



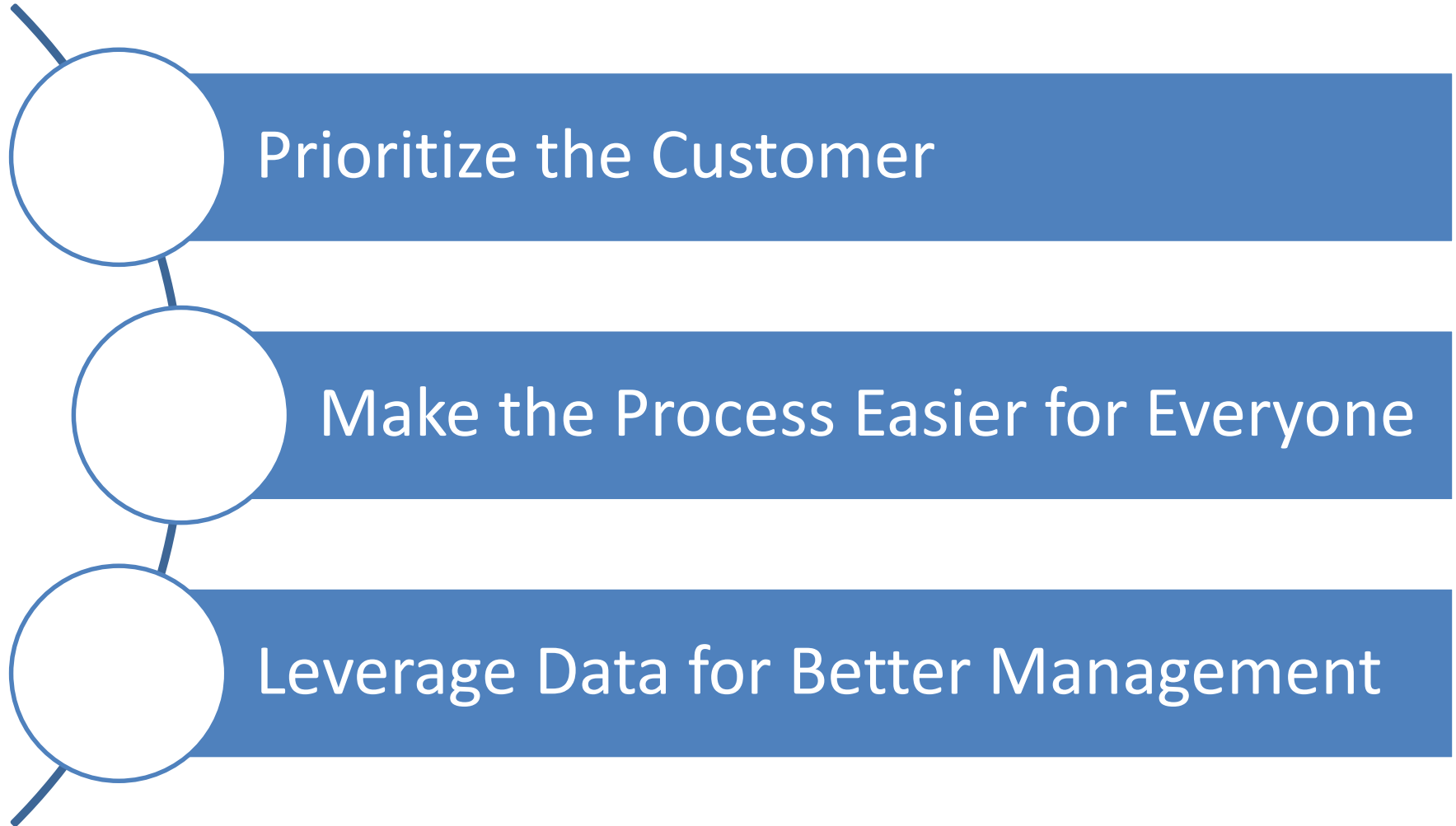
SFMTA
Municipal
Transportation
Agency

Making Muni Customer Service Work Better for Customers

Jan. 20, 2017

San Francisco, CA

Our Focus



Key Opportunities

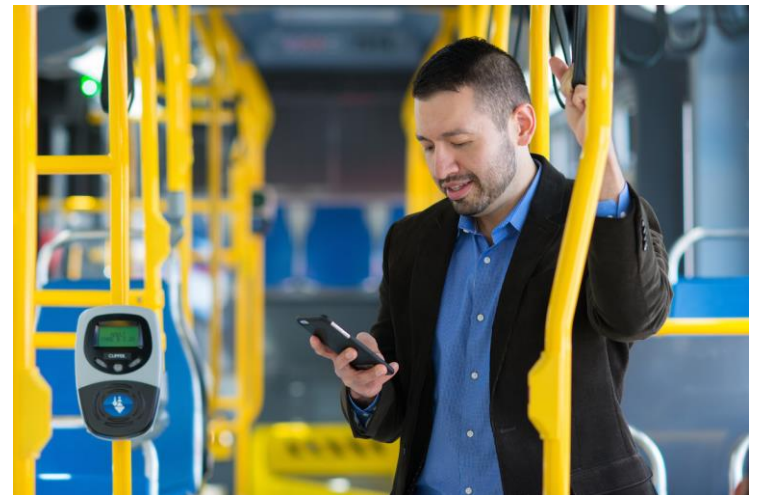
1. Improve the customer experience

- Increase and improve customer responses
- Establish a baseline for customer responses and track progress
- Create feedback loop to monitor customer satisfaction



2. Improve Tools and Processes

- Create a database of FAQs
- Standardize requirements for response times, level of quality expected and escalation



3. Make Technical Improvements

- Upgrade Trapeze to improve workflow and tracking
- Rationalize 311 Muni queue workflow and online form improvements
- Evaluate Customer Relationship Management software options



4. Expand Performance Metrics

- Percent of customers receiving acknowledgment from Muni Customer Service (MCS) within 5 days
- Percent of all Passenger Service Reports (PSR) responded to and closed within performance threshold
- Complaints per service mile
- Customer satisfaction with MCS



Improvements Completed (or Begun)

1. Improved MCS investigation notes in the shared database
2. Implemented Customer public information campaign
3. Closed incomplete PSRs
4. Launched Video Surveillance Unit's new SharePoint site tool for tracking video requests and availability
5. Streamlined ADA Hearing scheduling
6. Establish regular Trapeze training schedule

We Want To Hear From You

Let us know how we're doing and be sure to provide the date, time, **vehicle number**, location and route of your trip when contacting 3-1-1.



311 Free language assistance / 免費語言協助 / Ayuda gratis con el idioma / Бесплатная помощь переводчиков /
Trợ giúp thông dịch miễn phí / Assistance linguistique gratuite / 無料の言語支援 / 무료 언어 지원 / Librang tulong
para sa wikang Filipino / การช่วยเหลือทางภาษาฟรี / 免費語言協助 / خط المساعدة المجاني على الرقم 311



Implementation Timing

Note: Controller's Office role highlighted in blue.

Near-term
2017

- Controller's Office implementation plan
- New metrics and establish baselines
- Knowledgebase categories and sources definition
- User training on current Trapeze

Mid-term
2017

- 311 Muni service request queue workflow re-organization
- Dashboard metrics for Division Managers that support rewarding and coaching front-line staff
- Workforce planning

Long-term
>2018

- Consider Customer Relationship Management system for MCS
- Customer relations training for front-line staff to help improve relational and de-escalation skills



Thank You!