

Item #6



Guaranteed Ride Home Customer Satisfaction Survey

Fiscal Year 2013 Preliminary Results
Regional TDM Marketing Group
December 17, 2013

We'll get you home. Guaranteed.

Survey - Online

Commuter Connections GRH Satisfaction Survey

We'd like to know how you feel about our program. Please take a moment to complete this survey. Your response is greatly appreciated.

How would you rate the service you received from our GRH trip reservation staff?

- Poor
- Fair
- Good
- Excellent

How would you rate the taxi or rental car service?

- Poor
- Fair
- Good
- Excellent

How would you rate our response time?

- Poor
- Fair
- Good
- Excellent

Overall how would you rate our GRH service?

- Poor
- Fair
- Good
- Excellent





Approximately how many minutes did you wait until receiving your ride?

What was the reason for your GRH trip?

- Sick Child
- Personal Illness
- Unscheduled Overtime
- Other Emergency

Please Provide us with any comments about your GRH experience.

Do you consider your comments to be a: (check all that apply)

- Compliment 
- Suggestion 
- Complaint 
- General Comment 

Do your comments refer to: (check all that apply)

- Taxi or Rental Car Service
- Overall Service
- Reservation Staff
- Response Time

Survey Card

Thank you for using Guaranteed Ride Home (GRH). We'd like to know how you feel about our program.

Please take a moment to complete this card and drop it in the mail. Your response is greatly appreciated.

- | | Poor | Fair | Good | Excellent | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--|
| 1. How would you rate the service you received from our GRH trip reservations staff? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 6. What was the reason for your GRH trip?
<input type="checkbox"/> Sick Child <input type="checkbox"/> Overtime
<input type="checkbox"/> Personal Illness <input type="checkbox"/> Other Emergency |
| 2. How would you rate the taxi or rental car service? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 7. Your name: (optional)
_____ |
| 3. How would you rate our response time? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 8. Comments: _____

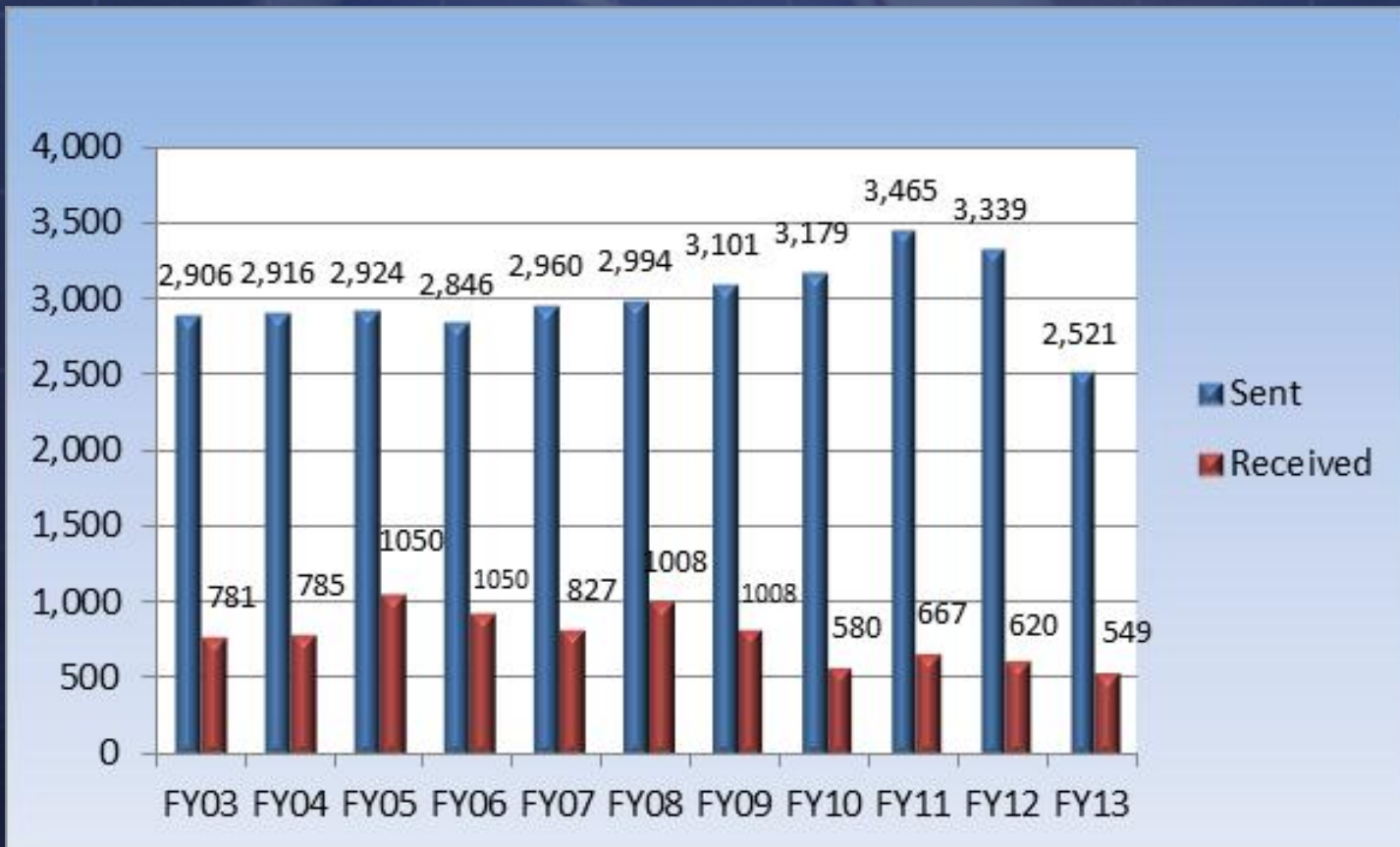
_____ |
| 4. Overall, how would you rate our GRH service? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 5. Approximately how many minutes did you wait until receiving your ride? | | | | _____ minutes | |

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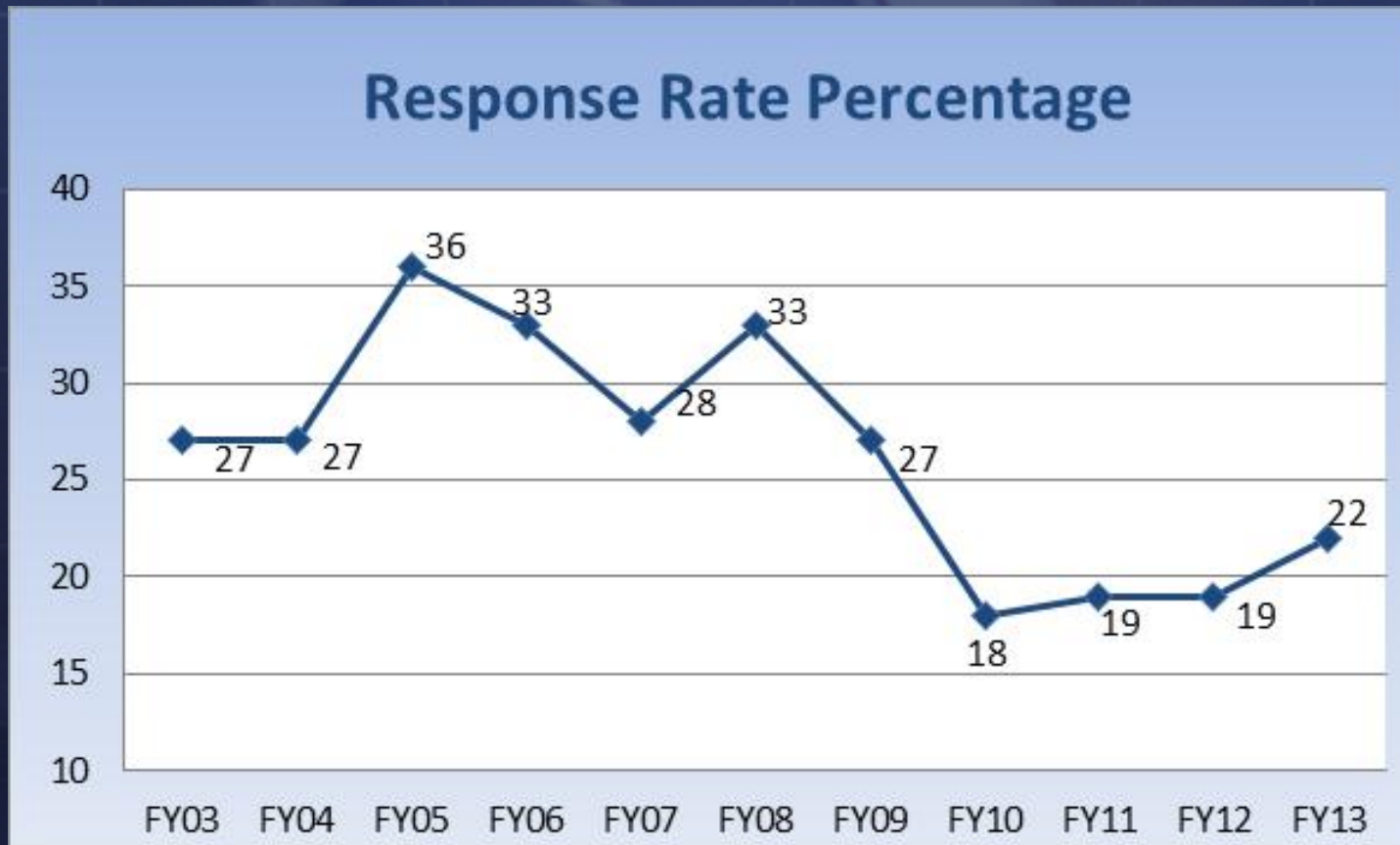


We'll get you home. Guaranteed.

Survey Response Rate

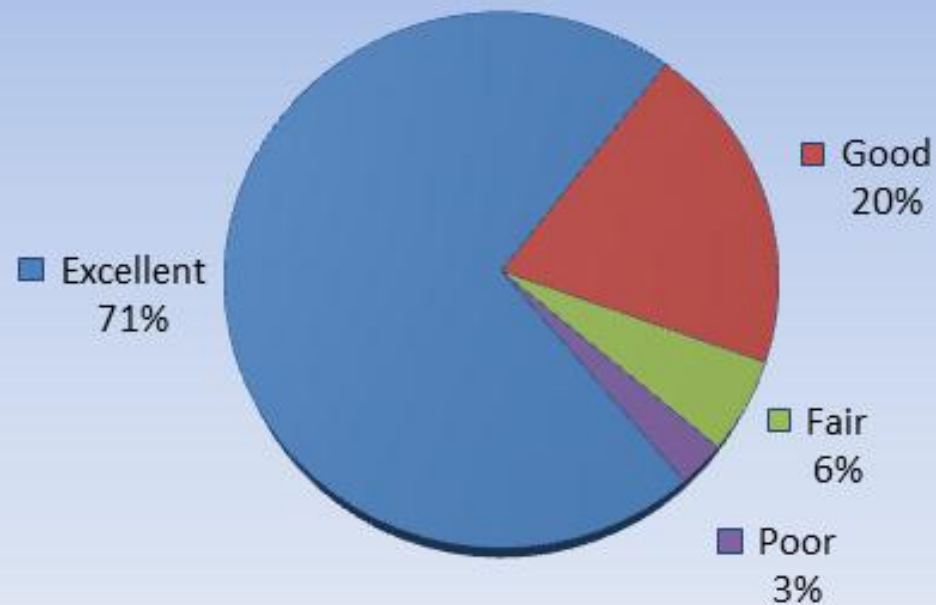


Survey Response Rate



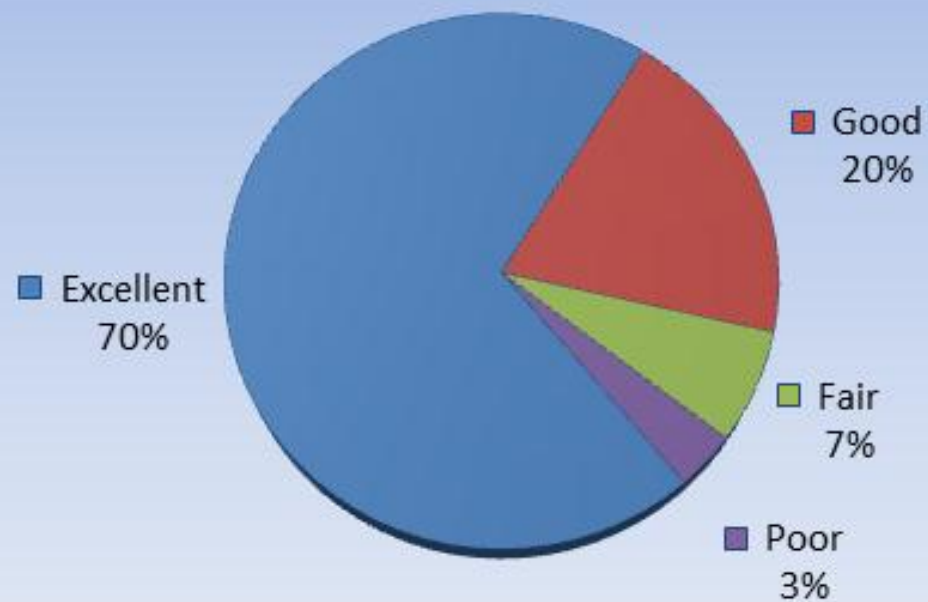
Reservations Staff

GRH Trip Reservations Staff



Transportation Service

Transportation Service

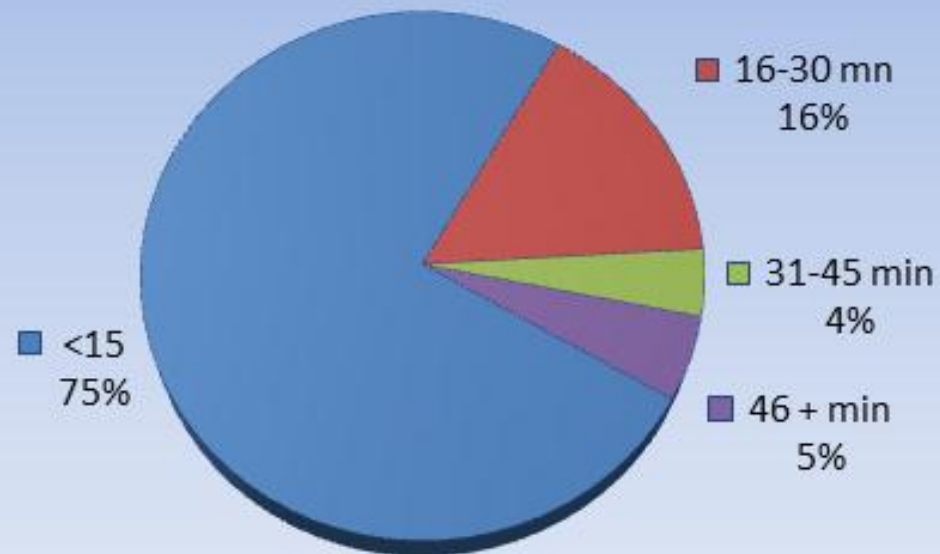


Response Time Rating

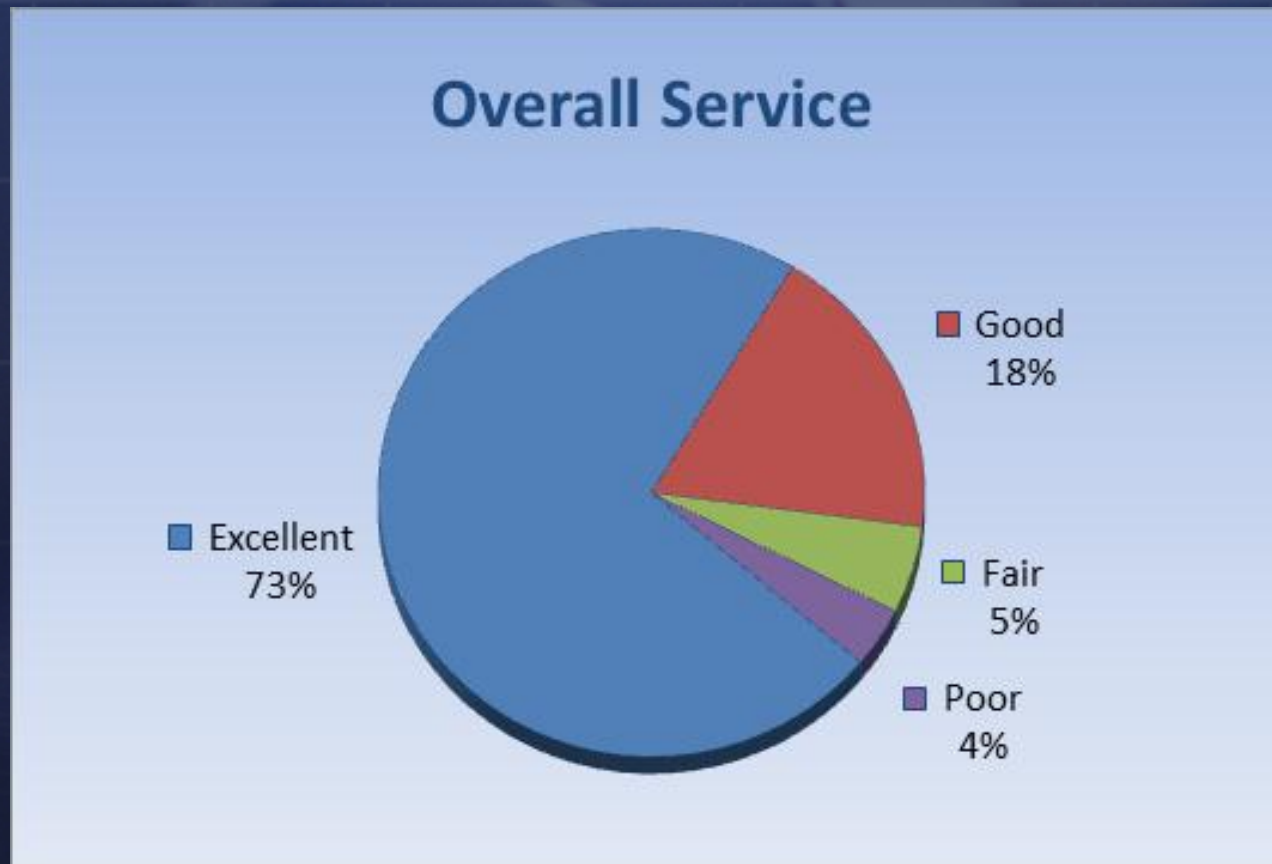


Response Time Minutes

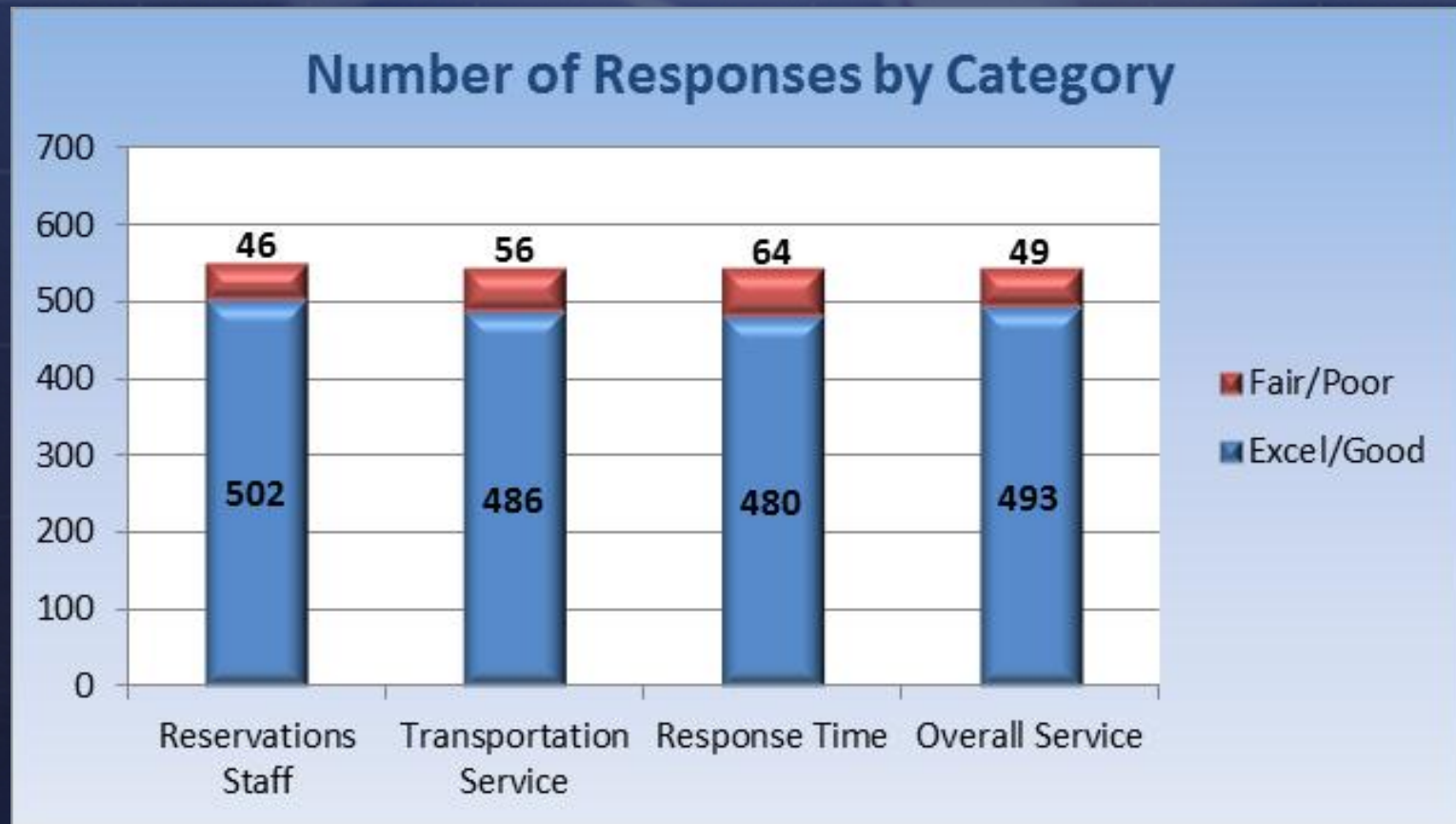
Response Time - Minutes



Overall Service

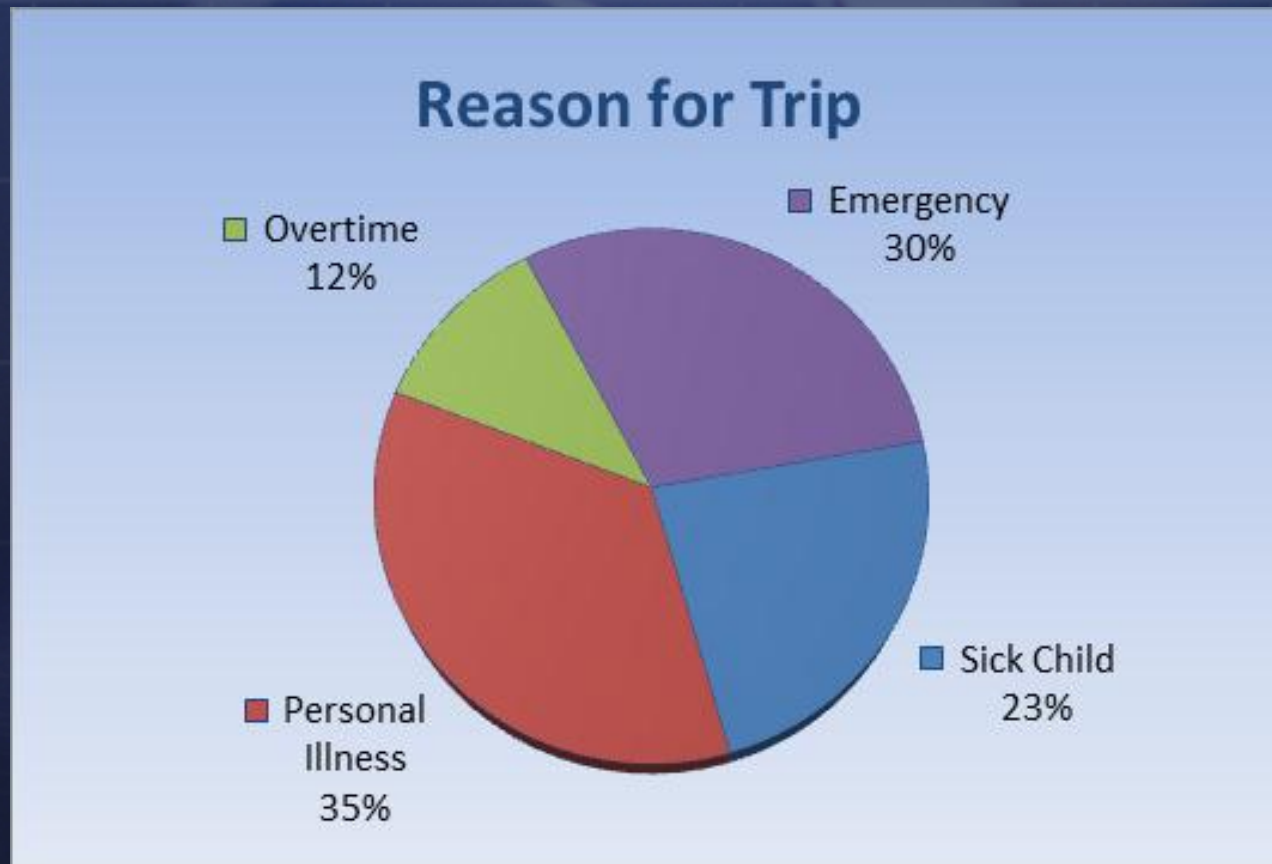


Combined Satisfaction Levels



Combined Excellent & Good Ratings

Trip Reason

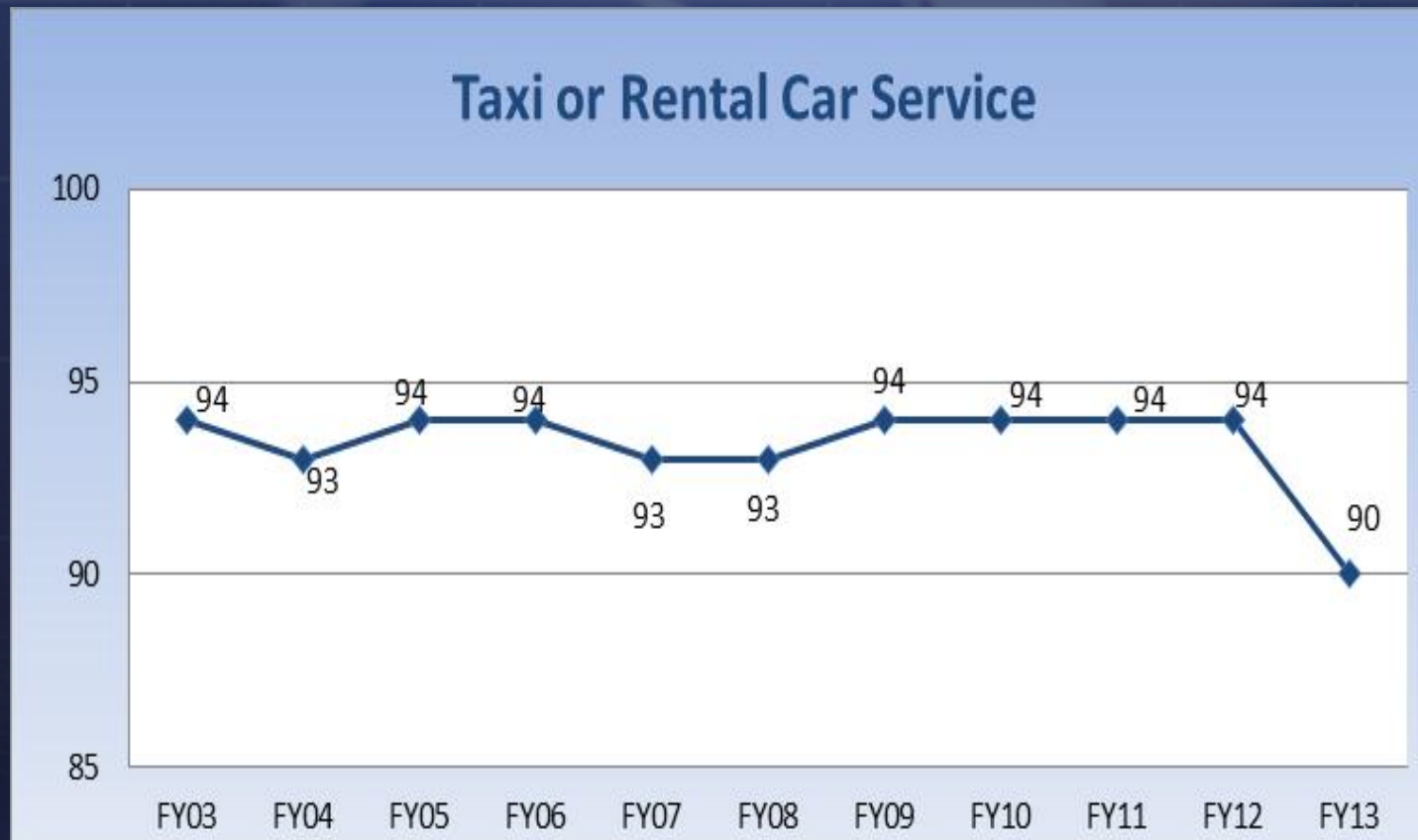


Comparison to Previous Decade



Combined Excellent & Good Ratings

Comparison to Previous Decade



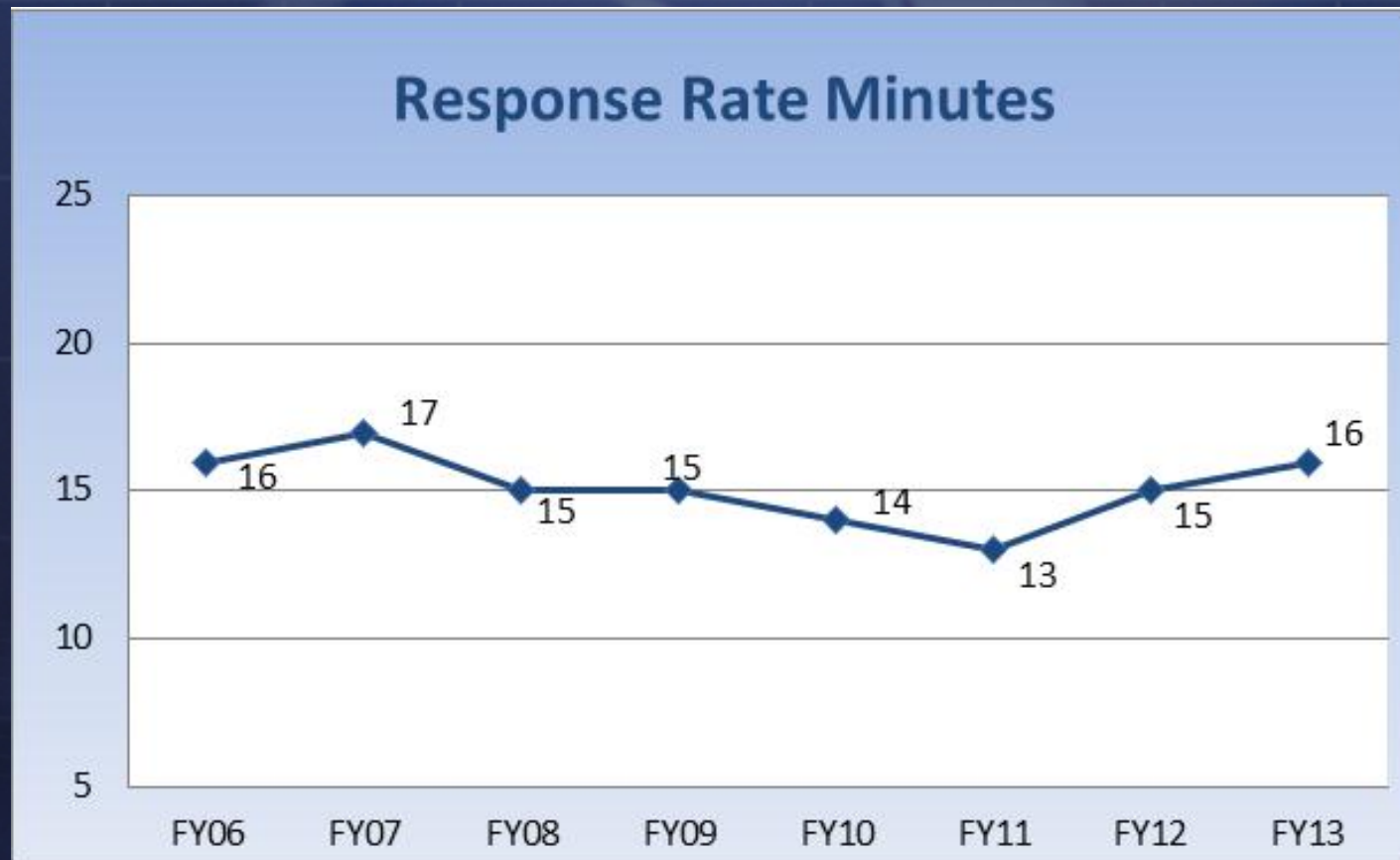
Combined Excellent & Good Ratings

Comparison to Previous Decade



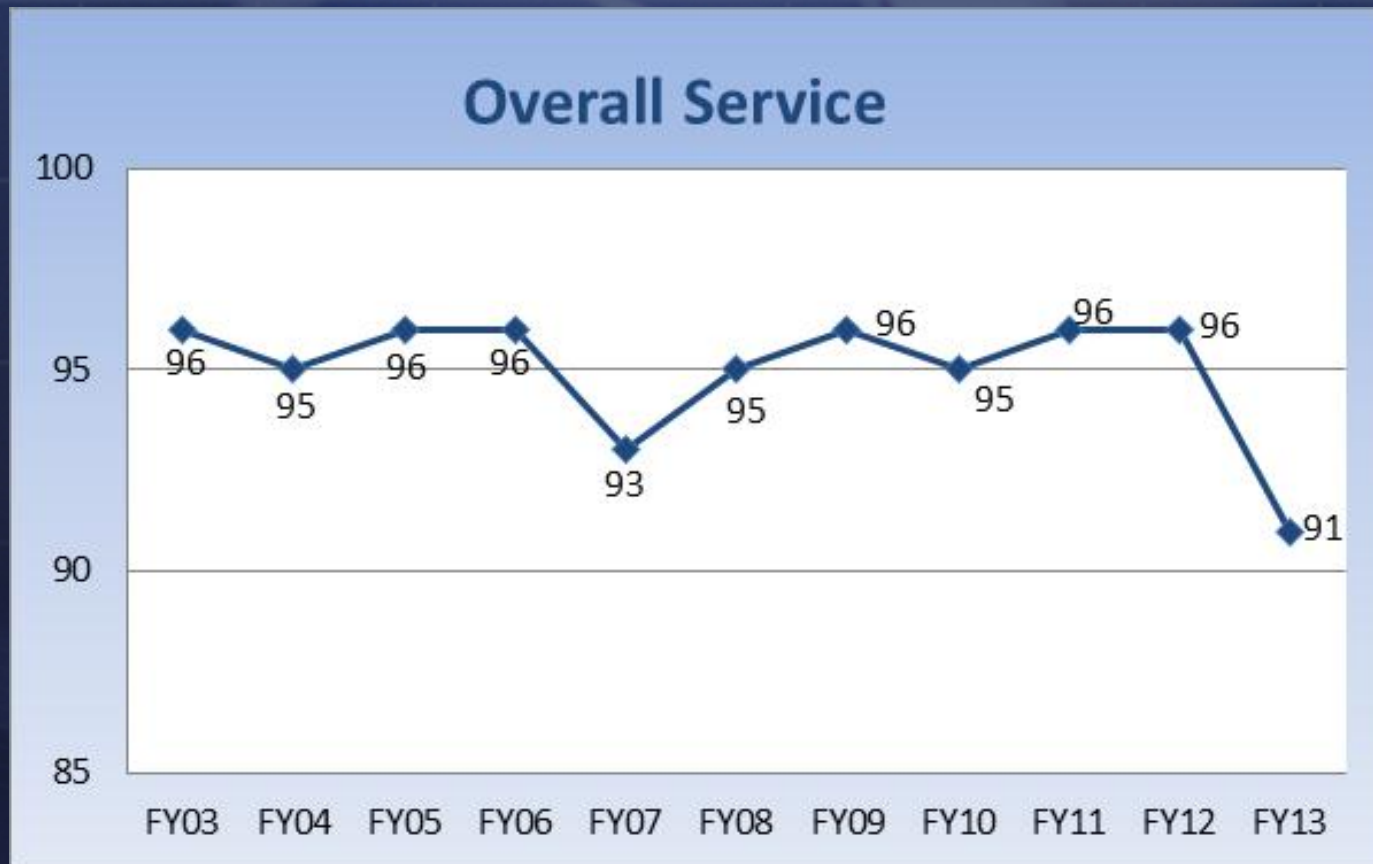
Combined Excellent & Good Ratings

Comparison to Previous Years



Combined Excellent & Good Ratings

Comparison to Previous Decade



Combined Excellent & Good Ratings

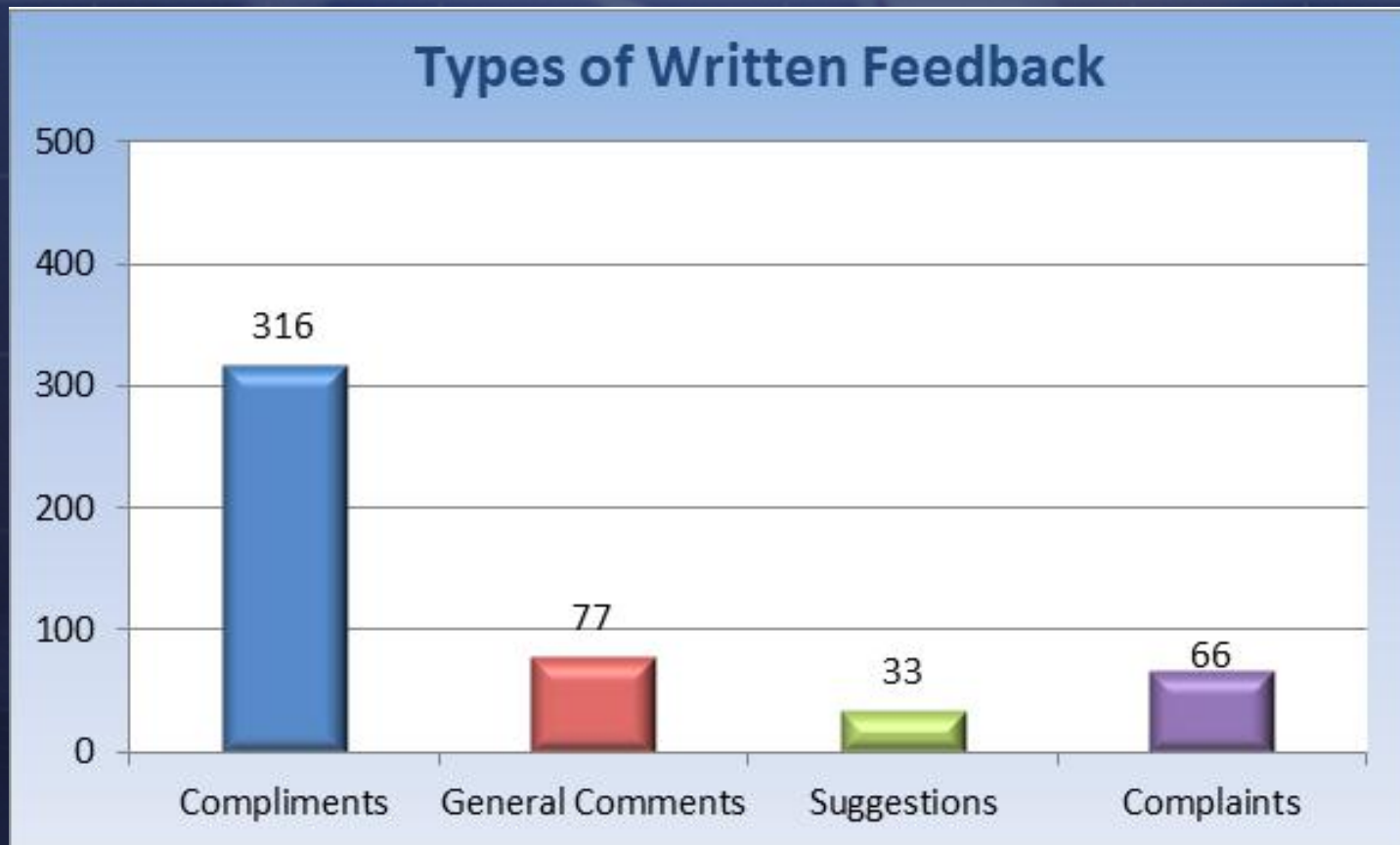
FY13 Customer Feedback



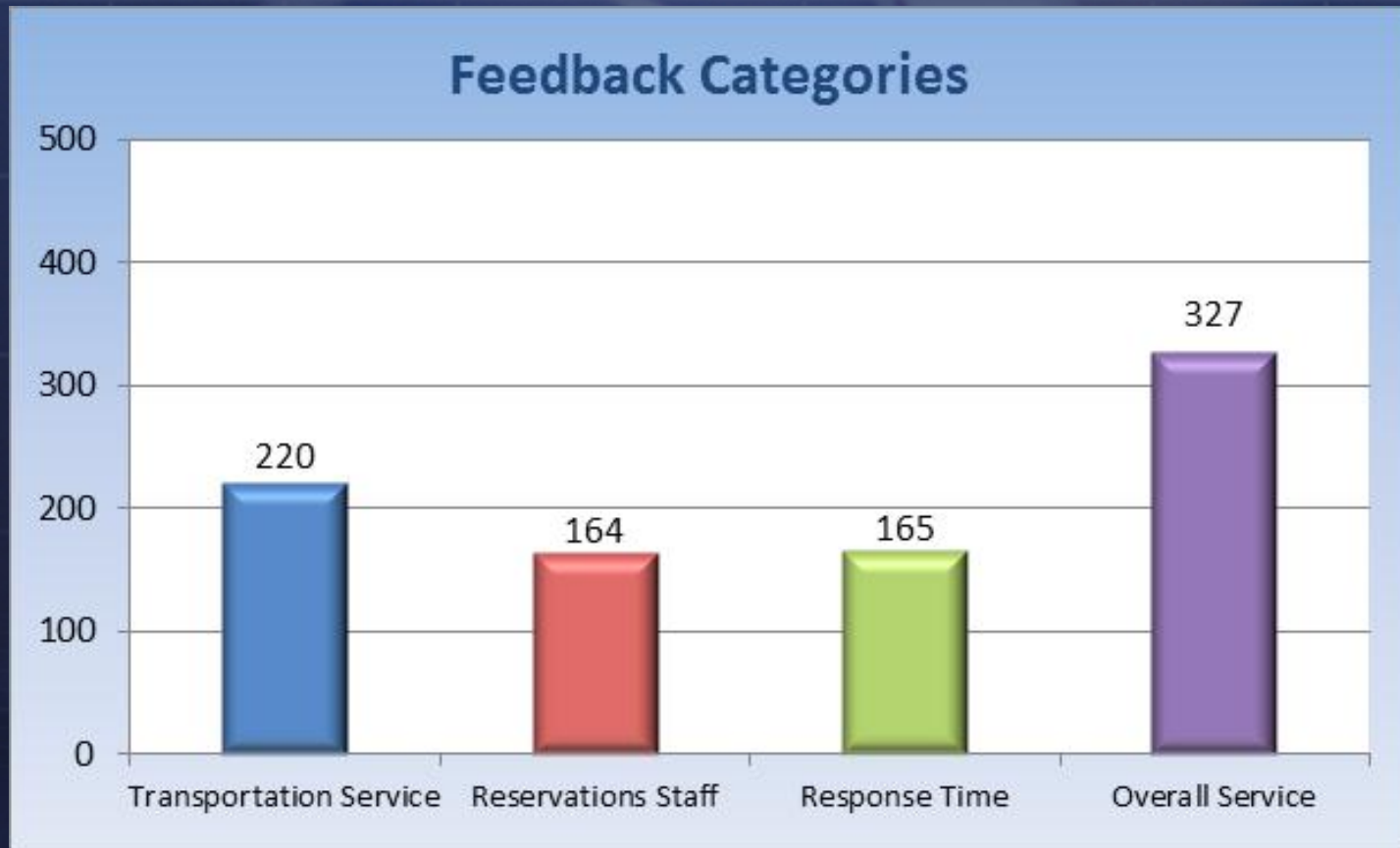
FY13 Customer Feedback

- 71% of respondents provided written responses
- 81% gave positive comments
- 17% made negative comments

Written Responses - Types



Written Response Categories



FY13 Customer Compliments

- The taxi driver, was wonderful. Although I was delayed on the Metro, he was there waiting for me. He was extremely courteous and friendly
- The staff helped me out greatly, and eased my fears of using the service for the first time. Above and beyond what I expect in customer service.
- The service was great. 8 minutes tops. The taxi cab driver was friendly and had the cleanest vehicle I have ever been in period. He drove well, very comforting ride and was had a very pleasant manner.
- I was truly impressed by the service I received by all involved, and thank everyone sincerely for their assistance in getting me home quickly and easily.
- All of the people with whom I dealt were very helpful and eager to solve my problem.
- Thanks for providing this service. Without this option, it would be difficult to be in my vanpool with a child.
- It worked as advertised for the most part. Got me to where I needed to get faster than other alternatives.
- It went flawlessly, and just what I needed to take care of the emergency at home. I can not thank you enough.

FY13 Customer Compliments

- The driver was so nice and respectful to me. This made my trip less miserable. Thank you for this program. From the person who took my info to the cab driver that took me home, I can't thank you enough.
- My overall experience was very satisfying. I emphasized the need to register for the program to my coworkers. Commuter Connections was a life saver for me yesterday. Very pleased with the program.
- Customer service representative was awesome and over the top at taking care of my needs. It was late and she took put me at ease.
- This is the best thing that happened for us as commuters!!!! thank you so very much!
- Fantastic! It was friendly, convenient, and even faster than I expected. Thanks to GRH I was able to pick up my sick child from school within the hour.
- This is a great service for unplanned emergencies. Thank you for supporting this program!
- I was extremely impressed with how smoothly everything went.
- I had unscheduled overtime and had to stay later than I first thought. When I arrived home I told my wife it was a great experience.

FY13 Customer Complaints

- Taxi driver was scared to drive in rain. It took us approximately 2 hours to drive to Purcellville when it normally takes about 1 hour and 15 minutes.
- First taxi picked up someone else. You sent a second taxi and he did a good job.
- I was asked to ride the Metro to a stop outside of the District. When GRH is for personal illness, the person should not have to be asked to manage various types of transportation, just provide the cab ride from the origin of the trip.
- The taxi driver did not call when he arrived, he texted and I missed the text. Getting back in touch took a long time.
- Seat belt not working, no A/C
- Over all the service was great, I just wish I could have been picked up in DC so I would have gotten home earlier.

FY13 Customer Complaints

- Having to take the metro and then wait for a taxi is ridiculous.
- Your dispatcher was terrific, but the service was horrible due to the taxi first going to the wrong Metro station
- The reservation staff did everything she could at the time. The taxi was a no show and I had to end up taking the train as I could not wait on the taxi any longer.
- I work in downtown DC and was required to meet the taxi at Greenbelt. I had to navigate walking to metro and riding metro in order to get the taxi.
- I was disappointed that I had to metro for 40 minutes from Ballston to Springfield to catch a taxi from there to my carpool lot in Fredericksburg. The taxi driver I had needed to stop along the way to fill up with gas.

Recap

- 2,521 surveys distributed
- 22% return rate
- Overall satisfaction rating 91%
- Positive rating was 88 and above for every category
- Average response wait was 16 minutes
- 91% waited 30 minutes or less
- Written responses from 71% of survey participants
- Compliments out weighed criticism 5 to 1

Questions

We'll get you home. Guaranteed.