



Muni Customer Experience Program

SFMTA

Providing consistent, cohesive and quality information



Muni customers interact with the system through dozens of touch points along their journey, from planning their trip to checking when their bus or train will arrive, waiting at the stop, paying their fare, boarding and riding the vehicle, navigating transfers to local and regional transit and locating their destination at the end of the journey. While the Muni customer experience encompasses every one of these aspects, this represents a shift by the agency to look at this experience comprehensively.

The Muni Customer Experience Program offers an integrated approach to providing consistent, cohesive and quality information to our customers across all stages of their journey.

Opportunities for improved customer experience

Muni service expansion will always be a goal for the SFMTA to strive for. However, it is as important, if not more, for SFMTA to strategically invest in the *quality* of service we provide now. This includes ensuring we are adequately investing in and staffing the elements of the system that represent quality service for our riders – those they interact with on a daily basis. Quality service signals to our customers, the public and our partners that Muni is *worth it* – worth our scarce public resources, and worth the public's trust and support.

While there will be some who continue to advocate for more service at all costs, we believe it is just as important that we deliver an excellent customer experience consistently. Transit trips are multifaceted and present many opportunities to improve the customer experience:

- Consistent, clear and accurate information systemwide that culturally represents the diversity of our ridership
- Accessible website and trip planning information
- Welcoming and attractive conditions and signage at transit stops, terminals and subway stations
- Clear and informative audible announcements
- Straightforward integration with regional wayfinding
- Predictable wait times and accurate arrival predictions
- Timely, accurate and friendly communication during service disruptions
- Easy and transparent customer feedback loop process
- Friendly and approachable staff in the field trained to provide excellent customer service

FOR CONSIDERATION:

The \$7.6M required annually for this program represents just 1% of our service budget; providing a cost-effective solution to enhance service quality for our customers. Program is recommended for inclusion in the baseline operating budget.

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The SFMTA has several teams that work on aspects of the customer experience, but they are under resourced and spread across the organization. The Muni Customer Experience Program would increase the investment in this area and bring these efforts under one group to improve accountability, service quality and overall customer experience.

Muni has a historical and iconic brand, recognizable to residents and visitors alike. The Muni Customer Experience Program would channel the creativity and attention to detail of the Walter Landor era of Muni design to ensure innovative and consistent quality of design across all our information platforms. The integrity of our brand will be maintained for years to come.

The Muni Customer Experience Program is comprised of three target business units:



CUSTOMER INFORMATION UNIT

- Partner closely with the Communications, Outreach & Marketing division to create a holistic information strategy
- Create a cohesive look and feel for Muni across print, digital platform and wayfinding
- Integrate Muni's brand with regional transit providers
- Maintain the integrity and condition of our brand in the field and coordinate with our maintenance teams to correct issues at our stops, terminals and subway stations
- Perform quality control on our audible announcement messaging on-board vehicles and at key locations
- Provide accurate real-time information during service disruptions



CUSTOMER RELATIONSHIP UNIT

- Represent the SFMTA directly to our customers
- Implement an overall strategy to build a more customer-centric organization in support of the SFMTA's strategic goals and objectives
- Introduce and coordinate a Community Liaison Program with Transit Ambassador Staff, who will
 - Ride the system daily to interact with customers and collect feedback
 - Provide multilingual, culturally relevant communications to our diverse ridership
 - Deploy during service disruptions to provide in-person customer information
 - Proactively engage with riders, such as tourists, to support their journey
- Provide analytical support to identify trends and address complaints in a timely manner and provide more personalized response to 311 feedback
- Provide customer support along transit corridors, interlined locations, terminals and in the subway



SERVICE QUALITY UNIT

- Provide quality assurance for Transit Operations (Transit Services, the Transportation Management Center, Transit Management and the Training Center).
- Coordinate interdepartmental relationship building and role management of our internal stakeholders and partners
- Implement service delivery related improvements, initiatives and special projects
- Provide strong partnership with system safety supporting our teams to deliver safe and reliable service during uncontrollable disruptions, special events and day to day operations
- Ensure managers and supervisors are consistently applying standard operating procedures, are contractually compliant and training and support programs are implemented to promote service excellence