



# NEWS

February 4, 1997

## ***MEDIA ADVISORY***

### **LACMTA HOSTS FIRST EVER TRANSIT CUSTOMER SERVICE CONFERENCE TO INCREASE RIDERSHIP AND CUSTOMER SATISFACTION**

**WHAT:** Top officials from Disney University, Southwest Airlines and the Saturn corporation will join a distinguished array of renowned customer service experts such as best selling author Stephen R. Covey (*The 7 Habits of Highly Effective People*) to help transit agencies from across the country learn how to improve upon their passenger service and increase customer satisfaction.

#### **WHEN & WHERE:**

**Thursday, Feb. 6, 8:30 a.m. - Noon and 2:30 - 3:45 p.m.**

MTA's Gateway Building, One Gateway Plaza, Los Angeles, Thomas Guide 634 H-3, 3<sup>rd</sup> Floor Board Room and conference rooms

12:30 - 2:00 p.m. and 5:30 - 8:30 p.m.

Omni Hotel, Seventh and Figueroa Streets, Golden State Ballroom and Sierra Room

**Friday, Feb. 7, 9:00 - 10:30 a.m.** Omni Hotel, Golden State Ballroom

10:45 a.m. - Noon Gateway Building, Board Room

#### **BACKGROUND:**

MTA is hosting the conference to introduce national public transit officials to effective customer service strategies used in the private sector and to show how those techniques can boost ridership and customer satisfaction. Interactive discussions will focus on such topics as using the Internet to reach customers, the effective use of surveys, and applying effective customer service strategies in the public sector.

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More...

## KEY CONFERENCE ACTIVITIES

All Activities At MTA Gateway Building Except Where Noted

### THURSDAY, FEB. 6, 1997:

- 8:30 - 8:45 a.m. Welcome, Recognition of Sponsors, Elected Officials,  
MTA Board
- 8:45 - 9:15 a.m. "Service Signals Success"  
Leslie Byrne, Special Assistant to the President,  
Director, U.S. Office of Consumer Affairs
- 9:15 - 10:00 a.m. Private Industry Panel  
Kristine Shattuck, Southwest Airlines  
Jeff Soluri, Disney University  
Don Crowder, Saturn Corporation
- 10:45 a.m. - Noon Interactive Sessions  
Front Line Service: The Little Things That Count  
Kathie Klass, Nat'l Highway Traffic and Safety Admin.  
Sterling Hampton, MTA Operator of the Year  
John Catoe, Santa Monica Municipal Bus Lines  
  
Building A Customer-Oriented Leadership Team  
Jeff Soluri, Disney University
- 12:30 - 2 p.m. Luncheon Keynote Address, Omni, Golden State Ballroom  
Richard Whiteley, Co-Founder of The Forum Corporation, a  
global training and consulting firm dedicated to helping  
companies achieve superior results by becoming customer  
driven.
- 2:30 - 3:45 p.m. Interactive Sessions  
Customer-Driven Government: Applying Strategies To The Public Sector  
Richard Whiteley, Author, *Customer Centered Growth*
- 5:30 - 6:00 p.m. Press Availability, Stephen R. Covey, Founder and Chairman  
of the Covey Leadership Center. Omni, Glenwood Room, Ballroom level.  
Covey has helped millions of individuals and Fortune 500 companies solve  
customer service management and organizational problems.
- 6:30 - 8:30 p.m. Dinner Keynote Address, Omni, Golden State Ballroom  
Stephen R. Covey

### FRIDAY, FEB. 7, 1997:

- 9 - 10:30 a.m. "Excellence in Action", Omni's Golden State Ballroom  
Paul Skoutelas, Executive Director & CEO, LYNX, Central  
Florida's Transportation System  
Robert Spector, Co-Author of *The Nordstrom Way*

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