



SFMTA
Municipal
Transportation
Agency

Passenger Service Report (PSR) Briefing

Operations and Customer Service
Committee
May 2015

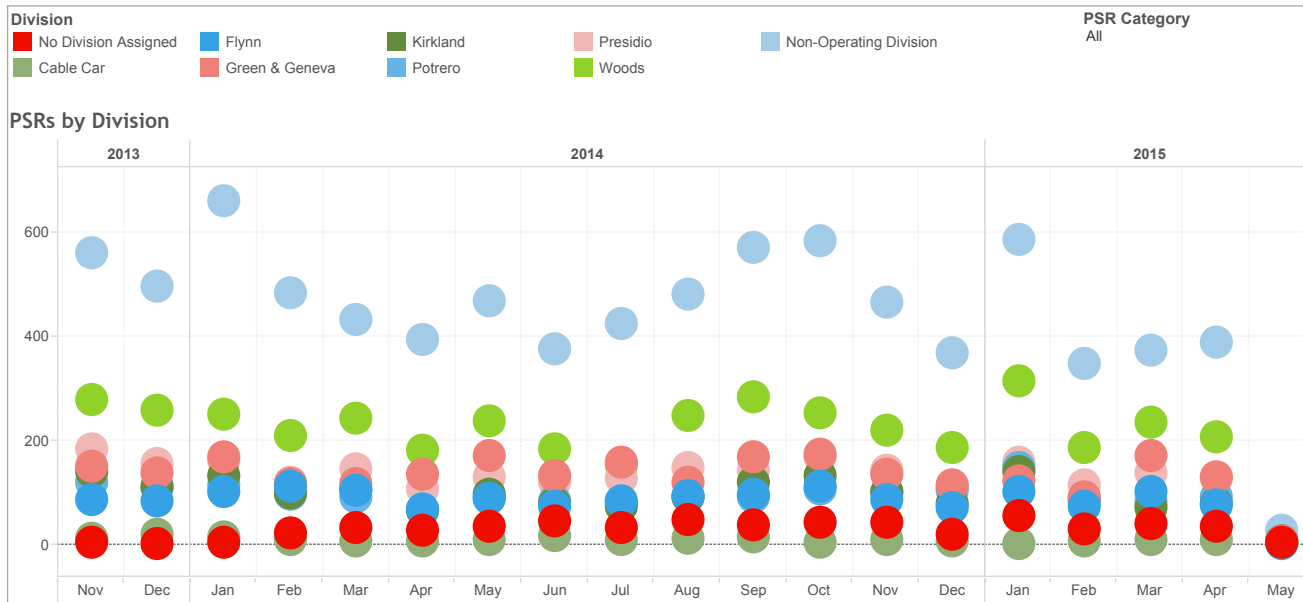
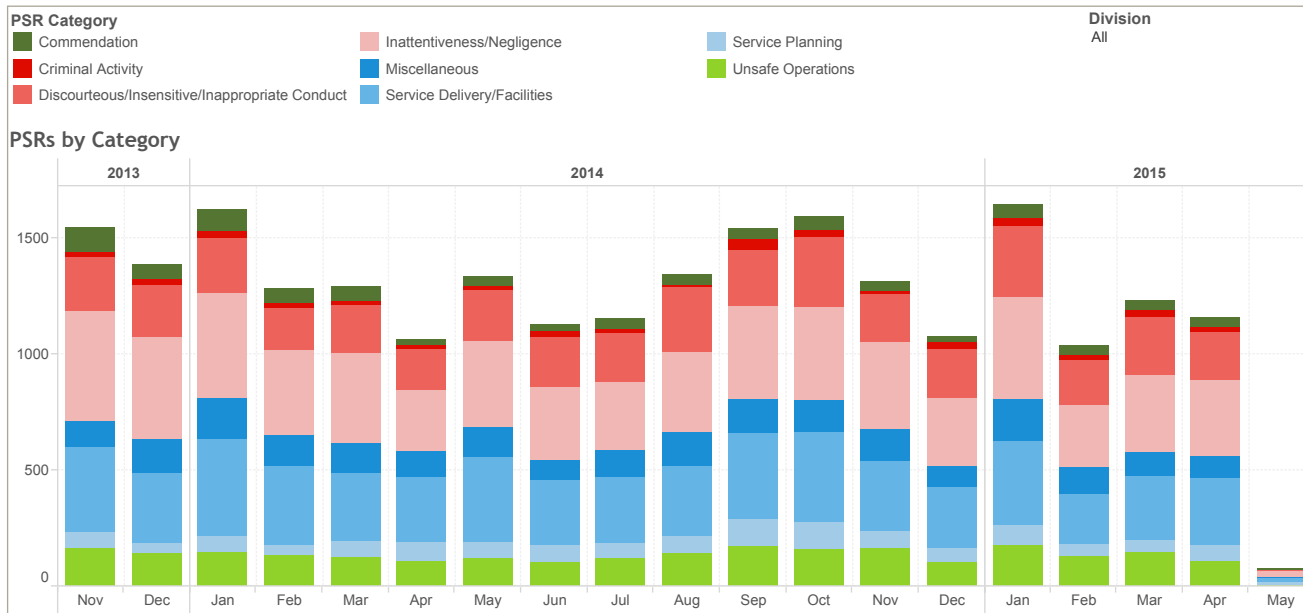
Topics for discussion

- PSR dashboard preview
- PSR trends
 - By month
 - By type
- PSR resolution
- Customer feedback loop
- Improved PSR handling process

PSR dashboard preview

- PSRs by category and division
- PSR closure rates and resolutions
- PSRs by department
- PSRs by location

PSR trends

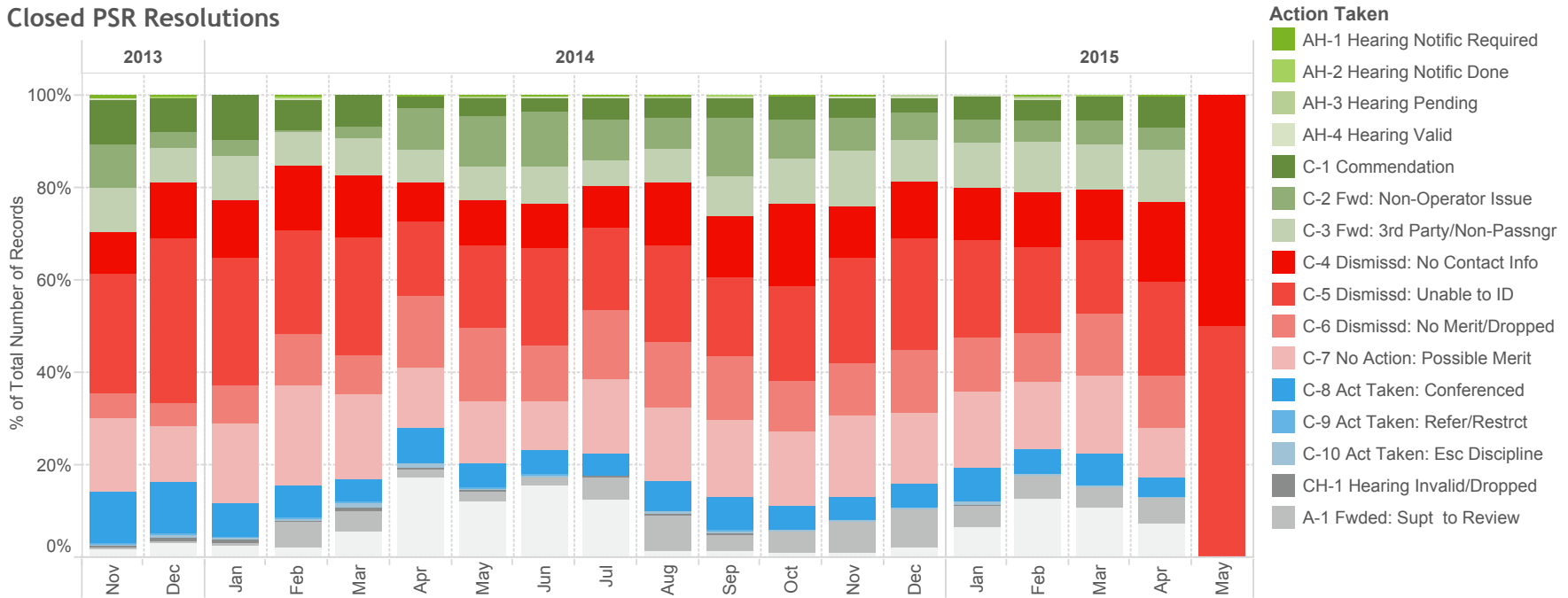


*Please note that May data are incomplete

PSR resolution

- This chart summarizes the “resolution codes” for PSRs submitted by our customers
- We are exploring ways to improve the completeness of PSRs received so the Agency can take appropriate action
- Please note that April and May data are incomplete as PSRs are in currently in process

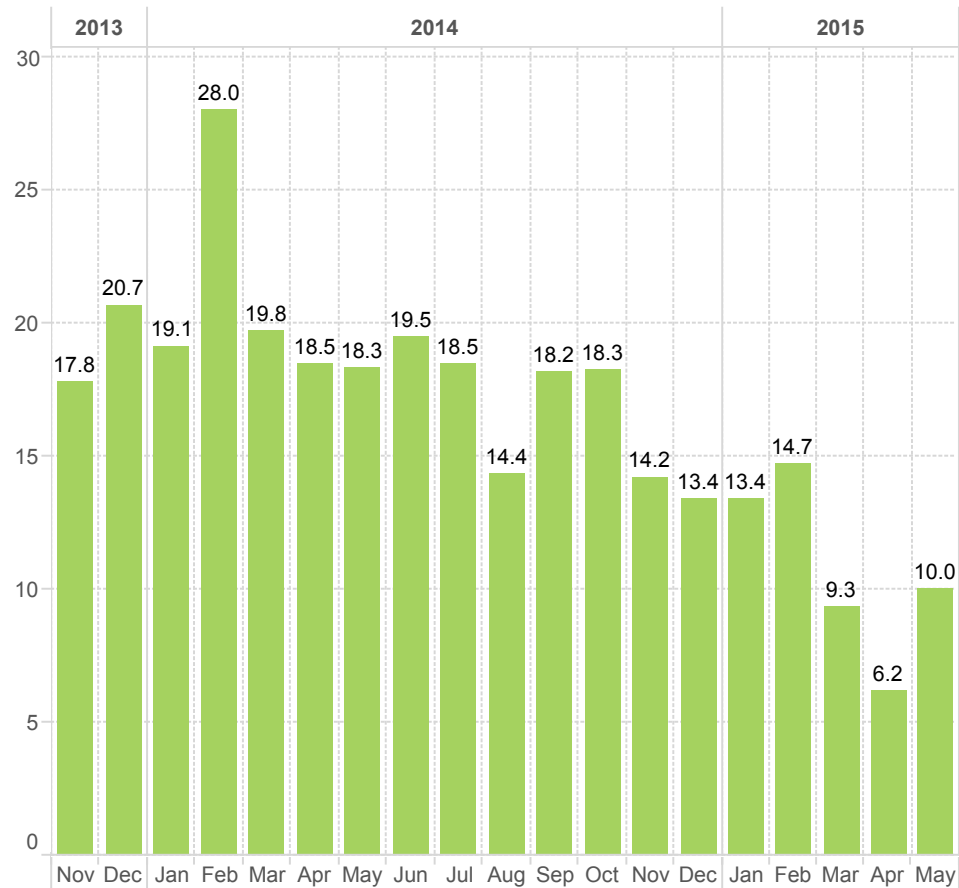
Closed PSR Resolutions



PSR resolution (cont.)

- This chart summarizes the number of days between submission of a PSR and closure by the “responsible owner” in the organization
- Please note that April and May data are incomplete as PSRs are currently in process

Average Days to Close



Customer feedback loop

- Currently customers receive an acknowledgment letter upon request
- Improving the feedback loop will be a key part of forthcoming improvements to the PSR handling process

Improving the PSR handling process

- Key goals
 - Streamlining the tasks performed by superintendents, Muni Customer Services staff, and others who review and process PSRs
 - Leveraging technology to make it easier for our customers to provide us clear, actionable feedback (and for our employees to resolve customer concerns)
 - Providing more meaningful reporting on PSR trends for management and staff
 - Completing all the above in an effort to provide our customers with outstanding service
- Realigning the Muni Customer Service team