

Customer Service Program

Quarterly Project Summary Report October - December 2010

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Goal 1: Develop SEPTA into a responsive customer-focused organization

1.05		Launch Image Campaign Linked to New Service Commitment	Working with the Agency, design and roll out campaigns where SEPTA's Customer Service culture is defined and promoted.	Public & Gov't. Affairs
1.10	↑	Advance a New Fare Collection System	(1) Identify the most desired system attributes from customers standpoint and define how they are to be included in the program. (2) Define how cashiers will be converted into customer service Station Ambassadors.	EM&C
1.15		"Promote" the Idea that All SEPTA Employees are Customer Service Ambassadors	Capture and explain how HR is leading a company-wide effort to insure that a customer service mentality is present in all employee related systems from first day of orientation to last day before retirement.	HR
1.20		Define and enforce the frontline transportation employees' uniform standards, including nametags	Discuss steps and relevant stats whereby all transportation employees are presenting a professional appearance; including emphasis on name tags properly worn, and any actions considered to revise current standards.	Operations
1.25		Deploy Customer Service Ambassadors (CSA)	Document all instances where Ambassadors are deployed by Operations Admin. either for planned or unplanned events.	Operations
1.30	↓	Employee Recognition for Exemplary Customer Service	General Manager's Customer Service recognition program; summarize actions of the Gift Card Committee.	HR *
1.55		Align Customer Service Plan with organizational and employee goals (September 2009)	To help reinforce the notion that SEPTA is a customer-focused organization, develop and implement procedures whereby all SAM employees receive one or more formal customer service performance goal(s) each year.	HR
1.65	↓	Customer Service Motivational Messages	Campaign whereby SEPTA's Vision, Mission, Core Values and customer service themed messages are prominently displayed on Authority property.	CSA
1.70	↓	Customer Service Stories	Develop and publish positive human interest stories about those whose contributions to customers, co-workers or their communities, are making a real difference.	CSA
1.75	↑	Improve identification of non-uniformed maintenance workers, as SEPTA employees	Promote the wearing of official SEPTA apparel by SAM maintenance employees and the use of work clothes and safety vests that carry SEPTA's name or logo.	EM&C *
1.80		Station Musician Program	In an effort to address past Quality of Life concerns regarding noise levels in stations, administer a program whereby local musical talent becomes viewed as an environmental asset in the stations.	CSA
1.85	↓	SEPTA Stars	Acknowledge and promote the names and achievements of SEPTA employees that have been recognized by customers for outstanding customer service.	CSA

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Goal 2: Develop Partnership with Customers

2.05		Encourage Customer Awareness through the SEPTA Customer Connection Program (SCC)	Scheduled "meet and greet" events at locations throughout the SEPTA service region where teams are prepared to speak in general about SEPTA as well as focus on specific topics linked to current events.	CSA
2.15		Passenger Etiquette Campaign	Program directed at improving "Quality of Life" concerns related to the use of public transit, through programmed outreach and communications.	CSA
2.20	↓	QuietRide®	Passenger amenity program, where the 1st car on Regional Rail Trains are reserved as a QuietRide car. The program aims to provide customers with a quiet and relaxing environment for them to ride on the applicable RRD Trains.	Operations
2.25		Establish Comprehensive Visitor Services Program	Implement a focused effort to provide products and services that are designed for visitors and those unfamiliar with the City or SEPTA; including hospitality industry partnerships, marketing, communications and Operations training.	CSA*
2.55	↓	Employee Communications / Self-Serve Kiosks	Install a network of interactive computers at SEPTA locations that will permit employees to readily access company information as well as their own private data.	Business Svcs.
2.60		"New Services" - Annual Service Planning	Continually calibrate resources to meet new or changing travel demand through this annual audit process, and report findings.	Finance

Goal 3: Develop Partnerships with Governmental, Business, and Advocacy Groups

3.05		Revitalize "Transit First"	Partnership with City of Philadelphia to make surface transit service more efficient and reliable, through the use of new street designs, traffic management techniques, enforcement and transit employee training and supervision.	Finance*
3.10		Enhance Outreach to Elected Officials to Address Constituent Transportation Issues	Programs designed to insure that new and incumbent elected officials have good, basic knowledge about SEPTA and that systems are in place to assist them to effectively address constituent issues when they arise.	Public & Gov't. Affairs
3.15		Reenergize Relationships with the Bicycle Coalition, Clean Air Council, DVARP and other organizations	Forging new productive relationships with direct and indirect advocacy groups.	CSA*
3.17		Reenergize Relationship with the Citizens Advisory Committee (CAC)	Assist the SEPTA Citizens Advisory Committees in meeting their responsibilities and to see them be perceived as a vital voice of public transit riders in the region.	CSA

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3.20		Reenergize Relationship with SEPTA Advisory Committee for Accessible Transportation (SAC)	Document and discuss all actions taken to insure that the transportation needs of people with disabilities are fully considered by SEPTA.	Operations
3.25		Youth Advisory Council (YAC)	Assist the development and operation of a committee dedicated to the transportation needs of the generations/ages 16 through 22, with a special emphasis on technology.	CSA
3.30		Renew Partnerships with Regional Planning Organizations, Transportation Management Associations (TMA) and other Transportation Agencies.	Insure that customer service initiatives are outlay supportive and that that there is a good two-way flow of information at all times.	Finance*
3.35		Improve Outreach to Disadvantaged Business Enterprise (DBE) Firms	Continually assess and report on efforts to insure that SEPTA is reaching out to disadvantaged businesses.	Business Svcs.
3.40		Facilitate Inter-Agency Cooperation	Document efforts at coordination between public agencies at any level, that results in positive impacts to SEPTA customer service.	Public & Gov't. Affairs
3.45		Work with City of Philadelphia on Joint/Complementary Customer Service Initiatives (Non-Transit First)	Document efforts at coordination with the City of Philadelphia on efforts related to homelessness, transit shelters, information sharing, parking management, concourse maintenance and similar items where there is a benefit to SEPTA customers.	CSA
3.50	↑	Hospitality Industry Partnerships	Work with the Hospitality community to make SEPTA more visible and a player in terms of the way the City is marketed to those that visit for lodging, dining, arts, etc.	CSA
3.60		SEPTA - "Behind the Scenes" & Control Center Tours	Promote the efforts of SEPTA staff "behind the scenes" to new SEPTA employees as well as external guests.	CSA

Goal 4: Customer-focused Design, Maintenance, and Security

4.05	↓	Improve Station, Terminal, Restroom, and Vehicle Cleanliness	Continue program to visually improve SEPTA passenger vehicle and facility conditions to make SEPTA a preferred alternative.	EM&C*
4.10		Expand Recycling Program at all SEPTA Facilities and Stations	SEPTA has initiated a program for recycling at stations and other facilities. Discuss how this program will be maintained and expanded.	Public & Oper. Safety
4.15		Improve visible presence of Transit Police	Police deployment strategies to make Officers visible to customers an to offer them assistance when needed.	Operations

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4.25		Passenger Environment Survey (Quarterly Service Quality Report)	The Office of the Inspector General performs random rides and site visits to verify compliance with customer-centric, safety and service requirements such as the calling of stops, availability of timetables, etc.	Audit & Inv. Svcs.
4.35		Publicize Infrastructure / Asset Management efforts to improve customer environment / amenities	Capital programs for improved customer facilities that include station reconstruction / renovation, rebuilding of loops and transportation centers. Show how improvements are intended to improve safety, availability of customer information and cleanliness.	EM&C
4.40		Include market research in Vehicle design	Define how customer input is used during Vehicle design.	Operations
4.42		Include market research in Station design	Define how customer input is used during Station design.	EM&C
4.45		Elevator and Escalator Maintenance and Information Systems	Programs designed to communicate the operational status of SEPTA's vital, vertical transportation systems.	EM&C

Goal 5: Customer Service Division Enhancements

5.10		Increase Customer Service staffing at Stations	The assignment of customer service personnel at high volume stations and transportation centers, and proactive accessibility to customers.	CSA
5.15	↑	Passenger Service Personnel Deployment	Program to have Passenger Service Staff more visible and proactively accessible to customers.	Operations
5.25		Customer Service Agent familiarization rides	Customer Service Agents work in an office environment. Bus Routes, station designs and landmarks change over time. This program allows the Telephone Information Agents to stay current with SEPTA operations.	CSA
5.30	↓	Establish a new Electronic Call Distribution System (ECD)	Implement new ECD system to support new Integrated Voice Recognition (IVR) software.	CSA
5.40		"New Rider" Information Kit	This strategy will provide new riders with basic information on how to ride SEPTA, including how to get fare and schedule information, etiquette, and other information that experienced passengers take for granted.	CSA
5.42		Hospitality Concierge / Retiree Volunteer Program	Volunteer program staffed by SEPTA retirees who assist in providing travel and visitor information at events and locations.	CSA
5.45	↑	Publish Alternative Service Guide	SEPTA occasionally experiences major service disruptions. The alternative service guide will allow Regional Rail passengers information on finding another transit alternative to their original starting point.	CSA

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5.50	↓	Upgrade System Signage	SEPTA has recently completed a comprehensive signage design package for various initiatives to improve system signage on all modes of transport. Implementation will occur as part of station reconstruction, and as other opportunities present themselves.	CSA
5.55	↓	Improved Maps / Specialty Maps	This project is intended to provide improved spatial information to customers with respect to station names, destinations, and routes.	CSA
5.60	↓	Center City Concourse Signage Program	The pedestrian concourses along the Broad Street and Market Frankford Lines are poorly identified from surface streets, and improvements to way finding along the concourses.	CSA
5.70	↓	"New Look Public Timetables"	This project provided a new, more understandable format for printed public timetables.	CSA
5.75	↓	Customer Service Core Values	Define and promote the Authority's Customer Service Core Values.	CSA
5.80	↑	Service Guarantee Enhancement	Assess and update this vital customer service program.	CSA
5.85	↓	Customer Service Performance Audits	Service Quality Monitors perform site visits to all 'Customer Service' locations to verify that SEPTA's Customer Service compliance. Measured metrics include; uniform, appearance, friendliness, attitude, accuracy and responsiveness.	Audit & Inv. Svcs.

Goal 6: Customer Communications and Technology Initiatives

6.05	↑	Website Enhancements	Define and advance a website strategic plan.	CSA
6.07	↓	Hosted Discussion Forum / Online Chat on scheduled topics with various SEPTA officials.	This program is intended to provide information on more complex topics of special interest by SEPTA experts and officials.	CSA
6.10	↓	On Line Survey	SEPTA offers an on-line poll through www.septa.org to gather customer opinions on issues that are of interest to SEPTA customers.	CSA
6.15	↓	"Train View"	SEPTA offers real time information on the status of Regional Rail trains.	Operations
6.17	↓	TransitView" (formerly BusView)	Technology used to track and report location of surface vehicles, for use by managers and customers.	Bus.Svcs.*

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No.	Progress / Trend	Tactic	Project Description	Lead Division/ Department
6.20		Real Time Bus and Rail Information via Cell Phone/PDA	Technology used to push real-time data to mobile phones, from SEPTA's Control Center.	Bus. Svcs.
6.22	↓	Subscription based Travel Alerts (Key Locations)	This tactic is intended to provide real time information about delays or incidents that would affect regular travel patterns. Emergency Delay Notification Alert system (EDNA) is one of the key initiatives currently under development.	CSA
6.39		CARES Replacement (VERITAS)	Establish a centralized customer database for the Authority	CSA
6.45	↑	Develop SEPTA Podcast Program	This project is intended to provide customers with more detailed website information on current topics about SEPTA and its operation.	CSA
6.47		Chat Now - On-line Interactive Chat with Customer Service Agents	An ongoing program that allows customers to use Chat technology to receive travel assistance.	CSA
6.50		Expand Utilization of Public Address Systems	SEPTA has increased public address capabilities at many stations. This program anticipates using the public address system to provide additional information to customers. (Remote and On-site Utilization)	Operations
6.52		Utilize laptop and internet connection for Customer Service field agents	SEPTA has a vast array of information that is available online. Customer Service agents at field locations now have the capability to respond to more detailed questions with correct information.	CSA
6.60		Regular Rider Flyer: Update on SEPTA Initiatives in "Take One" Slots	Information brochures in traditional print media.	CSA
6.70		Self-Serve/Electronic - Customer Information Computers	Freestanding ATM style computers that provide customers with direct access to SEPTA information from the www.septa.org.	CSA
6.78		Customer Information Kiosks	Freestanding kiosks that display timely and critical travel and fare information...at key locations.	CSA
6.80	↓	STAR Replacement	This is a replacement of the antiquated STAR Integrated Voice Recognition Software (IVR) customer telephone information that allows customers access to schedule and other travel information.	Business Svcs.
6.82	↓	Regional Rail Name Change (Branch Names)	Activities supporting decision to rename Regional Rail lines.	CSA
6.85		Bus Stop Management System	This program allows SEPTA to develop a geocoded database on passenger stops and discusses how it is utilized and maintained by customers.	Finance

Customer Service Program

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<u>Progress</u>	<u>Division</u>	<u>Quarterly Trend</u>																												
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No.	Progress / Trend	Tactic	Project Description	Lead Division/ Department
6.94	↑	Expand availability of real-time data to managers in the field	SEPTA field managers have limited access to information that may be posted on the web. This program would allow managers access to the same information that customers may already have.	Operations
6.96	↑	"Wi-Fi"	Providing internet access at select stations and vehicles.	Business Svcs.

Goal 7: Improve Accessibility for the Disabled Community

7.05		ADA Hotline	SEPTA provides a rapid response to telephone inquiries from the disabled community.	CSA
7.10		New Priority Seating Compliance Decal Program	SEPTA identifies priority seating for persons with disabilities. This program requires on-going maintenance.	Operations
7.15		Improve/On-going ADA Instruction for Front Line Employees	This is an on-going program to provide education to front line employees on how to provide service to persons with disabilities.	HR *
7.20		Travel Instruction for People with Disabilities	This is an on-going program to provide people with disabilities instruction on how to use SEPTA services and vehicles.	Operations
7.25		"Accessible SEPTA"	This is an on-going relationship with the disabled community to identify and resolve issues that affect persons with disabilities.	CSA