

## Customer Experience small group report

Customer service and reliability of service is of the most importance. The taskforce and legislature must be reminded that Metro Mobility is dealing with people not statistics - every late arrival could result in a lost job. There are many laws, regulations, and cost factors that go into providing ADA paratransit and other levels of transportation services to people with disabilities. These were not discussed in detail in the customer experience group as the group found it important to focus on the needs of the people utilizing the services provided and those being proposed. Below is a list of recommendations to be included in the final report to the legislature.

- 1.) Customers should never be assigned to a non-traditional provider coercively. Any cab-style service should be opt-in only.
- 2.) Customer service would be dramatically improved were Metro Mobility drivers direct Metropolitan Council employees rather than contractors.
- 3.) There should be better communication and education on PSD and other regulations/options i.e. no-show suspension, expected time on board, opt-out of door-thru-door service in ADA para transit.
- 4.) Technology should be better utilized to improve customer experience i.e. text when ride is near, rating option for customers to rate ride.
- 5.) Non-lift vehicles (Equinox) are more desirable for customers who are ambulatory. Possible opt-in option.

Known current issues received directly from customers:

- 1.) General inconsistencies
- 2.) Ride duration is too long – routes tend to not make sense
- 3.) Customer might not know when or where (multiple entrances) they are being picked up
- 4.) Drivers say they arrived one minute before 30 minute window closes to avoid free ride
- 5.) Driver shows up early and says “come on lets go” when rider might not ready
- 6.) Driver training and knowledge seems inconsistent

Analytics:

- 1.) Centralized dispatch to route rides in a more efficient manner regardless of provider as a means to improve customer experience.
- 2.) Federally designed formulas tend to expand ride-time to maximum for each rider. Is there a way to incorporate rider experience into this equation by lessening ride time while still maintaining efficiency (analyze past data)?