

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, 3rd 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 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