



Improving Customer Experience: An Enterprise-wide Approach for the CTA



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Customer Value Equation



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$$\text{Value} = \frac{\text{Experience}}{\text{Price}}$$

A measure of the customer's satisfaction with the price paid, relative to the experience

All aspects of the customer's transit experience

The price paid in actual dollars and cents and also in opportunity cost




CTA's language for customer experience



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Our Promise: **Every Rider, Every Time**

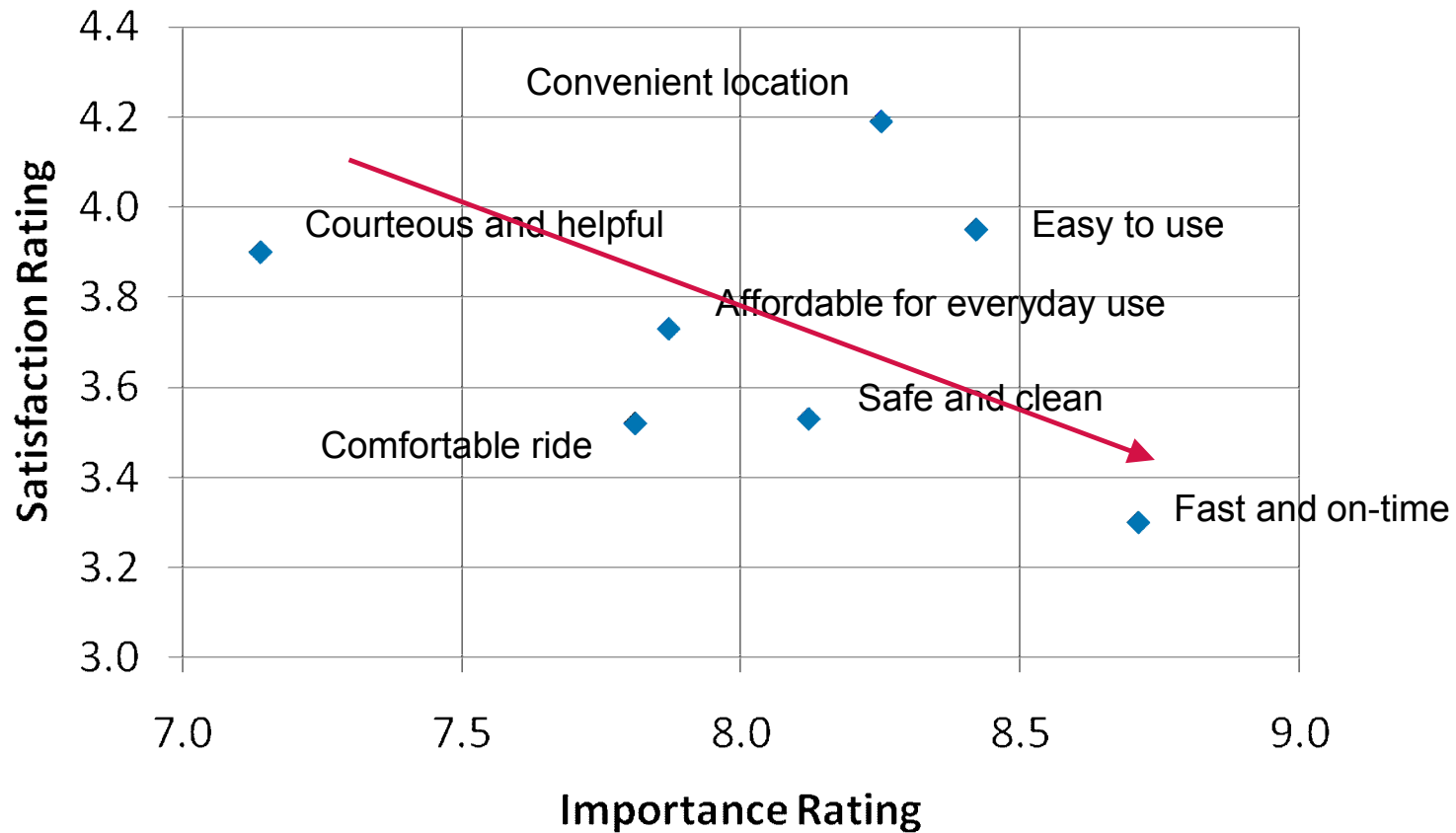
Customer Reward	Customer Value	CTA's Personality
I feel taken care of	Safety Courtesy Reliability	Dependable Helpful Tireless
CTA's Symbol	Customer Features	Customer Benefit
	Courteous and helpful Fast and on-time Safe and clean Comfortable ride Easy to use Convenient location Affordable for everyday use	Gets me where I need to be when I need to be safely and at an affordable cost

Customer importance v. satisfaction



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- The more important the feature, the less satisfied our customers are




Putting customer experience into tangible action



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People

- Courteous and helpful

Product

- Fast and on-time

Place

- Safe and clean
- Comfortable ride
- Easy to use
- Convenient locations

Price

- Affordable for everyday use
- Efficient cost and resource management
- Maximize revenue-generating assets

Promotion

- Consistent and relevant delivery of CTA's brand



Making It Happen 2009

DRAFT

Becoming the favorite way for the people of Chicagoland to get around

	What We Must Do	How We Will Measure	Customers Say
People: •Courteous and helpful	1. Reduce Absenteeism We need strategies to: <ul style="list-style-type: none"> • Increase front-line customer courtesy • Deepen employee engagement • Make sure the right person is in the right job 	1. Per capita days lost Possible new measures: <ul style="list-style-type: none"> • Customer complaints and surveys • Courtesy audit score • Employee commitment Score • Performance evaluations • Accountability measures by individual • % of employees who feel they are in the right job 	<i>"The CTA people are always helpful and they treat me like a person that matters to them."</i>
Product: •Fast and on-time	1. Reduce big gaps, bunching, and service delays 2. Upgrade signal system 3. Reduce slow zones We need strategies to: <ul style="list-style-type: none"> • Improve predictability of rail run times • Increase speed of bus service • Improve scheduling of service to meet changes in ridership and ground conditions 	1. % big gaps and # of service disruptions per 100K customers 2. # of delays caused by signal defect 3. % of slow zone mileage Possible new measures: <ul style="list-style-type: none"> • Run times and wait times • Planning measure 	<i>"CTA is always on time. I know I'll get to my destination as I expect."</i>
Place: •Safe and clean •Comfortable ride •Easy to use •Convenient location	1. Upgrade Rail Facilities 2. Attract more concessions and build out TOD 3. Reduce deep clean interval 4. Improve track conditions 5. Improve customer information feed forward: 6. Improve simplicity of signage We need strategies to: <ul style="list-style-type: none"> • Launch next-generation fare media • Reduce crime on the system • Reduce customer injuries and property damage 	1. # of crimes reported on CTA properties 2. # of customer injuries and incidents of 3d party property damage 3. # of new stations and/or # of stations rated excellent 4. Concession vacancy rate 5. Cleanliness scores 6. Days between deep cleans Possible new measures: <ul style="list-style-type: none"> • TOD metric • Power and Way metric 	<i>"CTA stops are at convenient places. Riding the CTA is always pleasant and hassle free. I know I'll be safe because I can't remember the last time it had an incident."</i>
Price: •Affordable for everyday use •Efficient cost and resource management •Maximize revenue generating assets	1. Bus and Rail lean operations 2. Reduce cost of support services 3. Reduce cost of materials and supplies 4. Increase non-farebox revenue We need strategies to: <ul style="list-style-type: none"> • Change funding formula • Increase state and federal funds • Increase route revenue productivity • Increase return on funds invested 	1. Cost per average service hour 2. Revenue per average service hour 3. Return on assets 4. Variance budget to actual 5. Inventory turns 6. Overhead as % of total cost 7. Return on financial investments 8. Total NFB revenue 9. Revenue per rider	<i>"CTA is great for everyday use because it's something I can afford and it's good value for the money."</i>
Promotion: •Consistent and relevant delivery of CTA's brand	1. Expand availability and reliability of Bus Tracker We need strategies to: <ul style="list-style-type: none"> • Improve web-based customer interaction • Deliver more helpful CTA information to mobile/cell devices 	1. Bus Tracker/AVAS Defect Possible new measures: <ul style="list-style-type: none"> • # of web hits • # of Bus Tracker subscribers • # of new CTA media in production 	<i>"CTA is always open and honest. They let me know what I need to know when I need to know."</i>

Mission: We deliver quality, affordable transit services that link people, jobs and communities.

As a result we want to be able to call ourselves:

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We are our
Customer's Transit Authority

Mission

We deliver quality, affordable transit services that link people, jobs and communities

Vision

To become the favorite way for people of Chicagoland to get around