



**EXECUTIVE MANAGEMENT AND AUDIT COMMITTEE
JULY 15, 2004**

SUBJECT: CUSTOMER RELATIONS UPDATE

ACTION: RECEIVE AND FILE

RECOMMENDATION

Receive and file the following report on improvements in Metro's Customer Relations department.

ISSUE

Customer Relations has implemented several new programs to improve customer service through technological advances, equipment upgrades and procedural enhancements. Complaint handling and analysis is being given additional emphasis to help Sector General Managers respond appropriately to customer feedback.

DISCUSSION

Metro's Customer Relations department consists of Metro Information, which provides route and schedule information on 1-800-COMMUTE for transit trips using any provider in the county, and Passenger Relations, which takes customer comments and complaints via telephone regarding Metro-operated lines.

To enhance customer service, the department has made a number of upgrades in the past year both to facilities and procedures.

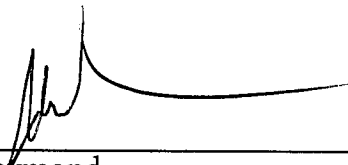
1. Metro Information workstations were upgraded with adjustable, ergonomically correct desks and chairs to reduce repetitive stress injuries among customer information agents and allow faster access to reference materials used in helping customers.
2. Metro Information has just launched an improved system for generating itineraries for customers. Called "TripMaster," the new system is web-based and enables agents to offer customers greater choices regarding the type of trip they would prefer. Unlike the previous system, which was licensed to Metro and required payment of escalating transaction fees which totaled \$200,000 in FY04, TripMaster was developed internally by Metro staff and therefore carries no ongoing usage fees. In addition, Metro has made TripMaster available to all other Southern California transportation providers; currently, 10 municipal carriers as well as Riverside County and San Bernardino County have opted to rely on TripMaster to provide transit information for their customers.

3. New performance standards have been established in Metro Information both for agents and supervisors to support the achievement of departmental goals. Greater emphasis is being placed on daily call monitoring, which allows supervisory staff to provide increased agent coaching and ensure that quality service is being provided. In addition, standard scripting is being implemented to enable more efficient call handling and maintain acceptable average wait times on 1-800-COMMUTE.
4. In addition to standing monthly reports on customer input, Passenger Relations is implementing a new monthly analysis of complaint data which more easily identifies problem areas within each sector. The new report identifies both lines and operators that have received large numbers of complaints, and provides detailed data to enable Sector General Managers to take appropriate corrective action.

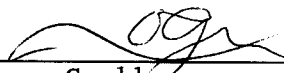
NEXT STEPS

Metro Information will continue to monitor call volumes and wait times on a daily basis and ensure that customers receive quality service while minimizing wait times as much as possible. Passenger Relations will work with Sector General Managers to make complaint analysis as useful as possible to assist in improving service to our customers.

Prepared by: Warren Morse, Deputy Executive Officer, Marketing & Customer Relations



Matt Raymond
Chief Communications Officer



Roger Snoble
Chief Executive Officer