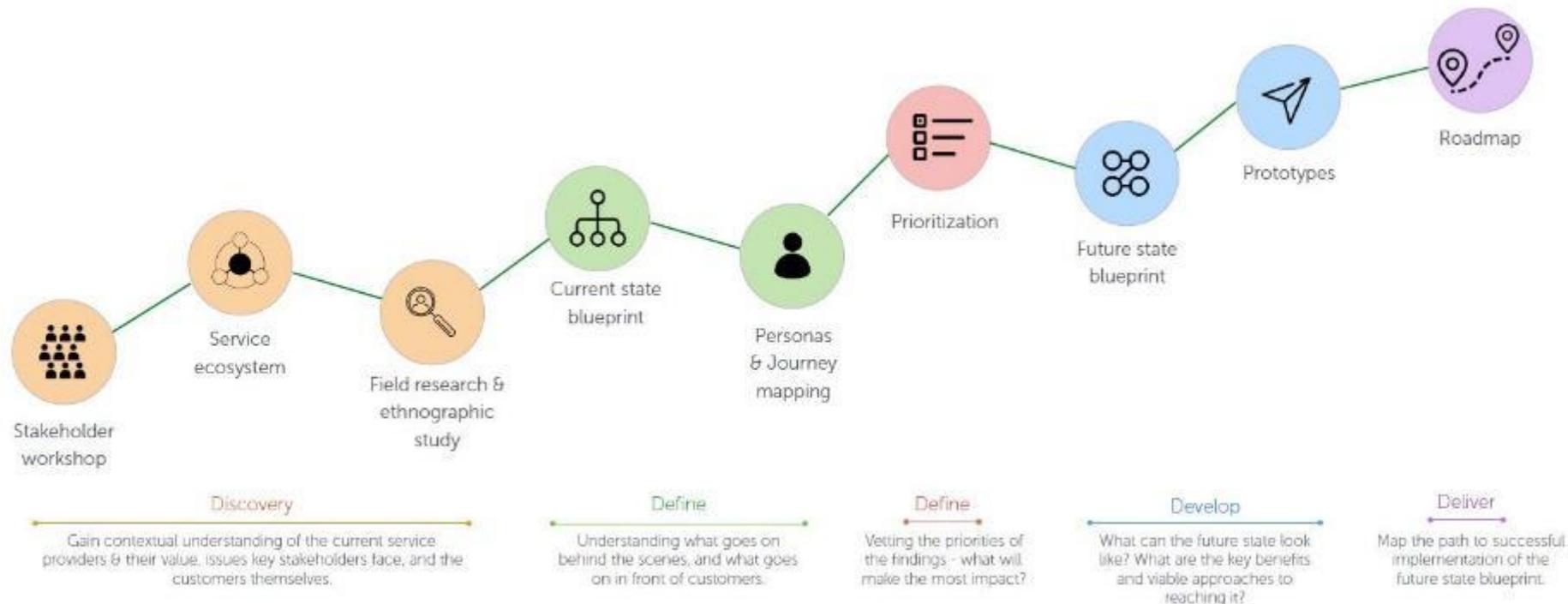
CUSTOMER UNDERSTANDING

OXO Labs Customer Journey Map of an Uber Customer

Customer Goal: To find transport to get to a destination quickly and effectively, other than driving their car.



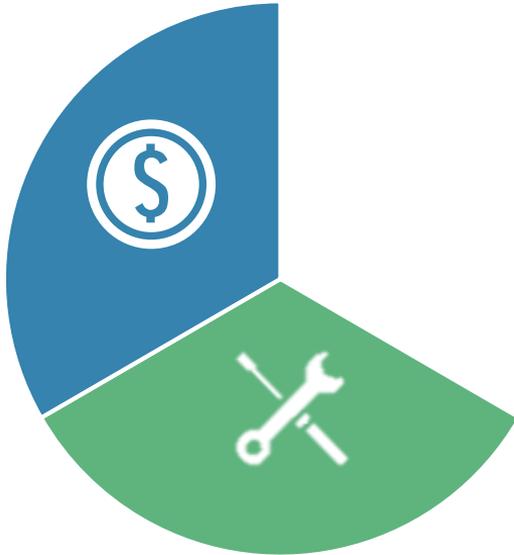
Disclaimer: This document is a high-level overview of the customer journey. It is not intended to be used as a guide for implementation. The data presented in this document is for informational purposes only and is not intended to be used for any other purpose.



Manage What You Measure



Measuring results - where we were



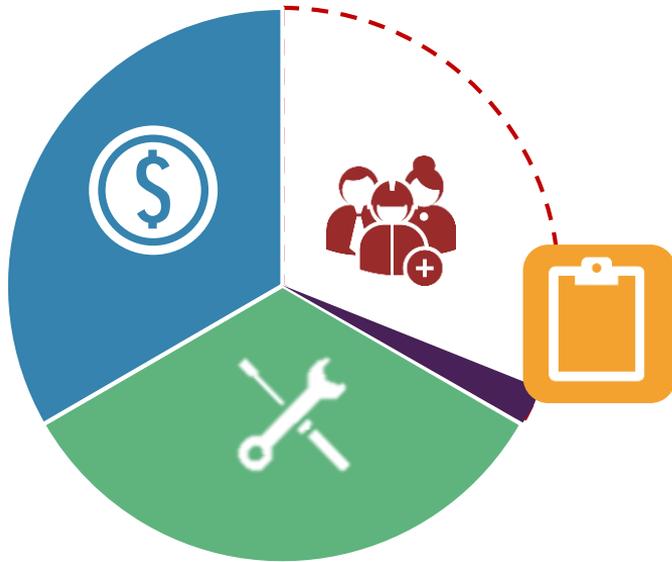
Efficiency

- Farebox recovery
- Passengers per trip

Service Delivery

- On-time performance
- Preventable accidents
- Scheduled trips operated
- Customer complaints

Rider Experience measured once a year



Annual survey of Rider Experience

- Conducted only once a year
- Methodology does not capture a variety of rider experiences
- Provides only a partial picture

Where we want to go: *Enhanced Service Performance Reporting*



Are we delivering the service riders expect?

Rider Experience Vision

We will deliver a transit experience that is **dependable, safe, clean** and **available** with **informed** riders; while striving to create an experience that is **simple, seamless** and **intuitive** for our riders.

The complete picture



Dependable



Safe



Available



Clean



Informed



Dependable

Customers should expect service to pick them up and drop them off within a consistent window that allows riders to have a reasonable ability to plan their lives free from a pervasive sense of uncertainty.

Distance between mechanical failures	AVAILABLE
On-time performance by route	AVAILABLE
Length of delays	FUTURE
Excess wait time	FUTURE
Customer journey time performance	DISCUSSION
On Time Performance peak vs. off peak	DISCUSSION
Customer complaints related to reliability	DISCUSSION
Percentage of scheduled trips operated	DISCUSSION
Mean distance between delays	DISCUSSION
Percentage of scheduled maintenance completed on-time	DISCUSSION



Safe

Customers should be confident with the current operational condition of the ST fleet. Customers should also expect an experience void of harassment or threat of violence.

Security incident trend	AVAILABLE
Preventable accidents per 100K miles	AVAILABLE
Security incidents by stations	FUTURE
Customer injuries by mode	DISCUSSION
Customer injuries by station	DISCUSSION
Mean distance between delays	DISCUSSION
Security incidents by severity	DISCUSSION



Available

Customers should expect to have access to their preferred ST mode to ensure they can continue to move forward toward the conclusion of their journey.

Elevator uptime by station	AVAILABLE
Escalator uptime by station	AVAILABLE
Trip capacity utilization	AVAILABLE
Bike & car parking utilization by location	AVAILABLE
Cause of elevator & escalator outages	FUTURE
Conveyance outage peak vs. off-peak	FUTURE
Service span, coverage, and frequency	DISCUSSION



Clean

Customers should expect service that is free of excessive trash, graffiti or vandalism with all fixtures in good working order.

Customer complaints related to cleanliness by mode	AVAILABLE
Customer complaints related to cleanliness by station	AVAILABLE
Percent of stations with routine cleaning completed	FUTURE
Percent of vehicles deployed with routine cleaning completed	AVAILABLE
Average work order response time	FUTURE
Percent of quality inspections meeting standard	DISCUSSION

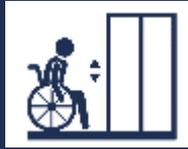


Informed

Customers should expect rapid notification of service disruptions, awareness of upcoming changes to service, and easy access to schedules and information about their ride.

Customer service response time	AVAILABLE
Customer awareness of service changes	AVAILABLE
Incident to customer communication time	FUTURE
Customer complaints related to communication/signage	DISCUSSION

Conveyance Uptime



Link Elevators

94.6%

Target 98%



Link Escalators

88.1%

Target 95%

Conveyance Uptime

Link Elevators by Station

(excluding DSTT Stations)



Elevators

Target 98%



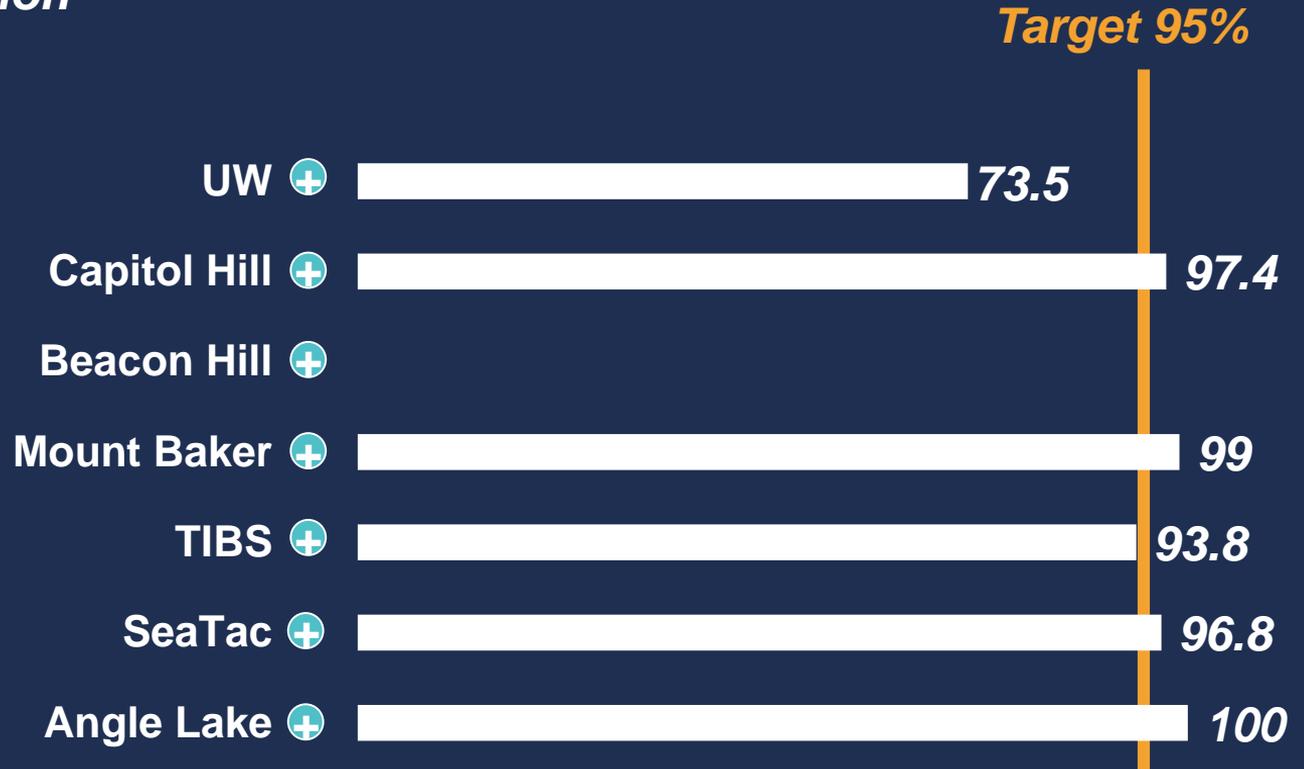
Conveyance Uptime

Link Escalators by Station

(excluding DSTT Stations)



Escalators



How do we make customer successful?

Immersive Learning Team

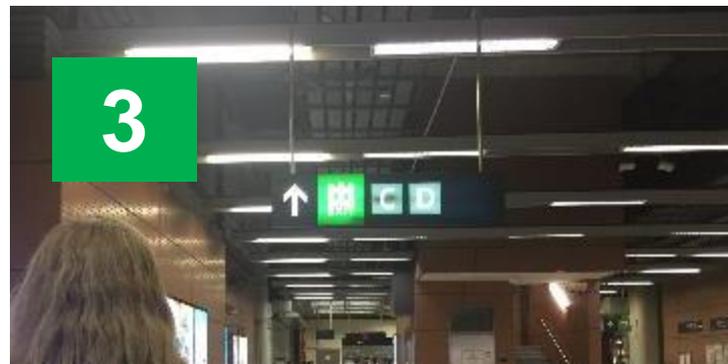
Wayfinding

Wayfinding

Labels for exits

- Wayfinding signs to connect the underground with above ground
- Start with DSTT
- Other locations need funds





Wayfinding

Passenger flow directional arrows

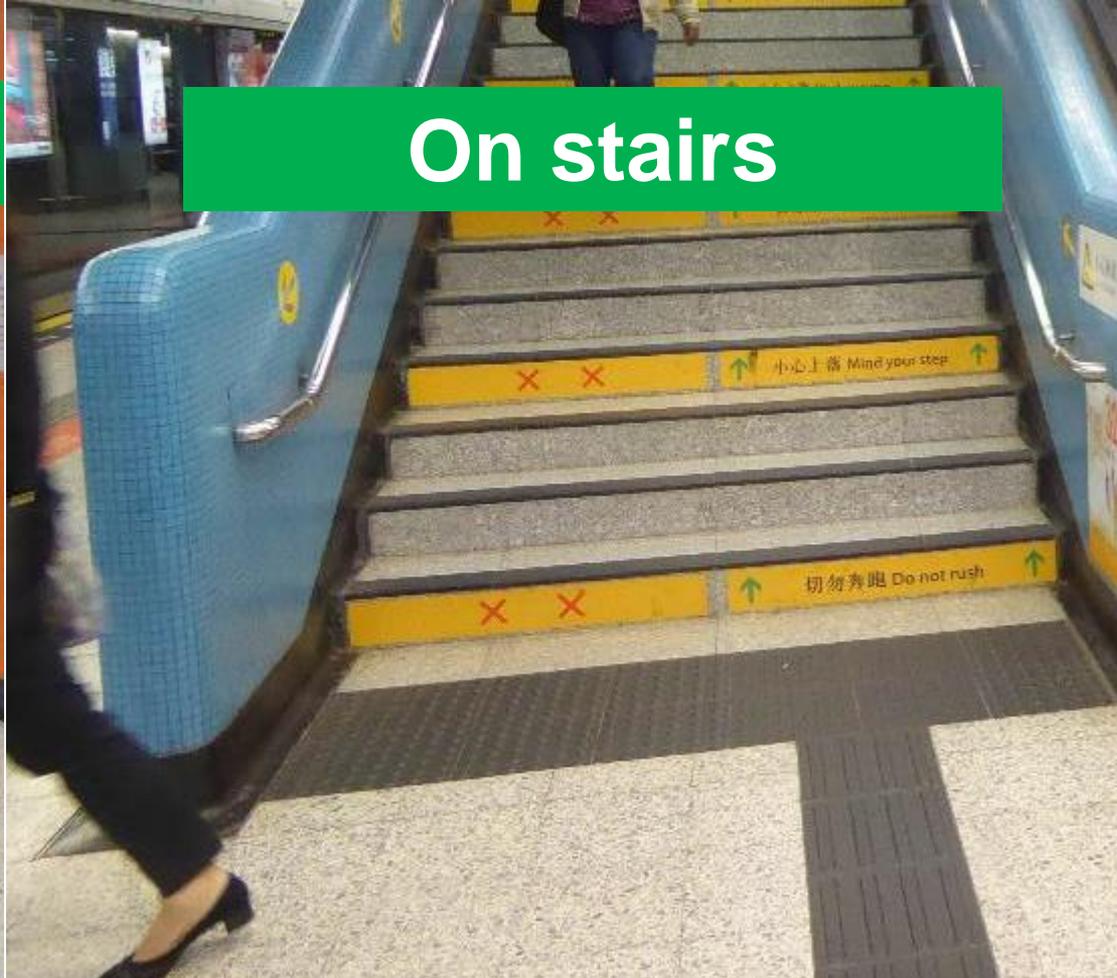
- Directional arrows to improve passenger flow at station and platforms



At stations



On stairs



On platform



Wayfinding

Priority use; onboard & elevator

- More visible
- Expand definition of a priority rider



Wayfinding

Location-relevant station maps

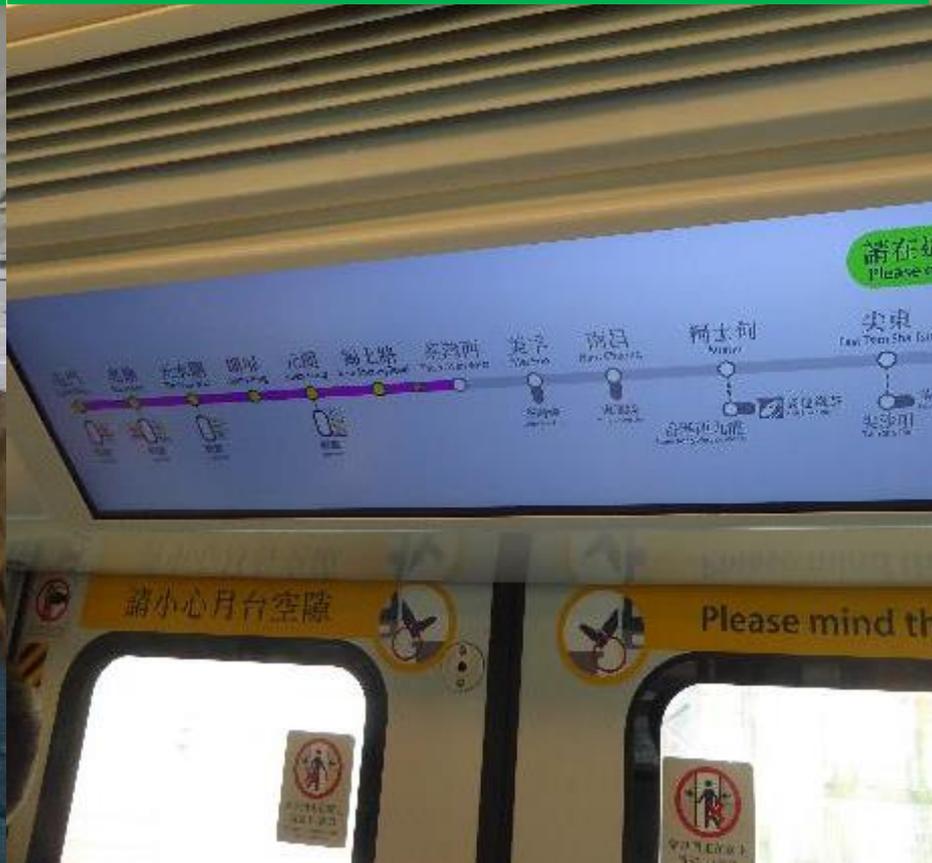
- You are here
- Add connecting routes
- “grey out” traveled portion



In station



On board



Wayfinding

Pocket map for first time riders

- For infrequent/new rider
- Distribute at SeaTac and hotels



Advertising at stations

Advertising

Suggestions on how to grow it; create dedicated spaces, offer diverse sign types

- Ads and rider information are separate
- Standardize ad space, dedicated framed space in stairwells, mezzanines and platforms
- Partner with Intersection for sign upgrades such as back-lit and digital signs

Advertising zones

Rider info

Advertising

Stairs/escalator



On platform



In station/mezzanine

Back-lit + digital ads

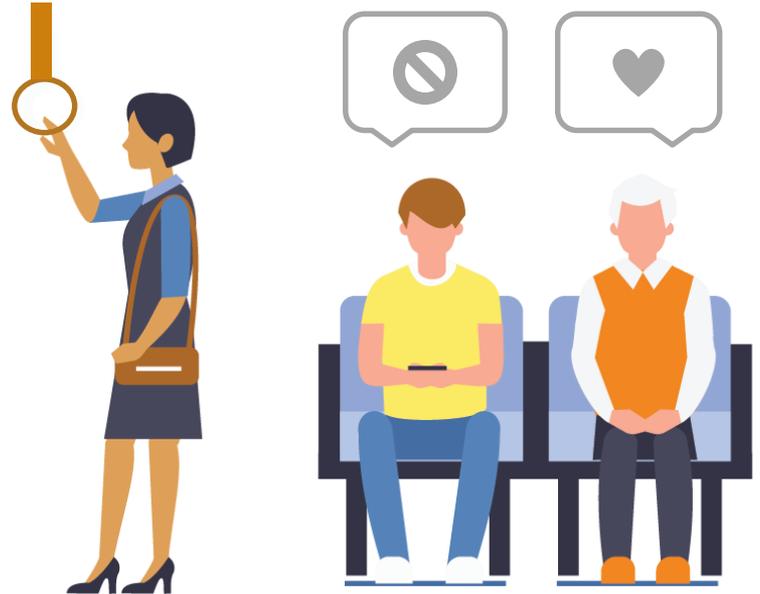


Innovation & Data

Innovation & Data

1. *Mystery shoppers*

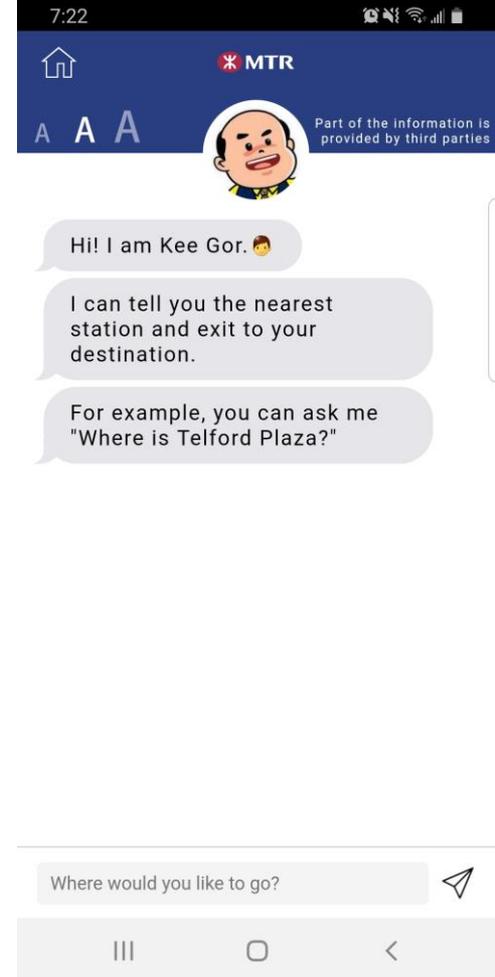
- Focused on qualitative data collection that corresponds to new REO metrics
- Unbiased trained eye
- Monitors and measures expectation performance



Innovation & Data

Chatbot

- Limited roll out limited near-term
- Begin training AI
- Grow into travel assistant



Innovation & Data

Innovation approach

- Focused on solving priority business problems
- Small dedicated teams with skills to execute POCs—implementation focused
- POCs that can't be delivered in 3 months are not worked



Tight production timeline



Wide scope of customer expectations



Internal stakeholder engagement

The image features a dark grey horizontal banner across the center. On the left side of the banner is the Sound Transit logo, which consists of a white square containing a stylized 'S' and 'T' symbol. To the right of the logo, the words 'SOUNDTRANSIT' are written in a bold, white, sans-serif font. Below 'SOUNDTRANSIT', the slogan 'RIDE THE WAVE' is written in a smaller, white, sans-serif font. The background of the entire image is a close-up of a double-decker bus with a white upper deck and a blue lower deck. The bus has large, dark-tinted windows and decorative wavy patterns in shades of teal and blue on its side. The word 'SOUNDBUS' is partially visible in large white letters on the blue lower deck.

SOUNDTRANSIT
RIDE THE WAVE