

Item #7A



Guaranteed Ride Home Customer Satisfaction Survey

Fiscal Year 2012

Commuter Connections Subcommittee

January 15, 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: _____

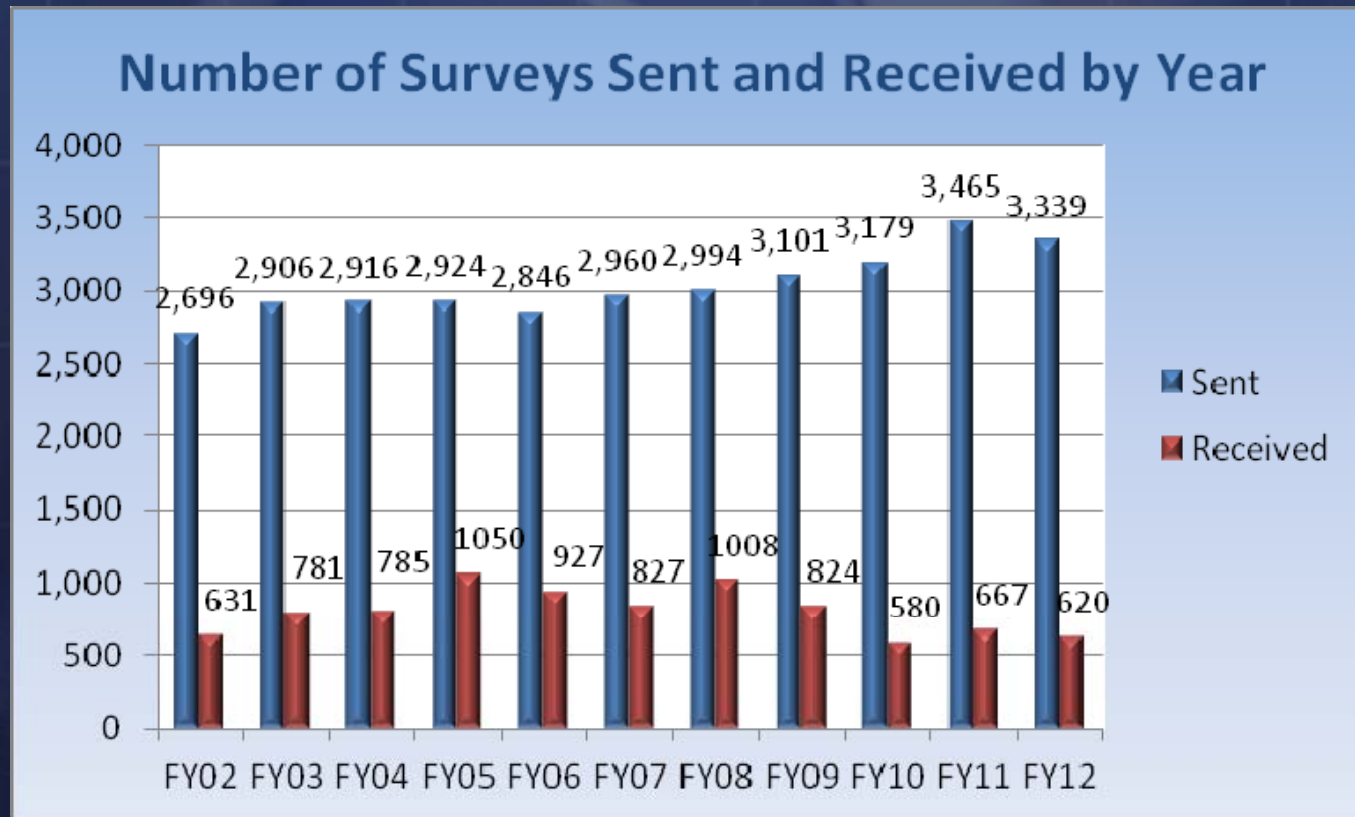
_____ |
| 4. Overall, how would you rate our GRH service? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | |
| 5. Approximately how many minutes did you wait until receiving your ride? | | | | _____ minutes | |

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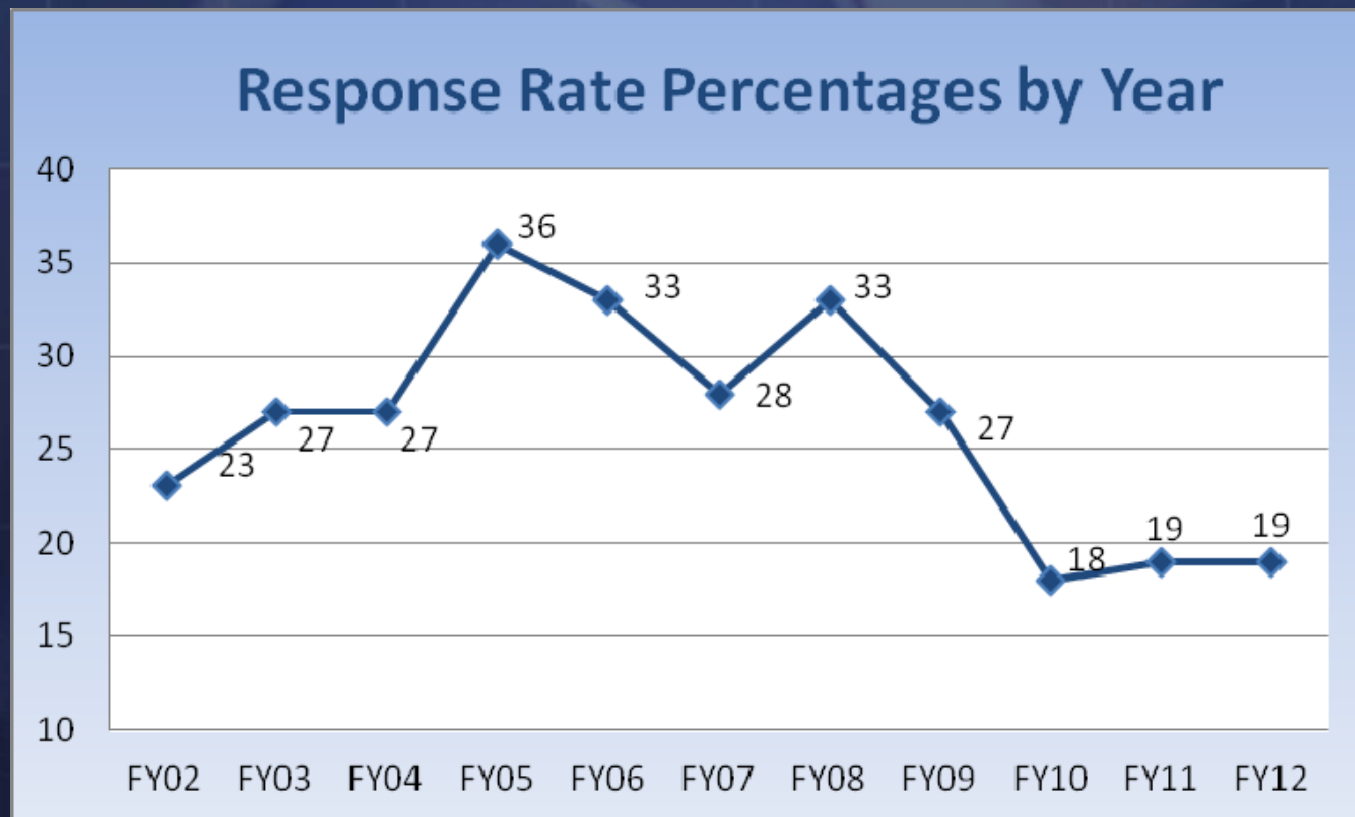


We'll get you home. Guaranteed.

Survey Response Rate

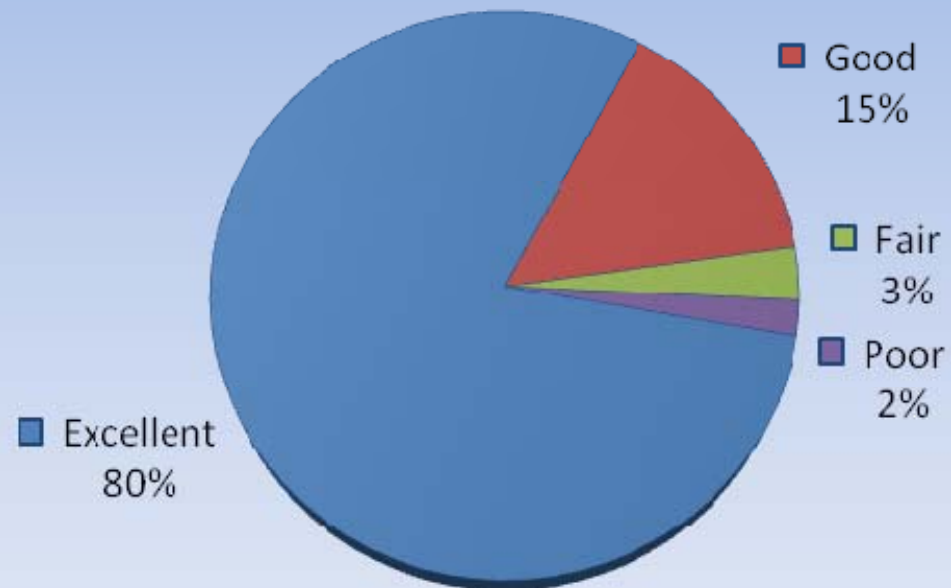


Survey Response Rate



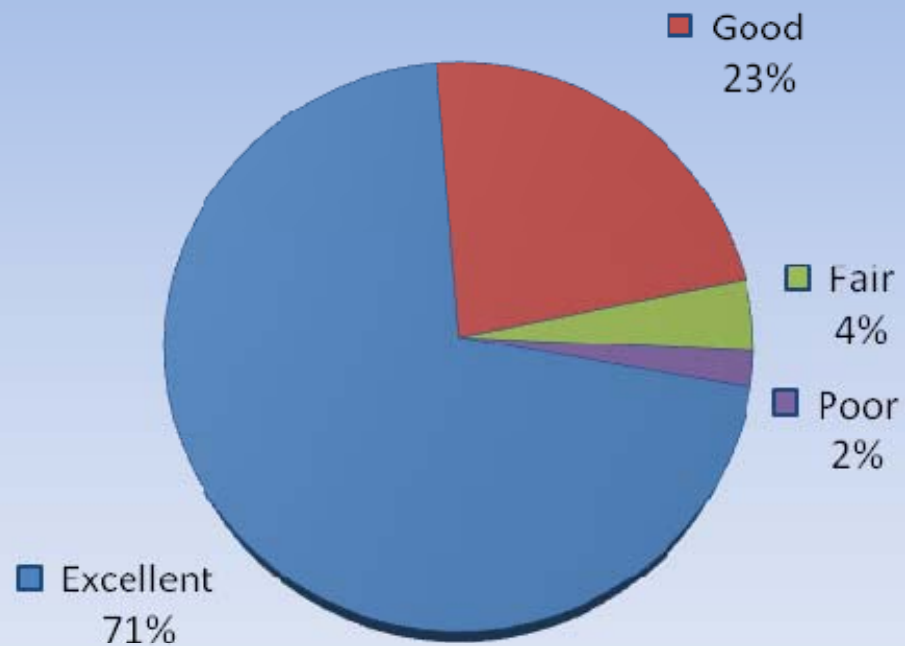
Reservations Staff

GRH Trip Reservations Staff



Transportation Service

Taxi or Rental Car Service

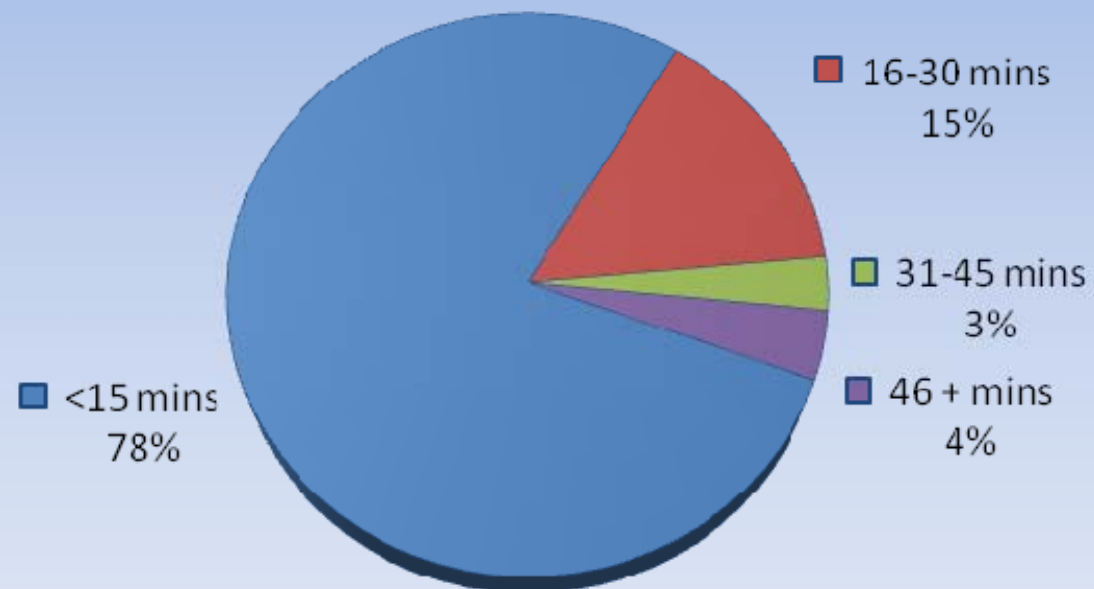


Response Time Rating



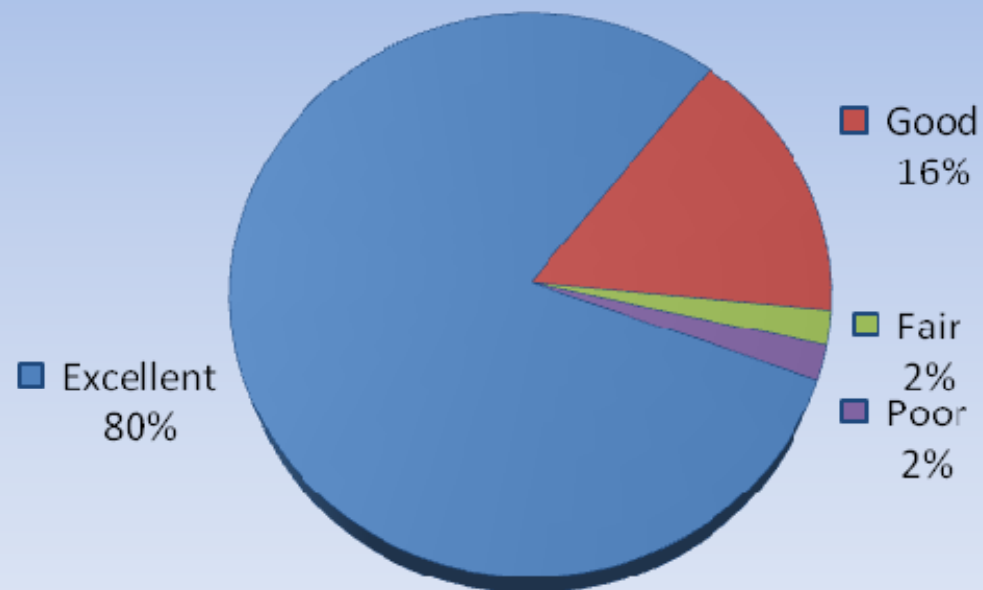
Response Time Minutes

Response Time Minutes

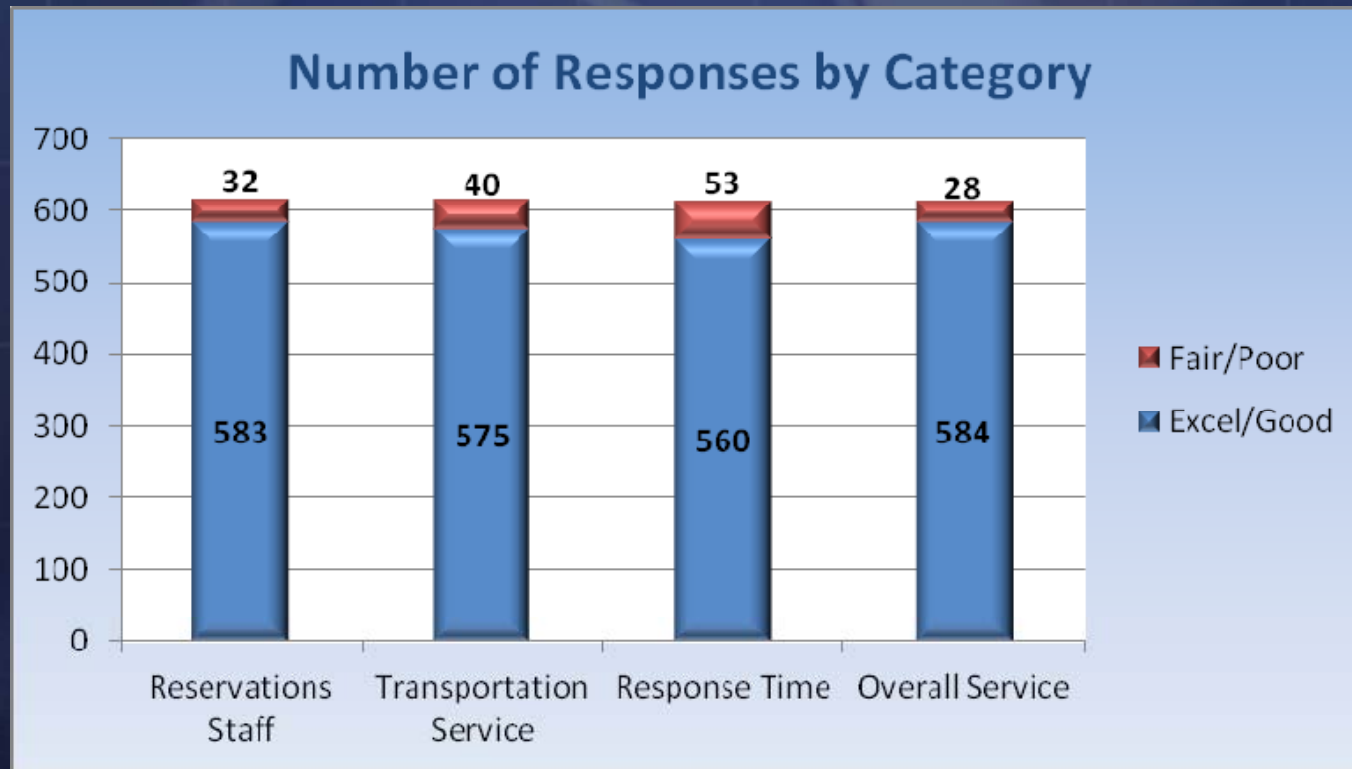


Overall Service

Overall GRH Service



Combined Satisfaction Levels

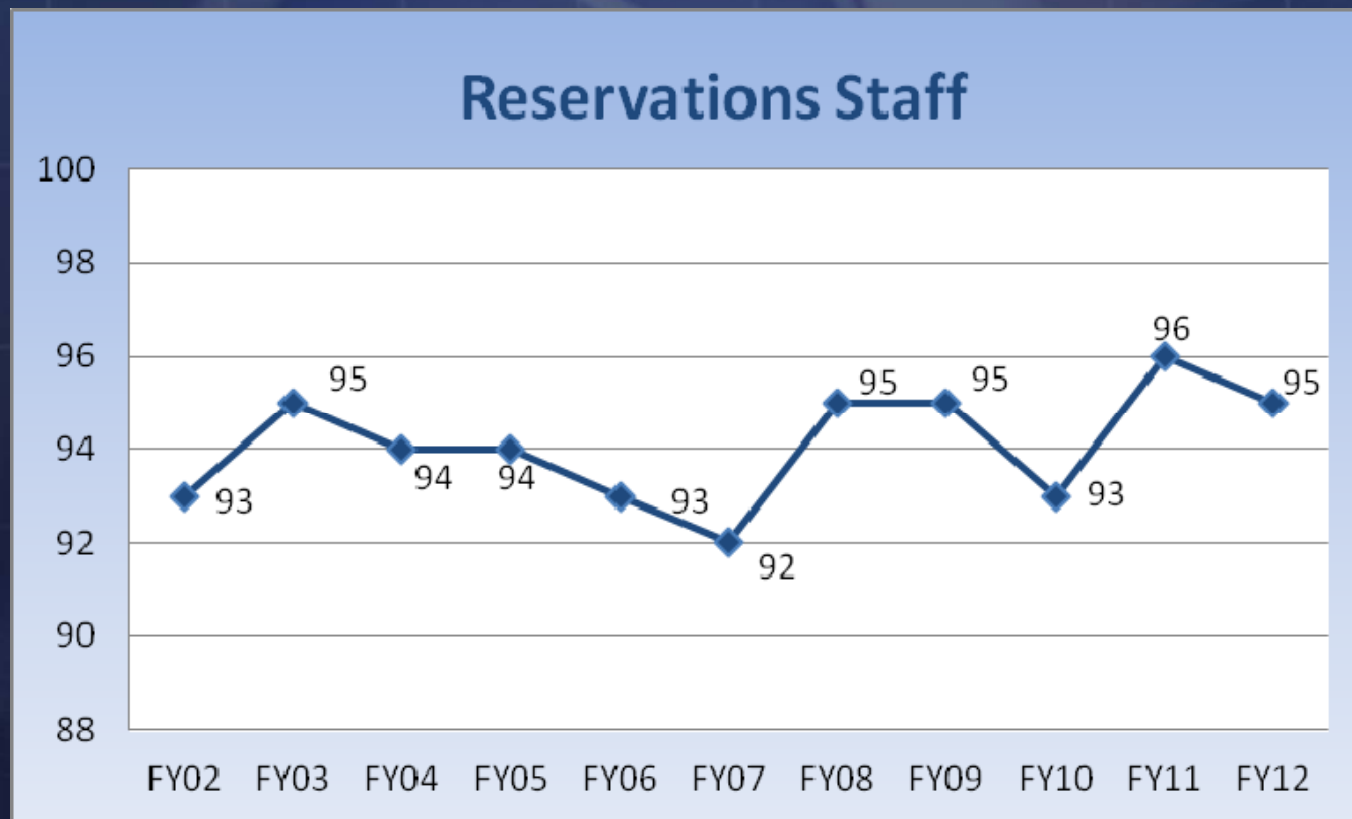


Combined Excellent & Good Ratings

Trip Reason

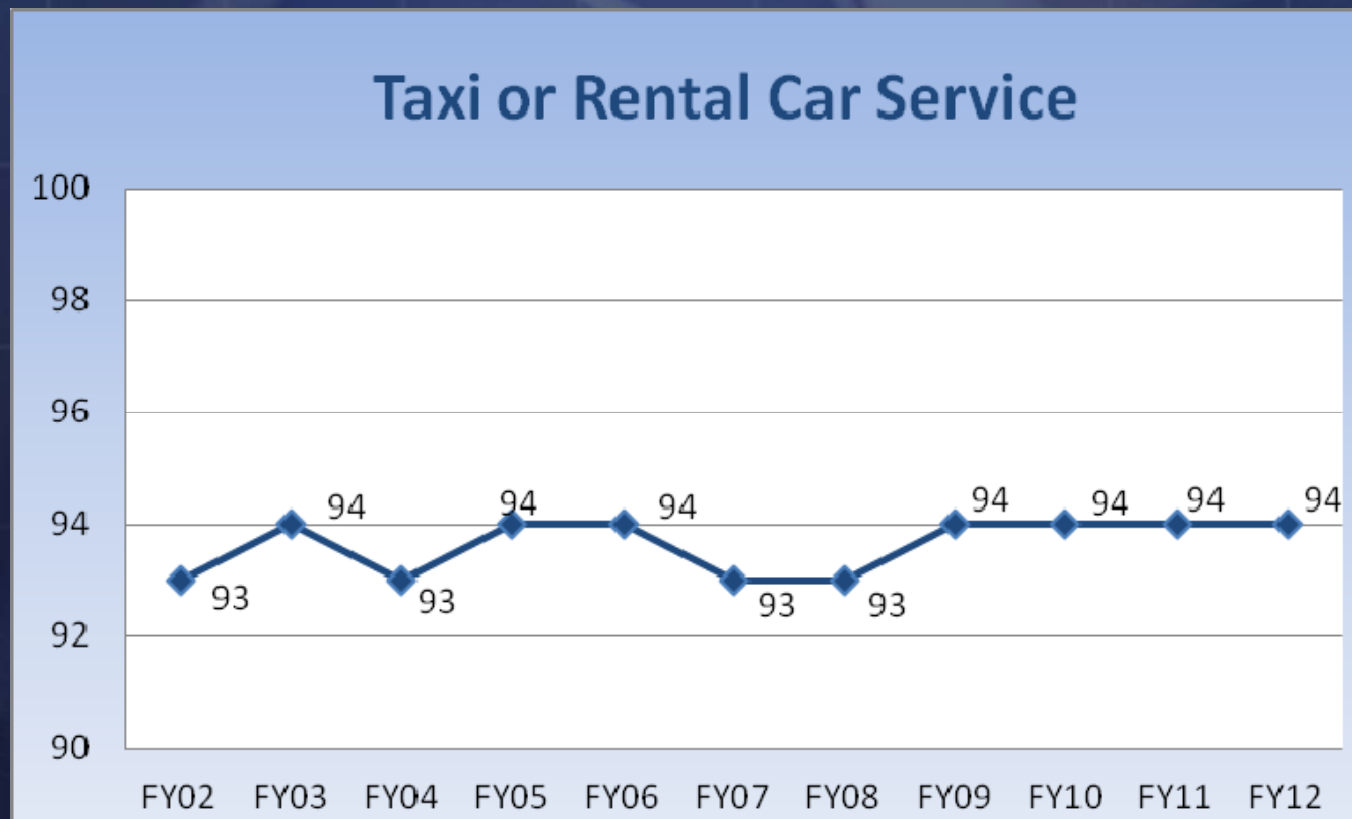


Comparison to Previous Decade



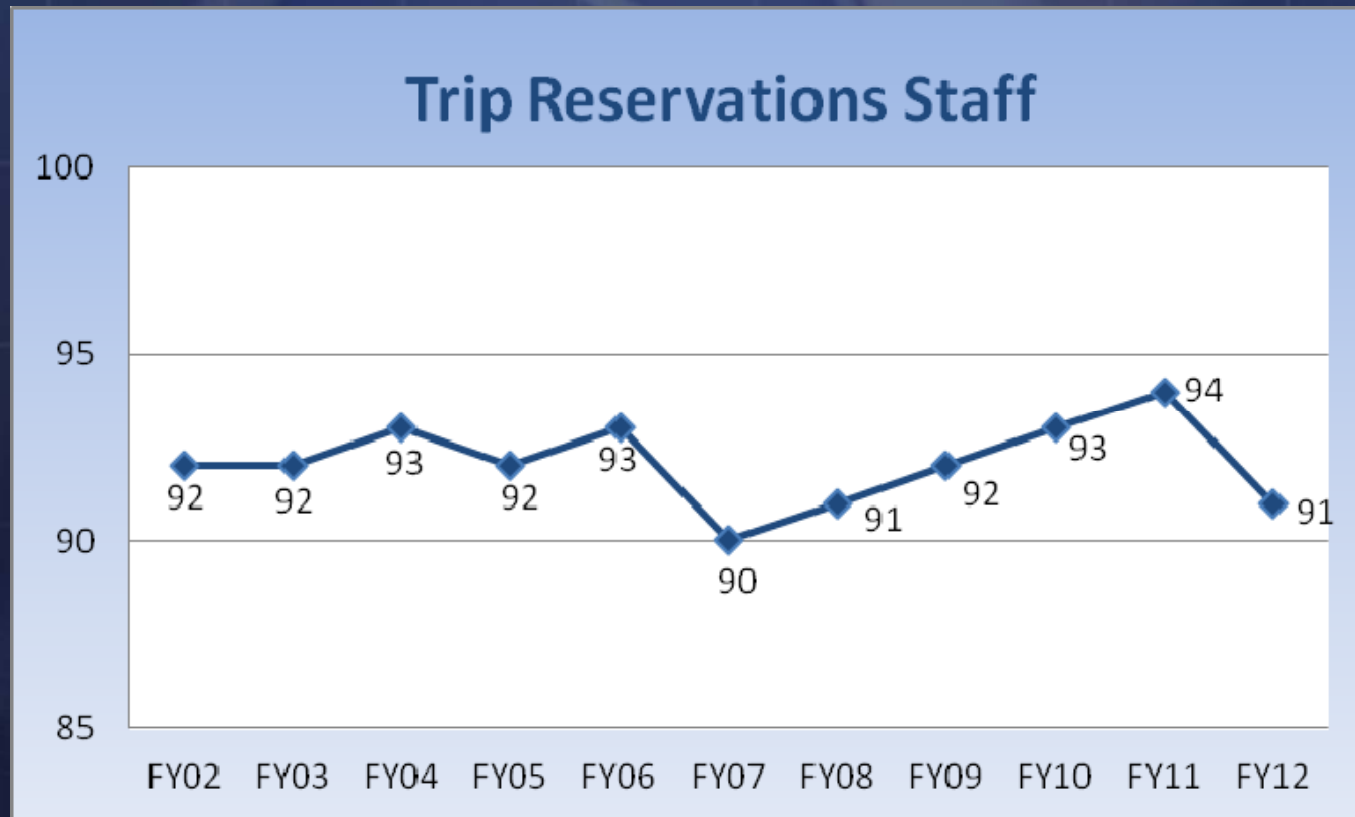
Combined Excellent & Good Ratings

Comparison to Previous Decade



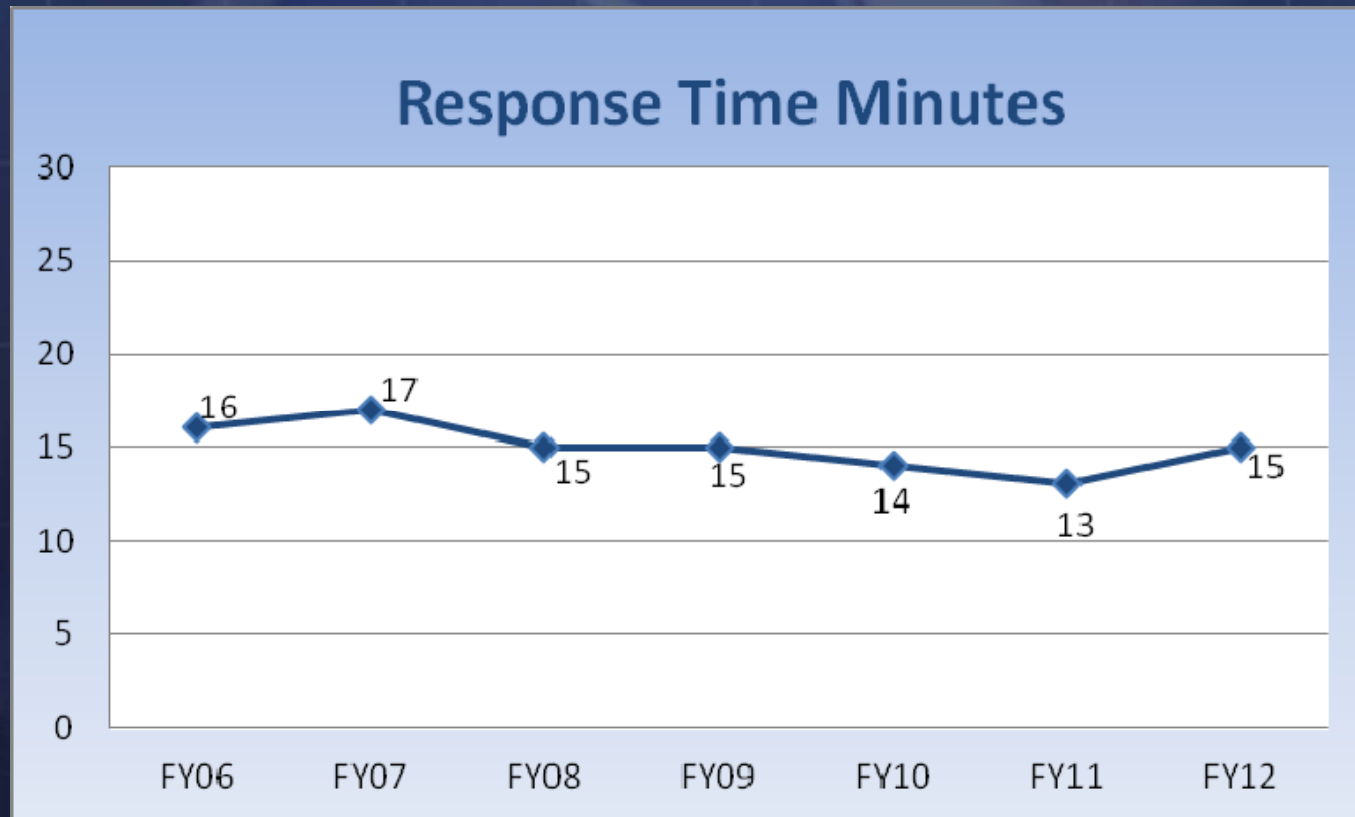
Combined Excellent & Good Ratings

Comparison to Previous Decade



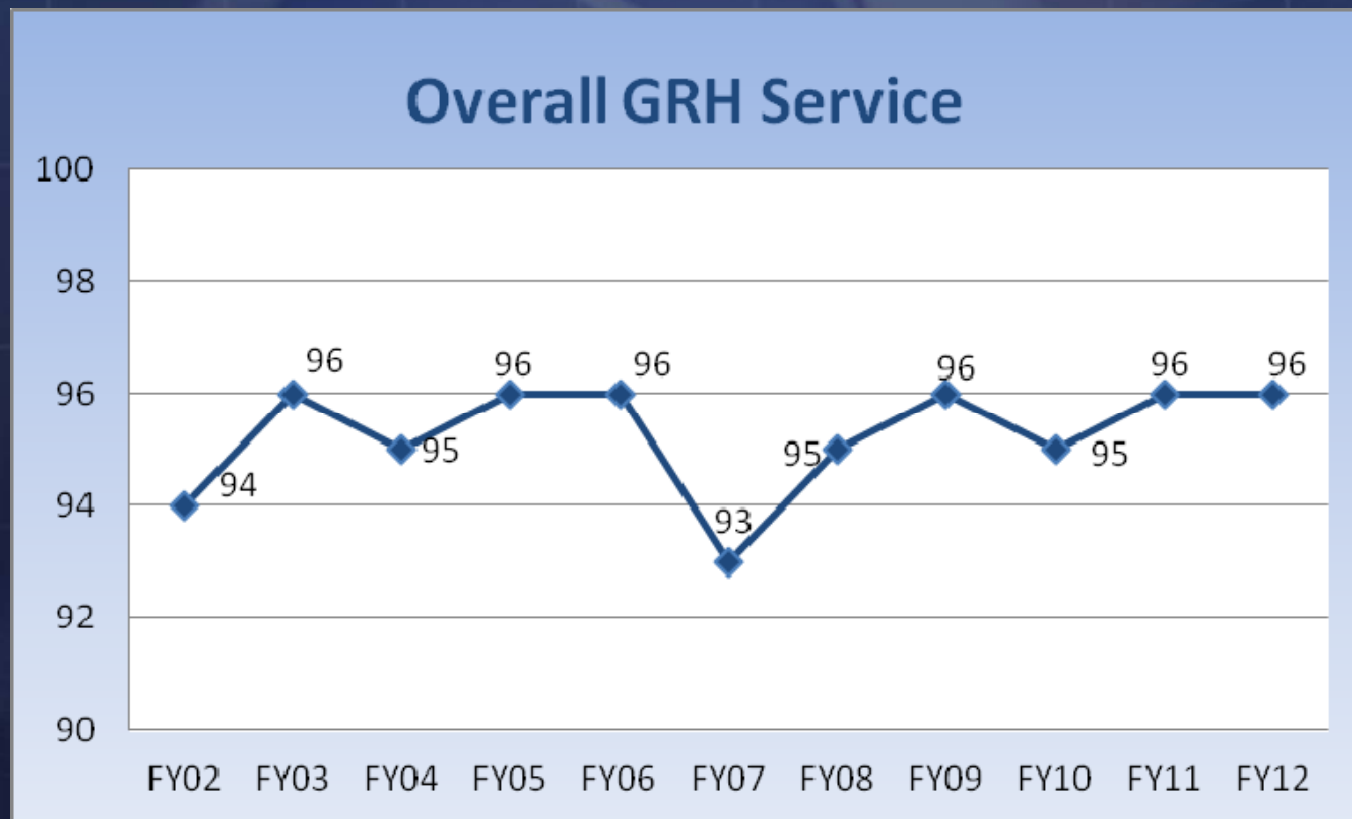
Combined Excellent & Good Ratings

Comparison to Previous Years



Combined Excellent & Good Ratings

Comparison to Previous Decade



Combined Excellent & Good Ratings

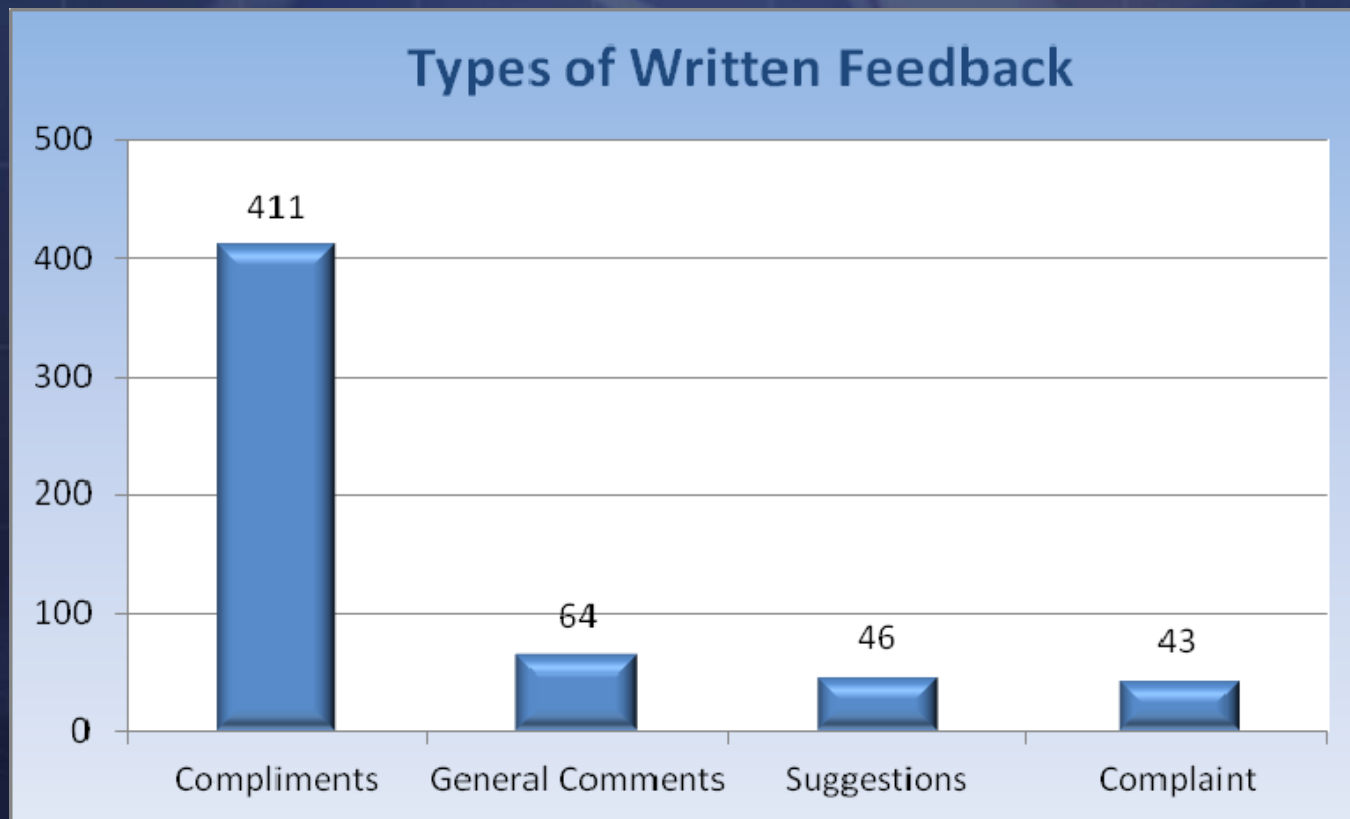
FY12 Customer Feedback



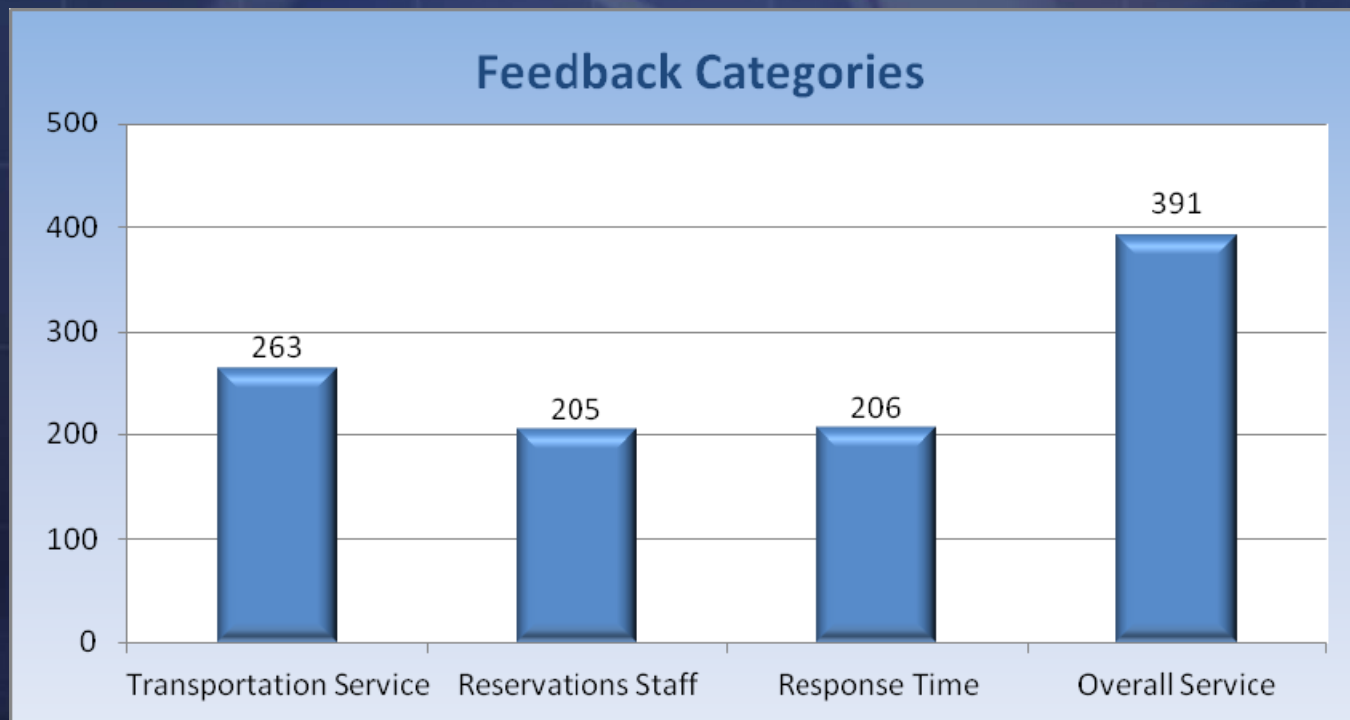
FY12 Customer Feedback

- 69% of respondents provided written responses
- 96% made positive comments
- 10% made negative comments

Written Responses



Written Responses



FY12 Customer Compliments

- Fast, friendly and efficient service! Taxi Driver was respectful of my ill nature.
- GRH is the only reason I commute. Every time I am sick or have an emergency it responds as promised. Thank you
- I was amazed at how well this service worked! This was the first time I'd ever used GRH--and the cab arrived outside of my office building in 10 minutes.
- From the moment I called to the end of the ride, I had a very positive experience.
- I feel truly blessed with the service provided (which otherwise would have been a financial hardship).
- The GRH program is a great incentive for using mass transportation for commuting. Keep up the great work.
- Love, love, love your service. From the friendly responder who took the initial call to the pleasant cab, it was all good!

FY12 Customer Compliments

- I could not have asked for a faster, more considerate response. Thank you so much.
- Amazing! My dad was taken by ambulance. Thanks for everything. You take the worry out of my commute!
- Y'all really saved my butt (twice!). Thanks.
- This is an excellent service that provides "a peace of mind" if an unexpected emergency comes up.
- Best thing since sliced bread.
- I'm extremely pleased. Everyone was very helpful and prompt. Thanks for making this service free and so easily accessible.
- I am truly grateful, I arrived to work and soon became very ill. Thank you so much for the excellent service.
- This was my first use of this program and I had an excellent experience.
- I could not have asked for better ANGELS than your service! 23

FY12 Customer Complaints

- Driver detoured through Chinatown to pick his brother up from the bus. Added about 15 minutes to travel time.
- Taxi was dirty and smelled.
- Enterprise Car Rental wasn't prepared to deliver on this emergency, I had to wait for a car be washed. Several days later they called on the whereabouts of the car I returned.
- I think there could be some improvement in the response time.
- The evening receptionist told me I would be receiving a call within 15 minutes from cab company. That call never came. After 25 minutes of waiting I called back.
- It was unclear as to whether or not to tip the driver.
- It took an extra 30 minutes as I was asleep in the back and did not realize that we were going in the wrong direction.
- The taxi drove like a bat out of hell, honking and swerving. I thought I was going to die. After we made it home, he said,

FY12 Customer Comments/Suggestions

- GRH should allow the individual to contact the car service if it is after 10PM.
- Would be useful if GRH staff provided some guidance -- how long the wait would be, what taxi company, etc.
- More advertisement need to be made about this program.
- Ask the cab company to send a driver who knows how to get to a location or who at least has a working GPS.
- "Requests to use the GRH program because of unscheduled overtime must be made before the commuter's registered work end time" should be made more prominent and not be buried in the middle of a page of dense text.

Recap

- 3,339 surveys distributed
- 19% return rate
- Overall satisfaction rating 96%
- Positive rating in the 90's for every category
- Average response wait was 15 minutes
- 93% waited 30 minutes or less
- Written responses from two-thirds of survey participants
- Compliments out weighed criticism 9.5 to 1

Questions

We'll get you home. Guaranteed.