

**SEPTA'S CUSTOMER SERVICE PROGRAM:**

***A focus on Courtesy, Communication, Convenience and Cleanliness***

CORE INITIATIVES		DESCRIPTION	DIVISION
COURTESY	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.	Customer Service & Advocacy
	Passenger Etiquette Campaign	Program directed at improving "Quality of Life" concerns related to the use of public transit, through programmed outreach and communications.	Customer Service & Advocacy
	Hospitality Concierge / Retiree Volunteer Program	Volunteer program staffed by SEPTA retirees who assist in providing travel and visitor information at events and locations.	Customer Service & Advocacy
	Align Customer Service Plan with organizational and employee goals	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.	Human Resources
	QuietRide©	Innovative passenger amenity program, where the first car on most Regional Rail Trains is 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
	"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.	Human Resources
	Customer Service District Committee	Pilot program to introduce new relationships and strategies at the location level, to improve customer service and implement concepts taught in Human Resources training programs.	Operations
	Courteous Claim Handling	With claims handling, (customer claims, employee Workers Compensation, and FMLA) we strive for a courteous and professional response to our internal and external customers.	Public & Operational Safety

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COMMUNICATION	Upgrade System Signage & Maps / Bus Stop Management Program	A comprehensive signage design package for various initiatives, to improve system signage on all modes of transport. This project is intended to provide improved spatial information to customers with respect to station names, destinations and routes. Also includes activities supporting the on-going renaming of the Regional Rail lines.	Customer Service & Advocacy
	Website Enhancements	Define and advance a website strategic plan. Develop an online Hosted Discussion Forum, maintain and enhance the ChatNow feature and incorporate social media formats.	Customer Service & Advocacy
	CARES Replacement (VERITAS)	Establish a centralized customer information database for the entire Authority.	Customer Service & Advocacy
	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 Services
	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 & Government Affairs
	Keystone Advocacy for Transportation Funding	Participate and coordinate Septa's role in working through a statewide coalition, to secure dedicated transit funding.	Public & Government Affairs
	Enhanced Safety Outreach Programs	Through programs such as Operation Lifesaver, Safety Blitzes, audits, and distribution of safety information, increase the awareness of the need to always put safety first for our customers and employees.	Public & Operational Safety

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CONVENIENCE	Real Time Bus and Rail Information	Technology support designed to share real-time data from SEPTA's Control Center with website users and web developers.	Business Services
	Social Media (SM): SM Communications & SM Customer Service Processes	Define and implement a strategy to support Communications, Marketing and Ridership Building Goals.	Customer Service & Advocacy
	Establish a Comprehensive Visitor Services Program	Implement 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. 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.	Customer Service & Advocacy
	Marketing campaign to emphasize benefits of using SEPTA	"Convenience" is considered a key factor in people's decision to use transit. The campaign will leverage this fact in order to help gain new customers.	Public & Government Affairs
	"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 & Planning
	Improve visible presence of Transit Police	Police deployment strategies to make Officers visible to customers and to offer them assistance and information when needed.	Operations
	New Payment Technology Initiative	The New Payment Technology initiative will fully modernize SEPTA's fare payment and collection system. Riders will be able to pay for travel on trains, buses and trolleys using common retail methods such as bank cards, mobile devices, and other emerging "smart" technologies.	Engineering Maintenance & Construction

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<b>CLEANLINESS</b>	Passenger Environment Survey (Quarterly Service Quality Report)	Random rides and site visits are performed to verify compliance with customer-centric, safety and cleanliness standards.	Customer Service & Advocacy
	Include market research in Station design	Define how customer input is used during Station design.	Engineering Maintenance & Construction
	Expand Recycling Program at all SEPTA Facilities and Stations	SEPTA has initiated a program for recycling at stations and other facilities.	Finance & Planning
	Improve Station, Terminal, Restroom, and Vehicle Cleanliness	Program to visually improve SEPTA passenger vehicle and facility conditions to make SEPTA a preferred alternative.	Operations