

Customer Service Charter Report April 2007

Research to monitor the performance of Metro against performance standards in our Customer Service Charter was conducted by an independent professional market research firm in April 2007.

The assessment was carried out by a combination of 'Mystery Shoppers' and questionnaires handed to passengers as they board buses.

The results continue to indicate a high level of performance and satisfaction. Most items were rated at around 75 to 80 per cent.

MYSTERY SHOPPER:

A total of 160 checks were undertaken
(Hobart 124; Launceston 26; Burnie 10)

		Score this period:	Average last 4 surveys:
Departure times:	Early up to 3 mins early	2%	3.5%
	(3+ minutes late)	2%	4.5%
Metro Shop: (20 visits)		93%	93%
Metro Hotline: (20 calls)		89%	90%
RSVP PASSENGER SURVEY: (277 questionnaires returned)			
Buses – Interior cleanliness:		74%	74%
Buses – Exterior cleanliness:		75%	77%
Seats comfortable:		70%	71%
Service by drivers:		77%	77%
Information displays:			
	Total	66%	67%
	major termini	71%	71%
	local bus stops	61%	63%
Personal safety & security:			
Waiting to catch bus		74%	75%
Travelling on bus		79%	80%
After getting off bus		79%	79%

In the most recent assessment period, using RSVP Surveys in conjunction with mystery shoppers, suggests that Metro service continues to be provided at a high level overall. In many instances, services rated at around 75% to 80% have very few 'poor/very poor' scores and the way to improvement is to lift 'good' scores to a 'very good' status.

Notwithstanding this, there exist some areas for improvement and these are as follows:

13% of passengers claim buses could be cleaner inside

16% claim seats could be more comfortable

8% claim the exterior of buses could be cleaner

10% claim drivers could be more helpful in passenger enquiries

11% claim the ride given by drivers could be more comfortable

13% claim overall driver contact could be better

18% claim displays at major bus stops could be better

35% claim displays at local bus stops could be better

13% claim they would like to feel safer while waiting for the bus; 7% on the bus and 6% after getting off the bus.

Overall trends

The number of services perceived to be departing early has remained at low levels over the last three years. The number of services departing early by up to 3 minutes has remained stable recorded at 2.8% (2002 to 2004) identical to the most recent results of 2.8% (2005 to current).

The number of services departing late by more than 3 minutes has remained relatively steady 6.2% (2002 to 2004) compared to 6.3% (2005 to current).

Latest survey outcomes suggest there has been a longer term potential improvement in service provided by both the Metro Shop and Metro Hotline. From 2005 to current Metro shop scored 94.2% and the Metro hotline 91%. This compares favourably to the period 2002 to 2004 when Metro Shop scored 91.2% Metro hotline 88.6%. The increase in satisfaction for service provided by the Metro Shop was statistically significant at the 95% confidence level.

Perceptions of both interior and external levels of bus cleanliness have been maintained over the last 4-5 years with little change in customer perceptions. The estimated average over that period was 76%.

The perceived level of customer service provided by drivers has been steady over the last 4 to 5 years with the average over that period estimated at 78%.

With respect to customer perceptions of Metro information displays, once again customer's perceptions have been stable with an estimated average 68% over the last 4-5 years. It should be noted that the rating for this attribute is clearly below that of other attributes.

Finally, considering the perceptions of safety, safety while waiting for a bus, on the bus and after getting bus. Over the last five years a calculated safety index has remained stable estimated at 79%.

While the current survey results indicate some results which are about one percent point below longer term averages, such small differences are not significant at the 95% confidence level. Overall customer perceptions of Metro performance over both the longer and short term are steady.

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