

# METROLINK **Matters** News & Events

## METROLINK'S CUSTOMER-FIRST VISION: SERVICE WITH A SMILE



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# A WORD FROM THE CEO

STEPHANIE N. WIGGINS | CHIEF EXECUTIVE OFFICER | METROLINK

Dear Riders,

I am committed to making Metrolink your go-to choice for personal and business travel. When I shared with our staff my vision for the future of the agency, I focused on what will make Metrolink better for you, our riders. This Customer-First vision consists of three pillars: Safety and Security, an Integrated System and Modernizing Business Practices. This will enable us to achieve our vision statement: "Create Value, Exceed Expectations."

In this edition of Metrolink Matters, we are highlighting our various customer service teams. These three teams embody our "Customer-First" vision by putting themselves in your shoes. They are valuable resources for any riders – from the casual weekender to daily commuters. These employees help with trip planning, general questions, safety and security concerns and keeping you informed of any changes to your trip such as scheduling concerns or track changes.

While all our employees have the opportunity to be Metrolink ambassadors, as you've seen with our recently added "Conductor's Corner" features highlighting our Amtrak-provided conductors, these teams specialize in providing the best service possible to our riders.

This summer, experience the value of Metrolink by using us for a trip to the Orange County Fair or a "daycation" to San Juan Capistrano and we'll do our part to exceed your expectations.

Thank you for your continued ridership,

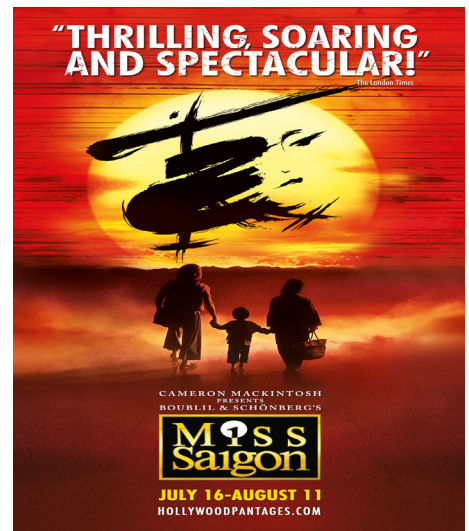
## MISS SAIGON COMES TO THE HOLLYWOOD PANTAGES

Experience the acclaimed new production of the legendary musical MISS SAIGON, from the creators of Les Misérables, coming to the Hollywood Pantages Theatre from July 16 to August 11!

This is the epic story of a young Vietnamese woman named Kim. In a bar run by a notorious character called The Engineer, Kim meets an American G.I. That encounter will change their lives forever. Featuring stunning spectacle, a sensational cast of 42, and a soaring score including Broadway hits like "Last Night of the World," "The Movie in My Mind," and "The Heat is On in Saigon," this is a theatrical event you will never forget.

Take advantage of Metrolink's new late night Friday night service on the San Bernardino Line by enjoying dinner and a show in Hollywood! Or enjoy a Saturday or Sunday matinee and spend the day seeing the sights of Los Angeles.

Take Metrolink to L.A. Union Station and transfer free to the Metro Red Line. Exit at the Hollywood/Vine Stop. Check returning train times at [metrolinktrains.com/schedules](http://metrolinktrains.com/schedules).



## THE OC FAIR RETURNS WITH ACRES OF FUN!

It's that time of year again! The OC Fair returns for 2019 from July 12 to August 11! This is your chance to pet all types of animals, try zany and delicious foods, play midway games, enjoy rides, shop, take in art and see concerts and other performances.

Metrolink riders get a discounted ticket to the OC Fair! On Saturday and Sundays, transfer free onto the OC Fair Express Bus from one of five Metrolink stations, including Anaheim ARTIC, Santa Ana, Anaheim Canyon, Irvine or Laguna Niguel/Mission Viejo for a direct ride to the OC Fair and you'll get a coupon for a \$4 admission ticket!

On July 13 from 9:30 to 10:30 a.m., The ARTIC Station will host the OC Fair Express kickoff! Enjoy music, giveaways, petting zoo and the Anaheim Ducks Street Team. The first 100 people ride the OC Fair Express free! More info at [ocfairexpress.com](http://ocfairexpress.com).



# PROVIDING CUSTOMER-FIRST SERVICE WITH A SMILE

Whether it's in person, on social media or over the phone, Metrolink employees are standing by to answer questions, help with trip planning or keep you updated on up-to-the-minute train status.

At Metrolink, we strive to be a leader in customer service by putting you in the heart of everything we do. Our goal is to be the safest, most reliable, innovative and customer-focused regional rail agency anywhere.

To make this possible, we have teams who focus on providing world class service: our customer relations representatives (CRR), our call center representatives (CCR)

background, age or history, they are calling because they need assistance. I get to help them with more than just information on a train ride, I get to help them explore Southern California and make the call an experience itself."

The communications coordinators are your go-to source on our social media accounts on Facebook and Twitter. This team is available from 4 a.m. to 11:30 p.m. weekdays and 6 a.m. to 11 p.m. on weekends. They work with our dispatching teams to keep you updated on the status of trains throughout the day and are always ready to answer questions that get posted. This team is also one of the most important teams during a service interruption as they work diligently to



and our communications coordinators - each team has a unique role that can assist you in a different way.

Our 40-member CRR team is based out of L.A. Union Station and is a visible group. They are the ones you speak to at the ticket windows and are in the station to help direct riders, assist at the ticket vending machines and answer questions about your trip.

"We exceed expectations on a daily basis by something as simple as a smile," said David Rojas, a CRR. "I really enjoy this job because I love watching us [Metrolink] move this region [Southern California]."

If you've ever needed to call or text our hotline, (available at 800-371-5465), you've contacted one of our CCRs. The 15-person team is a resourceful group that helps provide assistance in trip planning. They are also a valuable safety tool to use in case of any security concerns you notice.

"The best part about assisting riders on this team is that I get to speak with such diverse audiences," said Sara Godina, a 12-year employee. "No matter what their

*"I get to help them with more than just information on a train ride. I get to help them explore Southern California and make the call an experience itself."*

*-Sara Godina*

secure alternate forms of transportation so that you can get to your destination if train service becomes unavailable.

"The role may seem a little overwhelming at times because the amount of comments we receive on Facebook and Twitter," said coordinator Amber Peters. "But it is great to see questions or concerns being addressed immediately, especially when other riders find our responses useful. The best part of this role is that it goes from a personal communication to a public one, so more than just the rider asking the question can see the answer."

Together, these three teams play an important role ensuring that you, our riders, are aware of any impacts to your travel and how you can have the best trip possible. These employees are standing by and ready to give you that customer-first experience with a smile.

# CONDUCTOR'S CORNER: CONDUCTOR JOE DURAN



"All aboard! Watch your step," says conductor Joseph Duran, as he waits patiently, while passengers board the train. His body extends halfway out the train, while he greets passengers with a friendly smile and ensures their safety.

"[Joe] has a good attitude, [is] a friendly guy and [is] one of Metrolink's best," said Stanley Adams, a San Bernardino Line rider.

Joe works tirelessly to provide each traveler with a memorable experience onboard Metrolink, but what drives Joe to continuously deliver a customer-first approach and ensure the safety of the passengers? We'll let him answer . . .

**Metrolink Matters (MM):** What has driven you as a conductor to provide each commuter with the ultimate traveling experience onboard Metrolink?

**Joe Duran (JD):** The passion to do my best. I take pride in my job and I like to focus on being prepared to answer commuter questions. I consider it an important part of the traveling experience.

**MM:** Why is providing Metrolink's passengers with superior customer service and safety so important to you?

**JD:** Everybody is trying to get to work, school and their destinations safely and on

time. My goal is to make sure that their experience is stress free.

**MM:** How long have you been a conductor for Metrolink and what is the best part of your job?

**JD:** I've been a conductor for 4 ½ years. The best part of my job is helping someone who rides Metrolink for the first time. Being there to answer questions for them on their first trip with us helps makes their journey enjoyable and keeps them coming back.

**MM:** What advice can you give to new and aspiring conductors regarding putting the customer first and ensuring their safety?

**JD:** New conductors: you've been trained; just follow the rules; you'll be fine. Don't take things personal and develop a good sense of humor. Aspiring conductors: you're at your best when you put the customer and their safety first.

## More About Joe

Before working for Metrolink, Joe served in the U.S. Army as a police officer for 8 years and received a Purple Heart after being injured in Iraq. After his injury, his passion to serve and protect carried over as a conductor.

"I was attracted to railroading my first time riding on a Metrolink train," said Joe. It was then that his acquired skills from the military became the drive that encouraged him to become a conductor, the rest—history.

As a conductor, Joe is qualified to operate a train across all seven Metrolink lines in six counties, which includes 538 miles of tracks. This broad expertise allows him to benefit Metrolink systemwide.

Do you have a favorite conductor? Share your experiences on our social media accounts on Facebook and Twitter or online at [metrolinktrains.com/contact](http://metrolinktrains.com/contact) for a chance to have your favorite conductor featured!

## DAYCATION SPOTLIGHT: SAN JUAN CAPISTRANO

Metrolink Daycations is a day-long vacation to some of SoCal's best destinations. This month, we are highlighting one of these great places: San Juan Capistrano!

San Juan Capistrano is considered Orange County's birthplace. It is a unique town where you can pet llamas, discover California history, relax with a drink and great meal and stop at one of the many shops dotting downtown.

The San Juan Capistrano Metrolink Station is in the heart of the city and walking distance to the sights, shops and restaurants. Getting around on weekends is even easy with the free shuttle that stops at the station every 20 minutes. The shuttle is only available on Fridays from 5 p.m. to 9 p.m., Saturdays from 11 a.m. to 9 p.m. and Sundays from 11 a.m. to 7 p.m.

Activities this summer include MissionFest 2019 on July 13, which brings wine tasting, food and live music to the Rancho Mission Viejo Riding Park (see more at [missionfest.com](http://missionfest.com)) and San Juan Summer Nights at Historic Town Center Park on July 17, August 21 and September 18.

Enter to win prize package for four including Metrolink tickets, membership to the Mission for a year and gift cards. Find out more at [octa.net/metrolink/metrolink-weekends/](http://octa.net/metrolink/metrolink-weekends/).

