
From: Paula Edwards [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=PAULAE]
Sent: 5/29/2012 10:47:21 PM
Subject: Fw: Call centre volumes for EX

Fyi

----- Original Message -----

From: Mary Proc
Sent: Tuesday, May 29, 2012 06:21 PM
To: Judy Pfeifer
Cc: Paula Edwards; William Jenkins; Lilian Abad
Subject: Call centre volumes for EX

Judy: We would like to place newspaper ads publicizing GO schedules to the EX. Every year we're flooded with calls from non-users who have questions about using our system. The ads could feature questions to the most frequently asked questions about the Ex, schedule, fares, etc.

Also, every year, all the Toronto dailies feature stories about the EX. Could we have our transit reporters make contact with the writer/editors to ask them to feature GO info about the EX? Better still, send them each an info package with clear easily reproduceable schedules sometime in July? And follow up with a phone call.

All this will be doubly necessary if our call centre is closed due to a strike.

Your thoughts?

M