

Customer Experience 360 Project

Transportation Committee
April 24, 2017

Overview

- What is Customer Experience 360?
 - CX360 is a cross divisional/department project that directs internal resources to identified service areas in order to enhance the Metro Transit customer experience.
 - This project connects the dots between operations and the needs of the customer.
- Project Team:
 - 10 internal departments
 - External stakeholder collaboration



Areas of Focus

- Project identifies target routes or areas with:
 - Reported crime, quality of life issues and calls for police
 - Customer complaints
 - Customer amenities and shelter/facility conditions
 - Correlated on-time performance issues
- Initial Involvements:
 - Hennepin Avenue between 5th & 9th streets including Warehouse Station and westbound on 7th between Hennepin & 1st

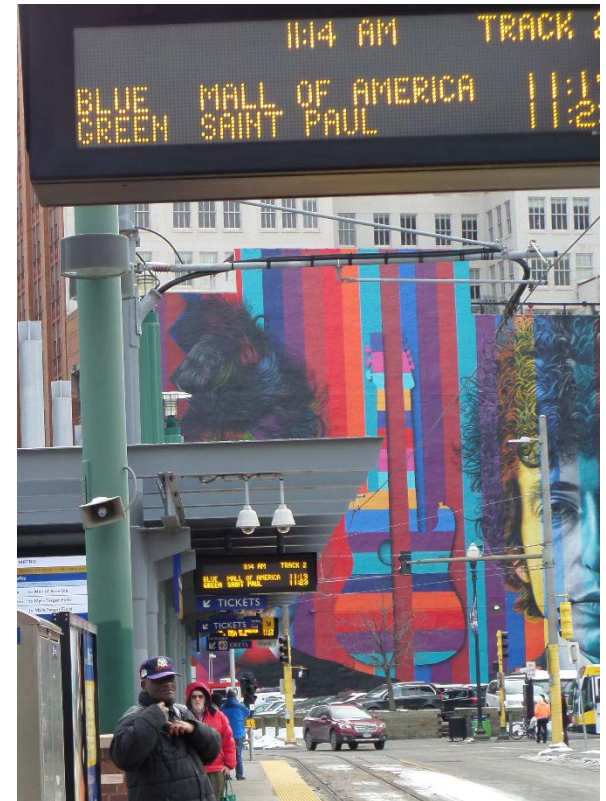
Data Initiatives

- Transit Data Project
- Public Facilities Work Orders
 - Transit Control Center
 - Rail Control Center
 - Customer Relations
- Transit Police Calls for Service Report
- Transit Police Quarterly LexisNexis Report

The screenshot shows a web form titled "Facilities TX" with a yellow background. At the top, a yellow box contains the text: "Be sure to contact Facilities by phone for issues requiring immediate attention." Below this, there are several input fields: "Facility (BM) or Shelter (SH) Number:" with the value "SH05122", "Facility Location:" with the value "ON HENNEPIN AVE AT 9TH ST S Crn 4, MPLS", and "Shelter/Facility Maint. Category:" with a dropdown menu open. The dropdown menu lists the following options: REMOVE/INSTALL, REPAIR/REPLACE, SCHEDULE CHANGES, SNOW & ICE REMOVAL (highlighted), SPECIAL ORDER, ACCIDENT, VANDALISM, and WASH TRUCK. At the bottom left of the form, there is a "Closed" checkbox and an "Add Comment..." button. At the bottom right, there is an "OK" button.

Observation & Engagement

- Customer Services & Marketing
 - 15 volunteers from six departments
 - 262 shifts, 20 minutes each
 - Observation hours - 88
- Street Operations
 - 2 Transit Supervisors
 - 8 routes evaluated
 - 99 Operators interviewed
- Garage Operations
 - 23 Operators interviewed



Implementation

- Customer Amenity Improvements
 - 8th/Henn. shelter demo & replacement
 - NexTrip digital displays
 - Heat & lights on Hennepin @ 7th NB
- Signage
 - Free ride decals
 - No smoking decals
- Warehouse Station
 - Repainting benches
 - Barrier pilot (Stakeholder Collaboration)
- Customer Outreach/Engagement



In-Process Review

- Placemaking Project (Stakeholder Collaboration)
- Customer Amenity Improvements
- Warehouse Station Updates



Next Steps

- Continued Customer Engagement & Follow-up
- Tracking Progress of Identified Work
- Identify Next Area of Focus for CX360
 - Public Facilities Dedication
 - Street Operations Monitoring
 - Transit Police Presence
 - Rail Track Maintenance
 - Customer Services & Marketing



Questions/Suggestions?

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