
From: Judy Pfeifer
Sent: 5/30/2012 1:11:32 AM
To: Vasie Papadopoulos; Jessica Kosmack
Subject: Re: Call centre volumes for EX

Please ensure the plan reflects Mary's proactive suggestions.

sent from judy's bb

----- Original Message -----
From: Vasie Papadopoulos
Sent: Tuesday, May 29, 2012 08:26 PM
To: Judy Pfeifer; Jessica Kosmack
Subject: Re: Call centre volumes for EX

Judy,

Nancy Pogue and her team pull together a comms plan for this every year, which includes an ad buy. I can ask when the plan will be ready. The Ex service will begin in August.

Vasie

----- Original Message -----
From: Judy Pfeifer
Sent: Tuesday, May 29, 2012 07:04 PM
To: Jessica Kosmack
Cc: Vasie Papadopoulos
Subject: Fw: Call centre volumes for EX

How do you recommend we proceed?

Who will be responsible for this?

sent from judy's bb

----- 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