

# NSW CUSTOMER SERVICE PLAN

July 2019 – July 2020

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# 1. INTRODUCTION

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## Background

Transit Systems is committed to providing high quality, customer focused public transport services that are convenient, accessible and reflect customer demand.

This document is designed to sit below the Marketing and Customer Experience plan. This plan focuses on the operational elements required to deliver customer service and is supported by the Transit Systems NSW Customer Charter.

## Scope

This plan outlines how Transit Systems NSW will maintain and comply with the customer service requirements. It outlines the strategies and initiatives that will be put in place to deliver excellent customer service.

**This strategy scope covers at a high level, major inputs including:**

- ✓ Customer feedback management
- ✓ Customer communications
- ✓ Customer and staff, safety and security
- ✓ Ticketing and revenue protection
- ✓ Customer service training
- ✓ Customer engagement activities

The timeframe in scope for this plan is **July 2019 to June 2020**, with a review at its completion.

This plan will need to be reviewed and updated as needed. Each year, we will build on our customer service capability and programs in partnership with TfNSW.

## 2. STRATEGIC CUSTOMER SERVICE OBJECTIVES, MODEL & PRINCIPLES

**At Transit Systems NSW, customer service means exceeding our customer's expectations at every step of the customer journey. That means listening to, anticipating and responding to our customers' needs.**

The customer is at the heart of everything we do. All staff undertake our dedicated Customer Focus Training to ensure our customer service values are strong across every part of the business – from the vehicle mechanics who ensure our buses run smoothly, to our drivers who ensure you get to where you need to go safely and efficiently.

We support this commitment by working towards continuous improvement of the overall customer journey, under the following areas:

- **Services** – Taking customers from A to B
- **Comfort** – Ensuring a pleasant journey
- **Safety** – Ensuring safety on board our vehicles
- **Information** – Access to the information customers need
- **Feedback** – Listening to our customer needs
- **Customer culture** – Living a customer focus ethos

Transit Systems NSW commitment and procedures for improving customer satisfaction are set out in this Customer Service Plan.

If you have any comments or suggestions regarding our Customer Service Plan, we encourage you to contact us so that we can work with you to further improve the level of service provided.

## Objectives

This plan aims to deliver on the following objectives:

1. Increase the annual TfNSW Transport Customer Satisfaction Index score by at least 5% (i.e. overall customer satisfaction with the bus service greater than 90%).
2. Work closely with TfNSW on innovations to improve customer communication channels
3. Reduce the time it takes to respond and close customer feedback
4. Reduce customer complaints and increase customer commendations
5. Exceed our customer service commitments under TfNSW contractual KPIs

## Strategies

To achieve these objectives Transit Systems NSW will implement a number of strategies. These initiatives will complement the marketing and customer experience initiatives also underway and include:

- Continue to improve our Customer Feedback Management System to ensure the most efficient resolution of customer feedback
- Analyse customer complaint trends and improve reporting within the business
- Ensure all new staff complete Customer Focus Training, and existing staff complete annual refresher training
- Maintain an ongoing focus of continual improvement
- Improve the information and access to information provided to our customers in real-time, on board and online

### 3. OUR TEAM

The Customer Experience team is responsible for responding to all customer comments, complaints and questions from our customers.

This team is decentralised, reporting directly to the respective Depot Operations Managers to ensure visibility of feedback and timely resolution of issues.

**The team is responsible for:**

- Communication with customers
- Liaison with TfNSW
- Liaison with internal Customer Experience and Communications team and Operations team
- Issues management, complaints resolution, and correspondence
- Management of the Customer Feedback Management System

The on demand customer service team report into the Customer Experience Officer and are based at Leichhardt.

**The team is made up of five roles which cover:**

- Direct communication with customers, via the app, Helpshift, Facebook and email
- Liaison with internal Customer Experience Officer and Operations team
- Issues management, complaints resolution, and correspondence

### 4. CUSTOMER FEEDBACK MANAGEMENT

The main requirement of these teams is the management of customer feedback.

Transit Systems NSW has a robust customer feedback management system and customer service processes to effectively monitor and respond to customer comments. In addition to TfNSW's Transport Info website, Transit Systems NSW provides a number of ways for customers to provide feedback.

These include:

- Direct call or email to Transit Systems NSW depots
- Contact form on the Transit Systems website
- Speaking directly to our friendly staff

All feedback is logged and assigned to an appropriate person within the customer service team. We have a policy of a 2-day response from lodgement of a comment by the customer. Customer comment data will be analysed on a monthly basis to identify trends or issues which may need to be actioned.

On demand customer feedback management will be approached in the same way, but will have real-time KPI's set internally (on top of the TfNSW KPI's) to reflect the real-time nature of the service and booking style. Customers can reach the on demand customer service team directly through these additional channels:

- Support function in the app
- Email [connect@bridj.com](mailto:connect@bridj.com)
- BRIDJ Facebook page.

These channels will be monitored during service hours.

## 5. CUSTOMER SERVICE PROGRAMS

Below is a table which outlines the programs and initiatives Transit Systems NSW operates to ensure we achieve our customer service KPI's.

POLICIES / PROGRAMS	GOALS / TARGETS	STRATEGY	OWNER	REVIEW
Customer Communication and Information				
Service Desk	Provide a convenient contact point for customers requiring to speak to a company representative	<p>Contact details are provided on the Transit Systems website and in our customer charter document.</p> <p>The Service Desk will be staffed during office hours, Monday to Friday.</p> <p>An after-hours recorded message will also be available for customers.</p>	<p>Area Manager</p> <p>Depot Operations Managers</p>	<p>Administrative Reports</p> <p>Customer Comments</p> <p>Business Management System Audits</p>
Transport Info Website <a href="http://www.transportnsw.info">www.transportnsw.info</a>	All customer information is to include advice on accessible services, fares, timetables and journey planning	Work with TfNSW to implement approved standards for communications material and interactive systems to deliver information on the local and wider area transport network through an electronic medium.	<p>Customer Experience &amp; Communications Manager</p> <p>Planning &amp; Performance Manager</p>	<p>Continuous as service proposals are developed</p> <p>Customer Comments</p>
Service Disruption Information (maintenance and special events) and Emergency Situations	Provide customers with information that is concise, up to date and readily available in electronic, or printed form	<p>Maintain the Transit Systems website to ensure information is relevant and up to date.</p> <p>Where practical, include information on the Transit Systems website of service changes due to special events, or diversions as a result of road works or road closures.</p> <p>Provide passenger alert posters in buses and at major stops advising passengers of service changes or short term disruptions to services.</p>	<p>Customer Experience &amp; Communications Manager</p> <p>Planning &amp; Performance Manager</p>	<p>Information provided by local agencies such as, Councils, RMS and Police</p> <p>Desk top exercises with drivers, supervisors and senior management.</p>

POLICIES / PROGRAMS	GOALS / TARGETS	STRATEGY	OWNER	REVIEW
Timetables	Ensure that existing and potential customers have ready access to bus timetable information.	<p>Provide electronic versions of all public timetables operated in the Region on the Transit Systems' website</p> <p>Provide relevant information in an electronic format to Transportnsw.info for inclusion on the Transportnsw.info website</p> <p>Ensure printed versions of the public timetables are available at Transit Systems' depots and mailed to customers on request.</p> <p>Provide timetable information at designated bus stops within the Contract Region and ensuring that damaged information is promptly replaced.</p>	<p>Customer Experience &amp; Communications Manager</p> <p>Planning &amp; Performance Manager</p>	<p>Customer Comments</p> <p>Driver and Supervisory Reports</p> <p>Focus Group Inputs</p> <p>Stakeholder Meetings</p>
On demand app	Ensure the app continues to provide accurate and timely updates to customers on the status of their journey.	<p>The app will be constantly monitored by our Customer Service Coordinators and Product Manager.</p> <p>Our highly skilled technical team have automatic notifications in place to ensure the appropriate staff are notified of a significant issue if it occurs within the app i.e an outage.</p>	<p>BRIDJ Technical Team</p> <p>Customer Experience Officer</p>	
On demand in app support, customer service email and Facebook	To provide instant assistance to customers having difficulty booking on demand services.	<p>The Helpshift program, Facebook messenger and the customer service email will be monitored constantly during service hours by our on demand customer service team.</p> <p>Our objective is to reply to customers in the following time frames per channel.  <b>In app comment</b> - within five minutes  <b>connect@bridj.com email</b> - within one hour  <b>Facebook message</b> – within one hour</p>	<p>Customer Experience Officer</p> <p>Customer Service Team</p>	Review response times

Ticketing and Revenue Protection				
Fares and ticketing	Provide customers with information that is concise, up to date and readily available in electronic or printed form.	Maintain the Transit Systems website and BRIDJ website to ensure ticketing and fare information is relevant and up to date including a hyperlink to <a href="http://www.transportnsw.info">www.transportnsw.info</a>	Customer Experience & Communications Manager  Customer Experience Officer	Management Review Meetings  Customer Comments  Stakeholder Meetings
Training and Development				
Customer Focus Training	Drivers must provide exceptional customer service.	Topics covered in the Customer Focus Training are: - The customer journey - Pain points - Moments of truth - Ticketing - Conflict management - De-escalation of situations - Effective provision of information - BRIDJ app training	NSW Training Manager	Feedback from attendees
Staff Award Scheme	To reward our team members for exceptional instances of safety and customer service related behaviour.	An employee award scheme will be established based on the Customer Focus Training program. It will be introduced nationally to recognise employees for demonstrating exceptional behaviour in the areas of customer service and safety.  Employees will be able to nominate fellow employees for recognition.	National Marketing & Communications Manager  Customer Experience & Communications Manager	Feedback from staff
Operational Integration				
On demand services	Effectively integrating on demand services into the Region, by complementing existing services and modes.	Work with TfNSW, the community and customers to deliver the most effective services for the region. Continually optimising services by analysing customer data and travel patterns.	BRIDJ Product Manager	Patronage growth
Inclusive Transport	Increase usage of public transport options by target groups.	Work with stakeholders to deliver transport solutions that encourage increased travel on public transport services by older people, persons with mobility challenges and culturally and linguistically diverse members of the community.	Area Manager  Planning & Performance Manager	Patronage Increase  Customer Comments

Service Integration	Improve connectivity with other transport providers and modes to provide a seamless transfer arrangement where practical.	Establish effective communication with service providers such as railways and other bus operators servicing common facilities, or adjoining regions	Planning & Performance Manager  On Road Support Officer	Focus Group inputs  Stakeholder Meetings  Service Planning Meetings with TfNSW.
School Services	Provide accurate information and timetables for designated school services that transport school children to schools across Transit Systems NSW contract areas.	Develop and maintain a detailed list of school services for each school in line with the Bus Services Contract and display this information on the Transit Systems website.  Liaise with individual schools to ensure that the information provided is correct and updated in a timely manner when there are adjustments to services.	Planning & Performance Manager	Continual review of loading data and on time running surveys  Driver and Supervisor Reports  Customer Comments  Representations and requests from Schools
Service Planning and Design	Ensure that the customer receives the highest quality bus service, within commercial constraints and road use restrictions.	Continually review passenger loading data to ensure services meet patronage demand and addresses fluctuations in passenger loading and traffic conditions.	Area Manager  Planning & Performance Manager  On Road Support Officer	With State and local governments during project planning stages  Customer feedback  During project based community consultation  Management System Planning and Review Meetings
<b>Lost Property Management</b>				
Lost Property	Re-unite passengers with lost property	Ensure that policies and procedures are maintained to log lost property in accordance with the Bus Services Contract.  Provide contact details for passengers to register, or enquire about property lost on services, or at bus stops.  Provide secure storage facilities for lost property for the period stipulated in the Lost Property Procedures.  Lost property will be kept for no longer than three months.	Depot Operations Manager	Business Management System Audits  Customer Comments



Safety and Security				
Missing Children	Ensure that children travel safely on buses and are reunited with their parent or guardian if they become lost.	<p>Provide a structure whereby lost children can be identified and reunited with their guardian or transferred to police.</p> <p>Operations personnel and drivers will be trained in methods of identifying lost or confused children on the network.</p> <p>Establish an escalation process to deal with lost children to ensure that every effort is made to provide support to guardian and police to locate lost children.</p>	<p>Depot Operations Manager</p> <p>Area Manager</p>	<p>Business Management System Audits</p> <p>Desk top exercises with drivers, supervisors and senior management.</p> <p>Customer Comments</p>
Building Customer Engagement				
See the Marketing and Customer Experience Plan for details				

## 6. MEASUREMENT

The effectiveness of our programs and policies will be monitored and measured in the following ways:

- Number of complaints received
- Number of commendations received
- Average response time to a customer from when a complaint is logged
- Average time to close a complaint
- Customer satisfaction survey results
- Average star rating (on demand services)
- Number of employees who have completed the Customer Focus Training program