

Customer Service Board Committee
Action Log
Last updated: 25 May 2012

Item	Meeting Date & Follow-Up Required	Status
	May 29, 2009 (Committee Set-Up)	No follow-up items
	July 13, 2009 (Discussion of Terms of Reference)	No follow-up items
	September 29, 2009 (Discussion of Cx Service Strategy)	No follow-up items
	<u>Items from meeting of November 16, 2009:</u>	
1.	Return with recommendations re: E-Panels	E-Panel presentation made to May 19, 2010 meeting. Presentation was approved, and the Committee directed staff to make presentation to CSAC June 14 meeting. New Update: "LetGOKnow" launched April, 2011. <u>Closed.</u>
2.	Return with work plan for Fare Guarantee	Covered at Feb 17, 2011 meeting. <u>Closed.</u>
3.	Return with Service Recovery Plan that includes details of new Coroner's Protocol	Covered at June 29/10 meeting. <u>Closed.</u>
4.	Return with plan to do Usage and Attitudes Study.	This is on our market research plan for 2013-14 and is the first comprehensive research study that will focus on non-GO customers. It was originally slated for 2012-13 but was shifted to the following year as a result of ARL Market Assessment, GO Segmentation, and GO Experience Mapping. After segmentation, our focus will be on the Experience Mapping project. Usage and Attitude will then follow that. <u>Open.</u>
5.	Return with results of future customer satisfaction survey results	Quarterly report back on customer satisfaction "pulse checks" now a standing item on Committee agenda. <u>Closed.</u>
6.	Increase number of cx signed up for E-News	A marketing campaign, launched in Feb/10, increased the

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		subscriber base from 47,000 to 58,000. This campaign has been diarized to take place annually. <u>Closed.</u>
7.	Harvest ee ideas for continuous improvement	The new "Ideas at Work" program was launched in April, 2012, and a status will be provided to the Committee at the June meeting. <u>Closed.</u>
8.	Tackle "complaint fatigue" among employees	"Complaint fatigue" arose from px reaction to platforms 26/27 stairwell design at Union Station. Doors were subsequently widened, and these specific complaints abated. Training on the Px Charter from June-Sept 2101 will emphasize staff empowerment to resolve issues "on the spot". Strengthened training will be provided in 2011 on handling difficult conversations. <u>Closed.</u>
9.	Develop "credo" – a statement about what GO stands for that can be demonstrated day-in, day-out	GO employees have embraced the Passenger Charter, the GO brand essence of "easy", and the values of working together, innovation, commitment and service. <u>Closed.</u>
10.	Recruit for attitude as well as competence, and ensure that promotions are going to employees with the right attitude as well as skill set.	Interview questions were overhauled to focus on Metrolinx values, core competencies, and the right customer-first attitude. Managers began using the new interview questions and scoring in January, 2012, and this program will be updated on a regular basis. <u>Closed.</u>
11.	Develop program of training and devt, especially in leadership competencies. The Committee recommended approaching a college like George Brown for a customized curriculum.	The Schulich School was awarded the tender to develop a customized leadership curriculum for Mx managers, directors and executive. <u>Closed.</u>
12.	Accountability for customer service to be emphasized.	Accountability for cx service already embedded in jobs of GO executives. Also reflected in performance measurement documents. Will be considered as part of values

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		identification exercise. Will also be emphasized in Town Halls, cx service training, and coaching discussions. Status will be provided through annual updates on HR Strategic Plan. <u>Closed.</u>
13.	Introduce stronger program of Reward and Recognition.	Good practices exist within Metrolinx but are not uniform across divisions. A new corporate-wide R&R program is circulating for input, and should be finalized by June. A progress report will be included in the September report-back to the Committee on Employee Engagement. <u>Open.</u>
14.	Introduce employee survey	Employee survey pilot of 600 employees done in April, 2011. Results are now being actioned Full survey scheduled for fall, 2012. <u>Closed.</u>
15.	Project staff growth and prepare for that growth.	Metrolinx has not yet achieved "steady state", and its staff growth is heavily dependent on what future organizations may still migrate under the Metrolinx umbrella. However, a 5-year workforce plan was prepared & submitted with the 12/13 Budget for Metrolinx. <u>Completed.</u>
16.	Introduce 360 degree appraisals.	Vendor awarded contract in December, 2010. These appraisals for VPs were completed by March, 2011, and in November, 2011 for all Directors. <u>Closed.</u>
<u>Items from meeting of Feb 19, 2010:</u>		
17.	Ask CSAC to assist in how to communicate bad news.	This strategy was used with the 2010 fare increase, and is embedded in the future approach with the CSAC. <u>Closed.</u>
18.	GO should tell a compelling story about its greenhouse-gas baseline, and emphasize how GO helps the environment thru their ridership	Idea fed to P&P and Strategic Communications to dovetail with other communications from GO on "green" initiatives. More work on base-lining GO's energy use will be done over

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		2012/13. <u>Open.</u>
19.	Release the quarterly Customer Satisfaction report publicly.	First of ongoing quarterly reports publicly disclosed May 24, 2010. <u>Closed.</u>
20.	Return with finalized EE Engagement Strategy incorporating input from Committee.	Final version approved with additional comments on May 19, 2010. <u>Closed.</u>
	<u>Items from meeting of May, 19, 2010:</u>	
21.	Develop Action Log with outstanding items from previous committee meetings.	Actioned June 11, 2010. <u>Closed.</u>
22.	Bring E-Panel proposal to CSAC for input.	Scheduled for June 14 meeting of CSAC. <u>Closed.</u>
23.	Report back on G20 impact on GO	Covered in GO Managing Director's report to entire Board on June 29, 2010. <u>Closed.</u>
24.	Report back on how GO maintains customer service through period of heavy construction, in particular, how this is being handled at Union Station over the next 5 years.	Discussed at November 15, 2010 meeting of the Committee. <u>Closed.</u>
25.	Discover what recommendations the TTC Blue Ribbon Panel on Customer Service will be making & evaluate their applicability to GO service.	Evaluation completed. Out of 78 recommendations, GO Transit has completed 72. The remaining 6 are unique to the TTC. Findings presented to November 15, 2010 meeting of the Customer Service Committee. <u>Closed.</u>
26.	Report back on all Customer Service accomplishments of GO.	Consolidated version of 4 quarters included in GO's Annual Report published September 15, 2010. Accomplishments also highlighted during Customer Service Week at Union Station from November 8-12. <u>Closed</u>
27.	Return with Metrolinx Branding Work	The Metrolinx Branding work was presented to the strategy

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		session of the Board on October 15, 2010. Brand guidelines will be developed by January, 2011, and presented back to the Board. This took place during the June, 2011 Board. <u>Closed.</u>
<u>Items from meeting of June 29, 2010</u>		
28.	On future surveys, include question on whether GO fares represent good value when compared to the alternatives.	Will be included in August, 2010 field work. <u>Closed.</u>
29.	See if GO's new Coroner's Protocol can be included in Police College curriculum.	Current priority is to educate all local Traffic Service Unit Commanders, especially as turnover takes place in these ranks. Transit Safety will request that the protocol be included in the procedures and/or annual training plans of these Unit Commanders as a way of targeting the police staff most closely associated with these GO incidents. However, the Director of Transit Safety & Security has diarized to follow up in year 3 of the program. <u>Closed.</u>
30.	The Committee requested that real-world incidents be presented with some frequency at the Committee to familiarize the Board members with such circumstances, and provide them with insights into the response process.	Will be included in future agendas. <u>Closed.</u>
<u>Items from meeting of November 15, 2010</u>		
31	Report on "business class" initiative	Further work on "business class" service will be predicated on the findings of the Market Segmentation study that will be completed in summer 2012. <u>Open.</u>
32	Include a "seniors" representative on the Customer Service Advisory Committee	May be difficult to recruit given that senior citizens are often occasional riders. In the meantime, this has been captured through LetGOKnow—GO's e-panel. As of November, 2011, there are 754 panelists aged 55-64. This represents 12% of

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		GO's panel. This compares to actual ridership of 14% on GO Rail, and 7% on GO buses for this age demographic. For customers who are 65+, we have 77 customers on the e-panel, or 1%. This compares to actual ridership of 2% on Rail and 2% on Bus. <u>Closed.</u>
33	In terms of customer satisfaction surveys, advise whether satisfaction is linked to income	Analysis over the last 4 quarters shows there was no correlation between higher satisfaction levels and respondents earning under \$50,000. This will be tracked on a quarterly basis going forward to confirm whether this is an established trend. <u>Closed.</u>
34	Consider using "comparison of costs in driving a car" to sell fare increase	Recommendation provided January 3, 2011 to Communications and Marketing through John Brodhead. <u>Open.</u>
35	Provide a "one page "summary of customer service successes to the Province.	Letter, detailing customer service success of GO, was sent from Bruce McCuaig to the Minister of Transportation (for transmission to the Premier) in March, 2011. <u>Closed.</u>
36	Provide Committee members with access to the "It's Time For You:" website	Actioned in December, 2010. <u>Closed.</u>
37	Mary Proc to raise with CEO the idea of a "community relations committee".	A Community Relations strategy will be presented to the Committee during the April 27, 2011 meeting. <u>Closed.</u>
38	Report on progress of Employee Engagement Strategy	Scheduled for Sept, 2011 joint session of Customer Service and Human Resources Committee. <u>Closed.</u>
39	Try & quantify the effects of improved customer service on ridership and "bottom line".	Included in Annual Update on Customer Service Strategy, presented at Nov, 2011 CSC. <u>Closed.</u>
<u>Items from meeting of February 17, 2011</u>		
40	Report back on results of "free day" for service interruptions, with measure of net benefit (i.e. cost vs benefit) Also review reimbursement policy to ensure alignment with new practice.	This measure was overtaken by government policy decision to offer individual service guarantee for delays longer than 15 minutes not caused by police investigations, medical emergencies, or extreme weather. Fare guarantee launch tracking for late 2012. <u>Closed.</u>
41	Report on how customer service priorities are addressed in	Discussed at June 22, 2011 meeting of the Committee. See

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	the capital planning exercise	action item #50 below. <u>Open.</u>
42	Staff to report back on frequency of TSO fare checks	Director, Safety & Security prepared info report for the information of the Committee by April 27, 2011. It showed the target for full-train inspection is minimum of 3 a year, or 5% of daily ridership. <u>Closed.</u>
43	Staff to report back on media/advertising campaign for GO	An advertising campaign will take place for new Barrie service starting in June, 2012. Further GO media/advertising will be supported by the new VP, Strategic Communications, and her update will take place at the Sept 13 2012 meeting of the CSC. <u>Open.</u>
44	Staff to report back on "differential pricing"	Considered at the Feb, 2012 meeting of the CSC, and planning staff recommended that no appreciable shift of ridership would take place with differential pricing. <u>Closed.</u>
45	Report back on customer service aspects of PRESTO	Scheduled for Nov, 2011 meeting of CSC. <u>Closed.</u>
<u>Items from meeting of April 27, 2011</u>		
47	Traveller Information System	The study will be completed in January, 2012. Staff will revisit the deployment timeline to see what can be delivered incrementally in advance of the 2016 full-system deployment. The CSC will be updated annually on this initiative. <u>Closed.</u>
<u>Items from meeting of June 22, 2011</u>		
48	Transit Safety Officers & perceived need for enhanced presence on LE	Research whether the perceived need for increased safety officers is associated with a particular time of day, or special event. This will be addressed by the Director, Transit Safety at the June, 2012 meeting. <u>Open.</u>
49	Include word-clouds for specific corridors	Will be reported on the next quarterly Customer Pulse Check. <u>Closed.</u>
50	Capital Plan to address customer service priorities	VP, Customer Service to bring draft Capital Plan to the Committee with her assessment of how customer service priorities have been addressed. (Same as 41 above. This

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		one will be closed, and 41 will remain open). Closed.
51	GO Marketing Plan	Future updates on marketing to include measurement of effectiveness. Open.
52	Parking	Parking included on the Committee's 2012 work plan as an annual standing item. Closed.
53	PRESTO KPIs and data collection	Report requested on PRESTO KPIs, data collection, and the uses to which that data can be put. Open.
<u>Items from meeting of September 4, 2011</u>		
54	Get the CSAC to provide input into development of the Investment Strategy.	This was done on November 7, and the IS will return to the CSAC on a regular basis. Closed.
55	Cx Satisfaction Survey should be amended to be shorter, but still provide feedback on station amenities (esp those that can provide revenue) and municipal bus fare integration	Noted. Open.
56	Cx Satisfaction Surveys should be done focused on PRESTO and the ARL	Customer Care is now conducting quarterly customer satisfaction surveys on behalf of PRESTO. ARL surveys will be done once the service is launched in April, 2015. Closed.
57	The overall Action Plan resulting from the Employee Opinion Survey should be provided to the CSC	Noted. Open.
<u>Items from the Meeting of November 22, 2011</u>		
58	For ARL, staff noted the following challenges in the short term: "Ticket pricing, the tension between pricing and a premium service offering, and the operation of diesel fuelled locomotives"	More detailed analysis of these issues and potential responses will follow in June. Open.
59	For GO, results of market segmentation study and additional info learned from new survey questions (esp. on polarized views of Passenger Charter) to return to the Committee	Noted. Open.
<u>Items from the Meeting of February 15, 2011</u>		

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60	The Committee asked that suggestions from the Customer Service Advisory Committee (CSAC) be captured in an Action Log	Done. The log will be updated after each CSAC meeting. <u>Closed.</u>