



SFMTA

# Customer Experience Program

The customer's experience is our North Star – driving decisions that foster connections and elevates every journey.

SFMTA Board of Directors  
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# Meet the Team



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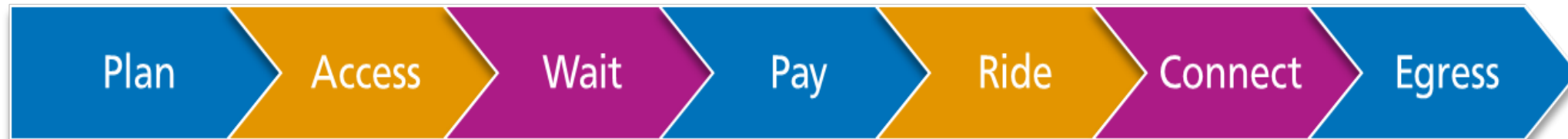


Teresa Scism  
*Core Team Member*

# What is Customer Experience (CX)?

Customer Experience (CX) is the sum total of the experiences our customers have at every stage of their journey. The goal is to minimize pain points, maximize smooth, uneventful experiences, and find opportunities for occasional surprise and delight.

## ***The Transit Rider Journey:***



• Source: LA Metro 2022 Customer Experience Plan

# Building on Success



# Safety Equity Initiative to Prevent Harassment on Muni

Reporting harassment on Muni is as easy as 3-1-1



In an emergency, call 911 and file a police report.

Para denunci ar acoso llame al 311 o al 911

舉報騷擾事件，致電 311 或 911

Para mag-ulat ng panliligalig tumawag sa 311 o 911



To Report SFMTA.com/MuniFeedback

311 Free language assistance / 免費語言協助 / Ayuda gratis con el idioma / Ενδοεπικοινωνία: μηδενικό κόστος / Trợ giúp Thông dịch Miễn phí / Assistance linguistique gratuite / 無料の言語支援 / Libreng tulong para sa wikang Filipino / 免費語言協助



We Keep Muni Safe

"I'm the eyes and ears of the station. If I see an emergency, I contact central control and immediately go to the scene."

Jacky Ng Station Agent

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We Keep Muni Safe

"I train operators to stay calm and use different techniques to help customers when difficult situations arise on Muni."

Arnold Gray Co-facilitator, Practical Communication Tools for Safety and Service (PcCT)

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# What is a Customer Experience Program?

A **Customer Experience Program** is a systematic set of activities, techniques, practices, and values to improve customer experiences.

## A. Identify and Remedy CX Pain Points?

Develop CX Plans:

1. Identify, Understand and Prioritize Pain Points
2. Develop Remedies
3. Early Wins
4. Live Listening
5. CX for job applicants, contractors, others?

## B. Advance CX Culture?

1. Identify desired Beliefs and Behaviors
2. Incorporate into hiring, training, and coaching
3. Incorporate into appraisals, compensation, and recognition
4. Identify and remedy EX (employee experience) obstacles to CX
5. Cultivate CX advocates

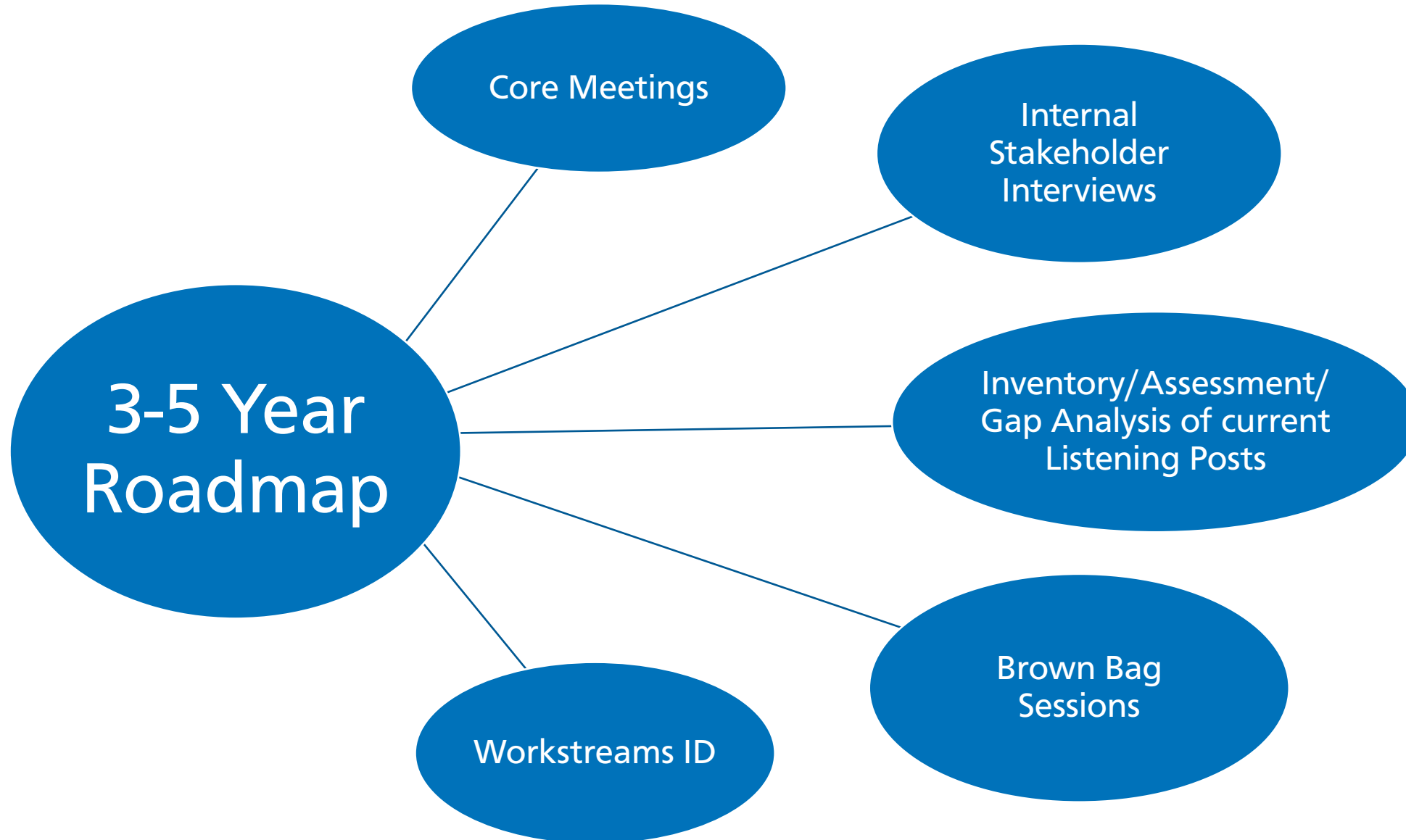
## C. Design Great Experiences?

1. Product design and User Experience (UX) testing
2. Meeting the diverse needs of diverse riders
3. Peer review/best practices
4. Surprise and delight customers

## D. Institutionalize CX?

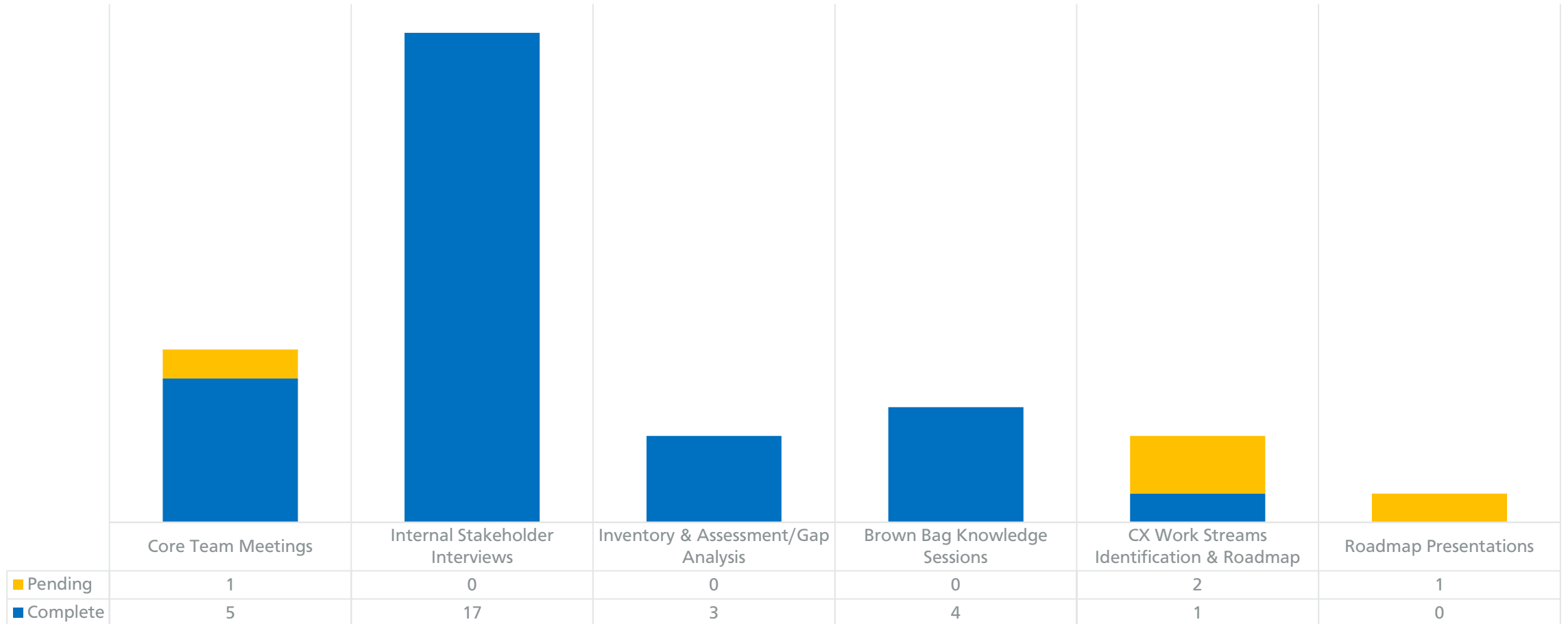
1. Unify Listening Posts
2. Align Budgets, Plans, and decision processes with CX
3. Align Service and Facility standards
4. Align work rules
5. Adopt KEIs (Key Experience Indicators) and sync with KPIs
6. Regular meetings with top execs to keep spotlight on CX

# Project Scope



# Progress

## PROJECT DELIVERABLES





# Brown Bag Sessions



# Questions?

