



Guaranteed Ride Home Customer Satisfaction Survey

Fiscal Year 2010 Preliminary Results
Presented to Regional TDM Marketing Group
December 21, 2010

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 | | | | |

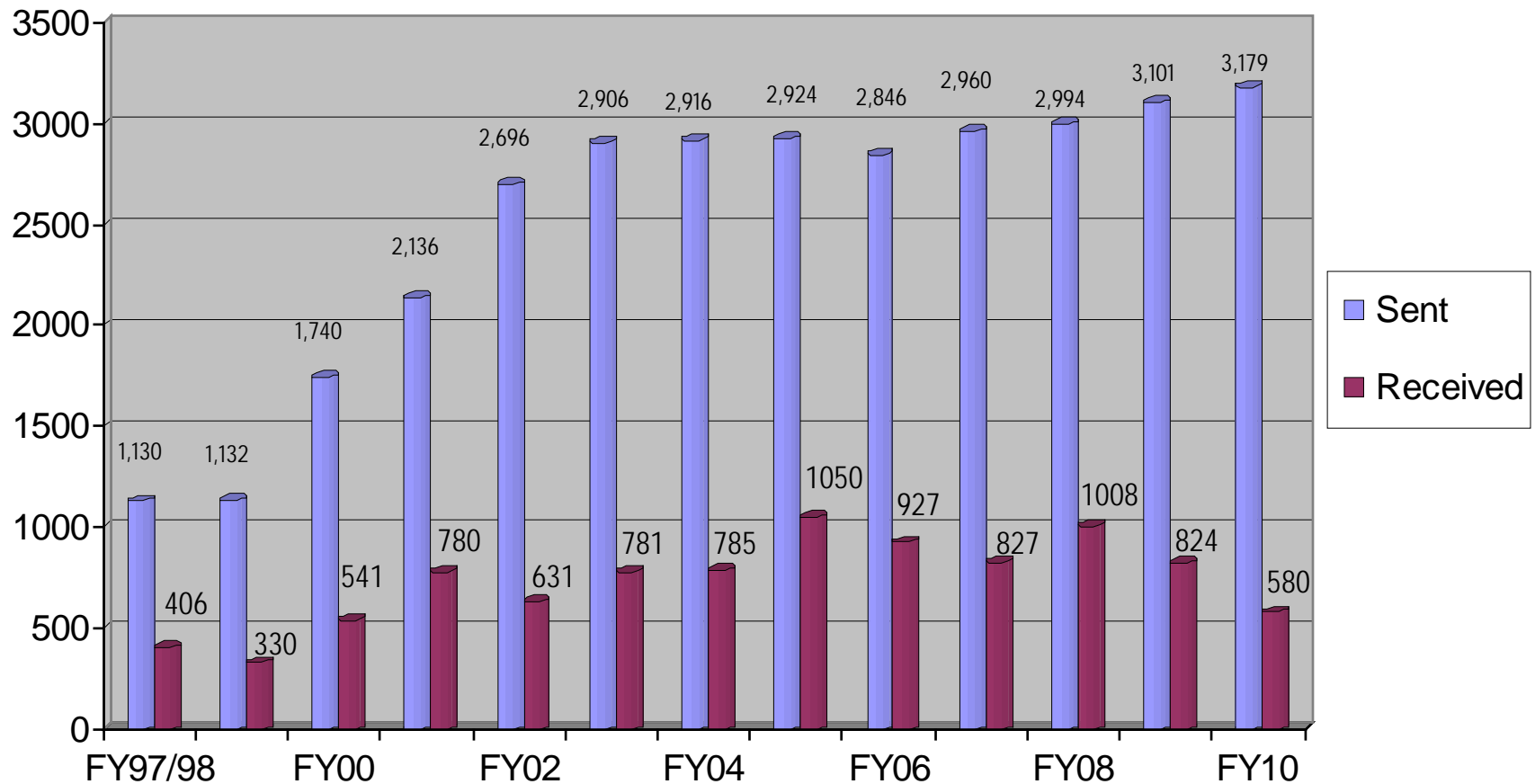
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We'll get you home. **Guaranteed.**

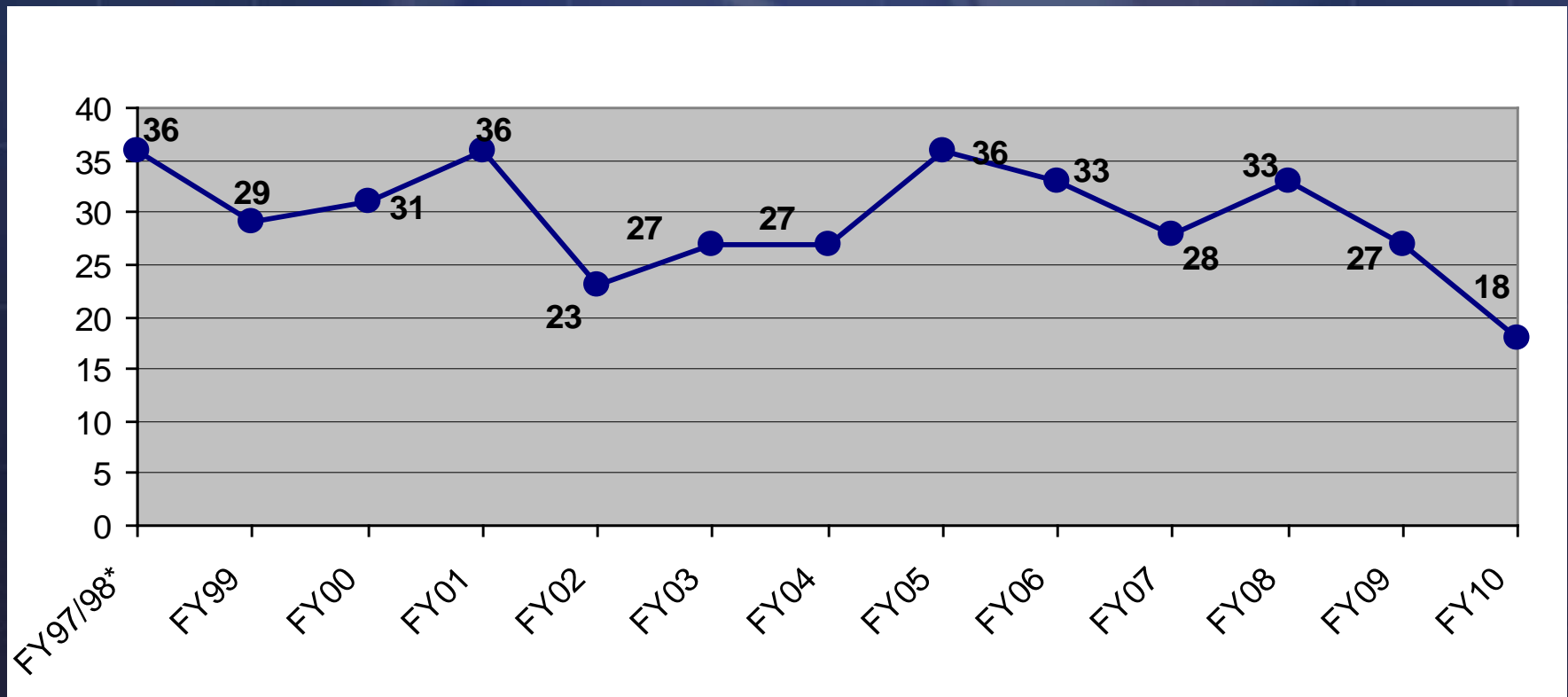
Survey Response Rate

Number of Surveys Sent and Received by Year



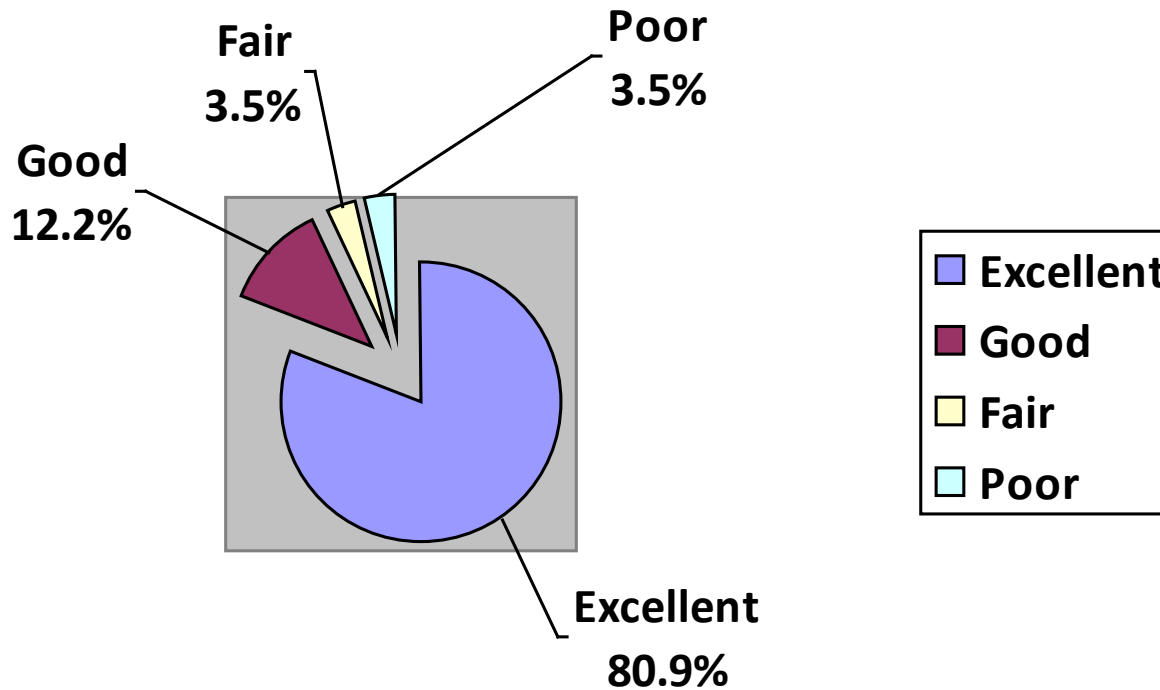
Survey Response Rate

Response Rates in Percentages by Year



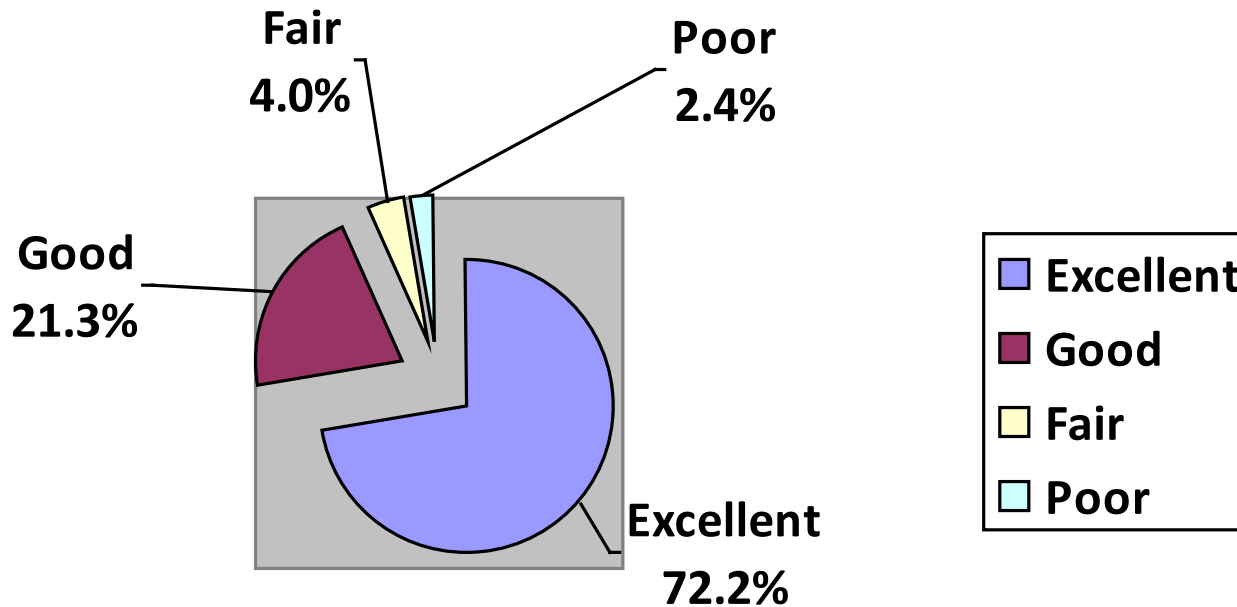
Reservations Staff

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



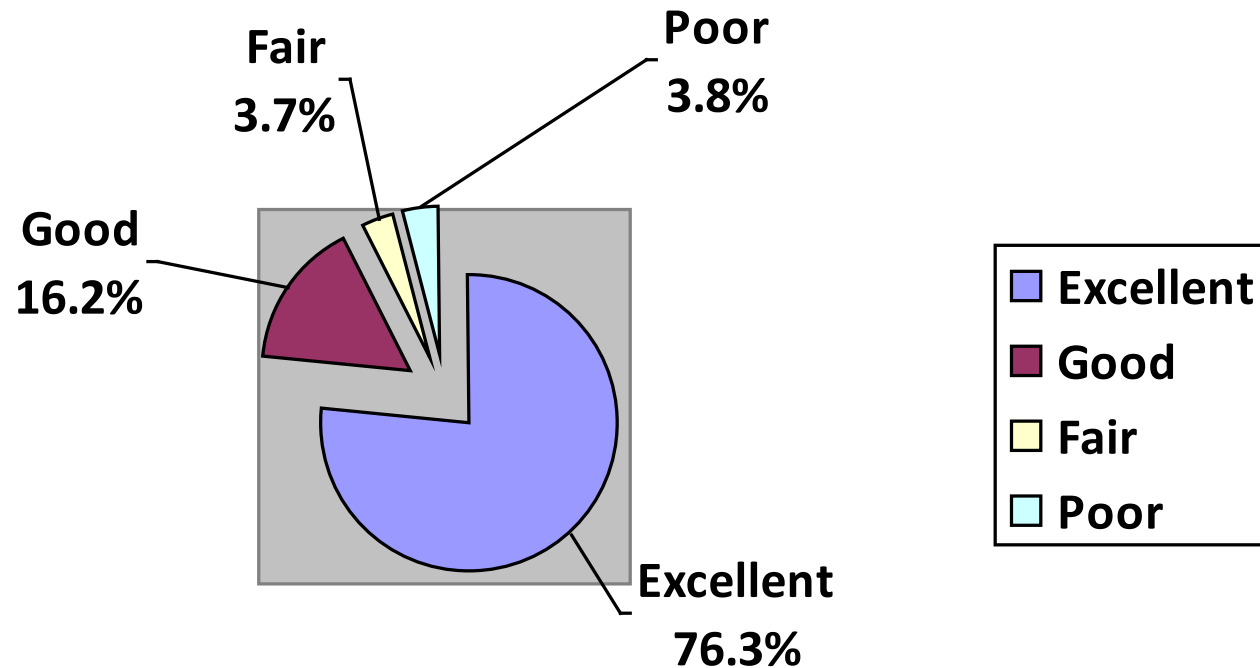
Transportation Service

How would you rate the taxi or rental car service?



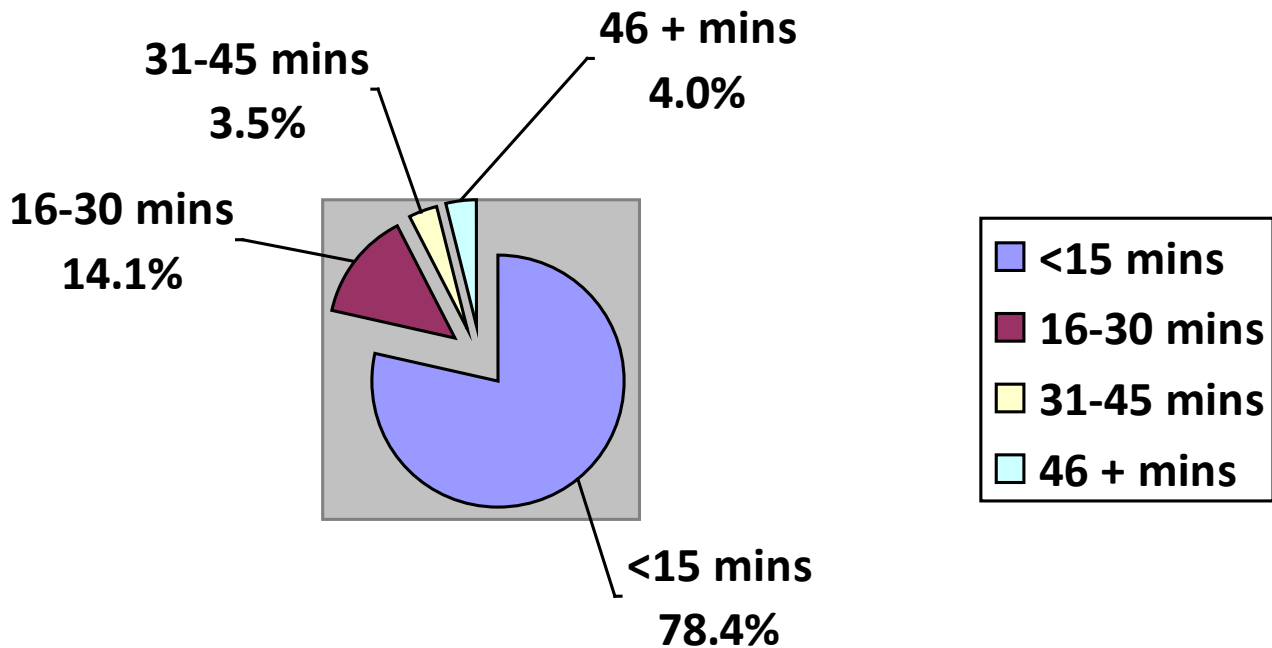
Response Time Perception

How would you rate our response time?



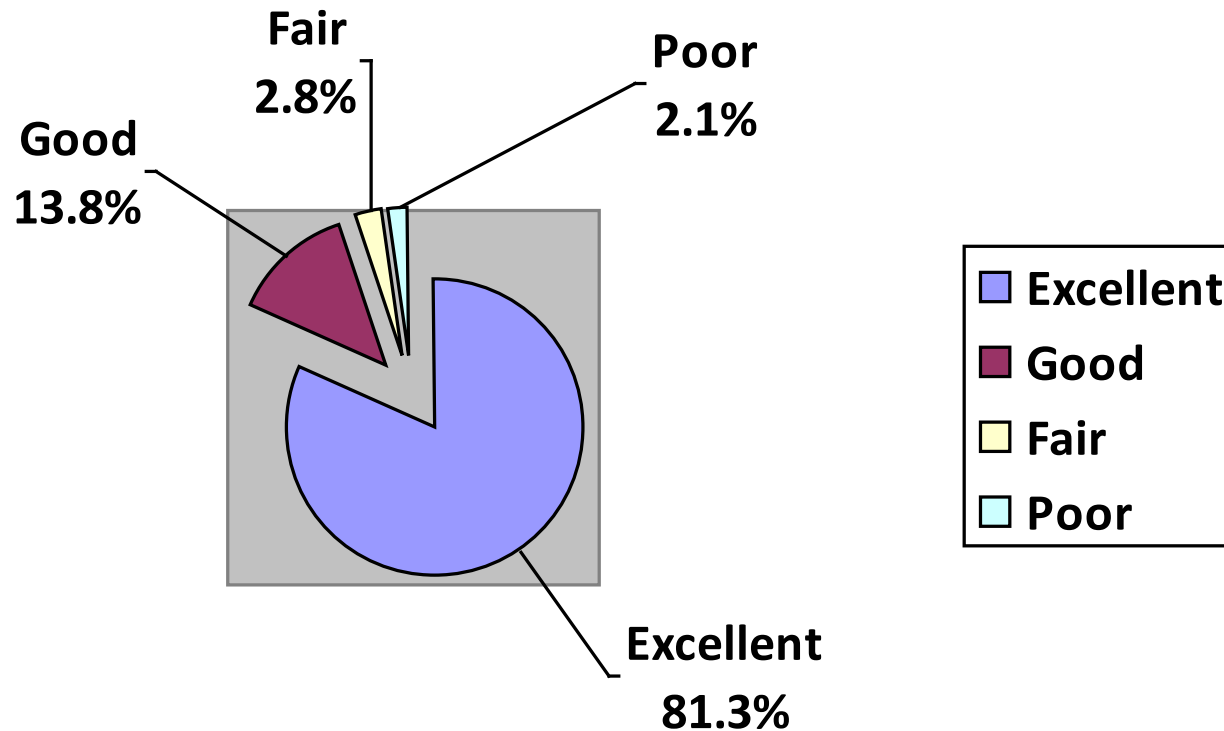
Real Response Time

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



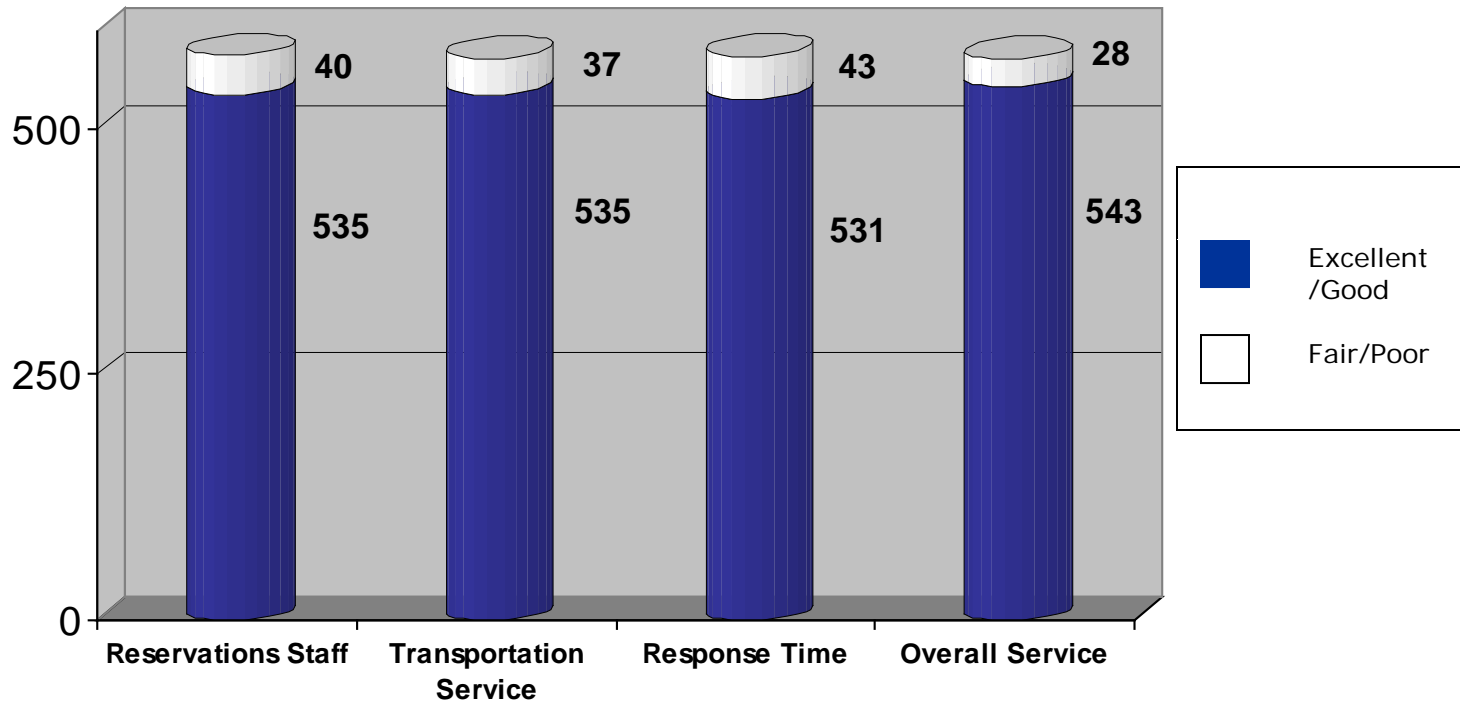
Overall Service

Overall, how would you rate our GRH service?



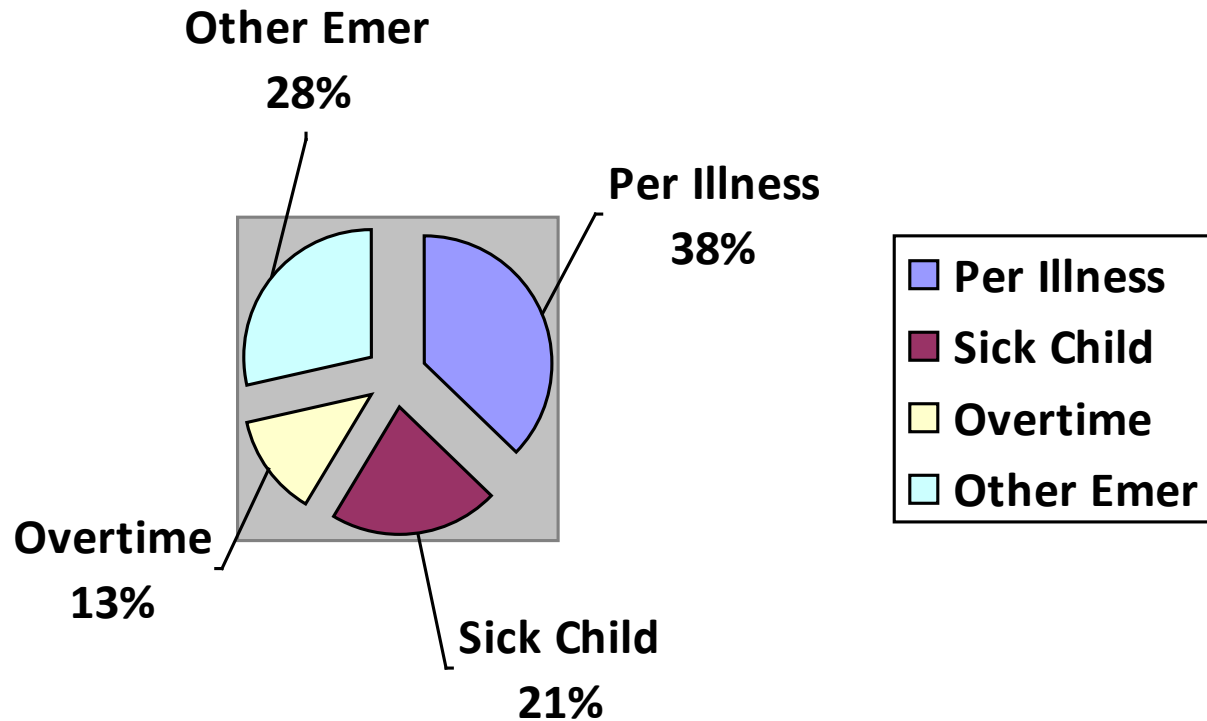
Combined Satisfaction Levels

Number of Responses Based on Combined Satisfaction Levels



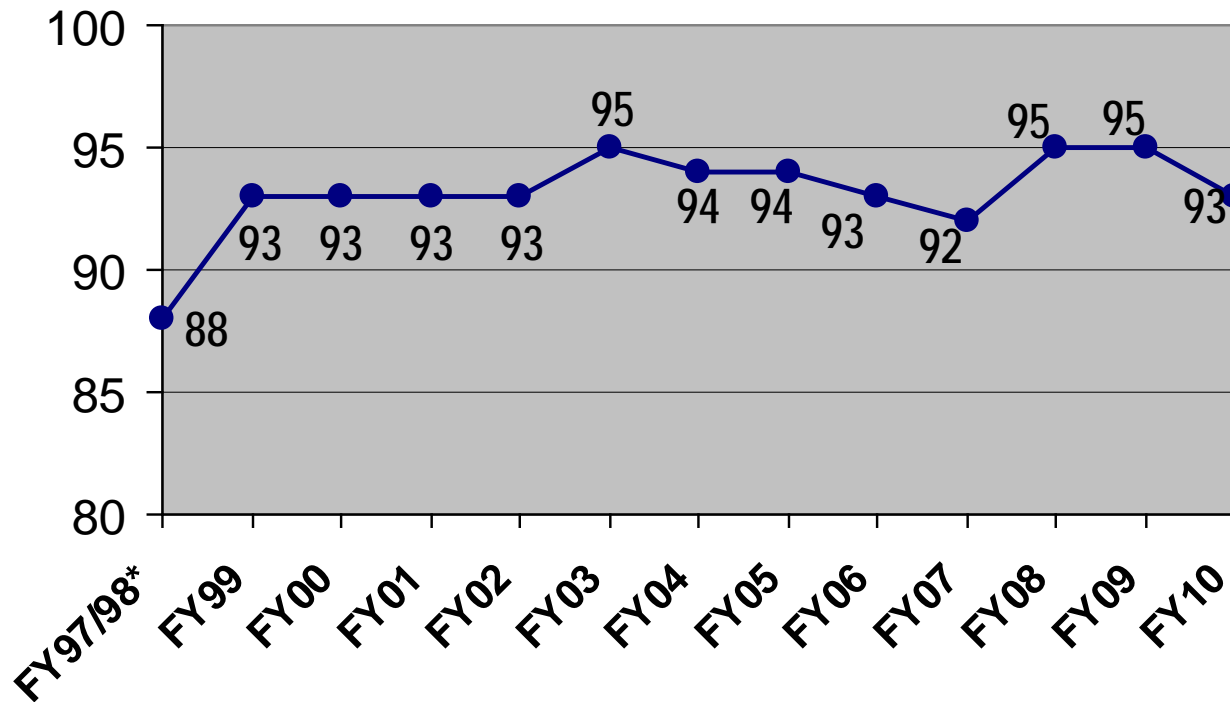
Reason for Trip

What was the reason for your GRH Trip?



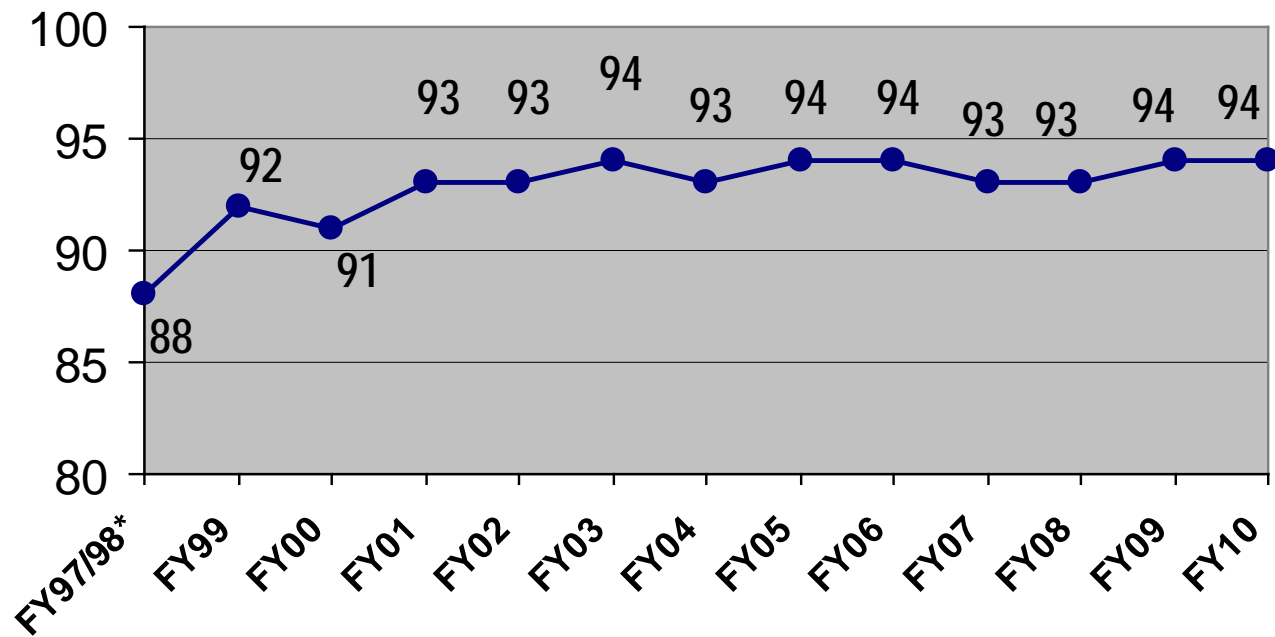
Comparison to Previous Years

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



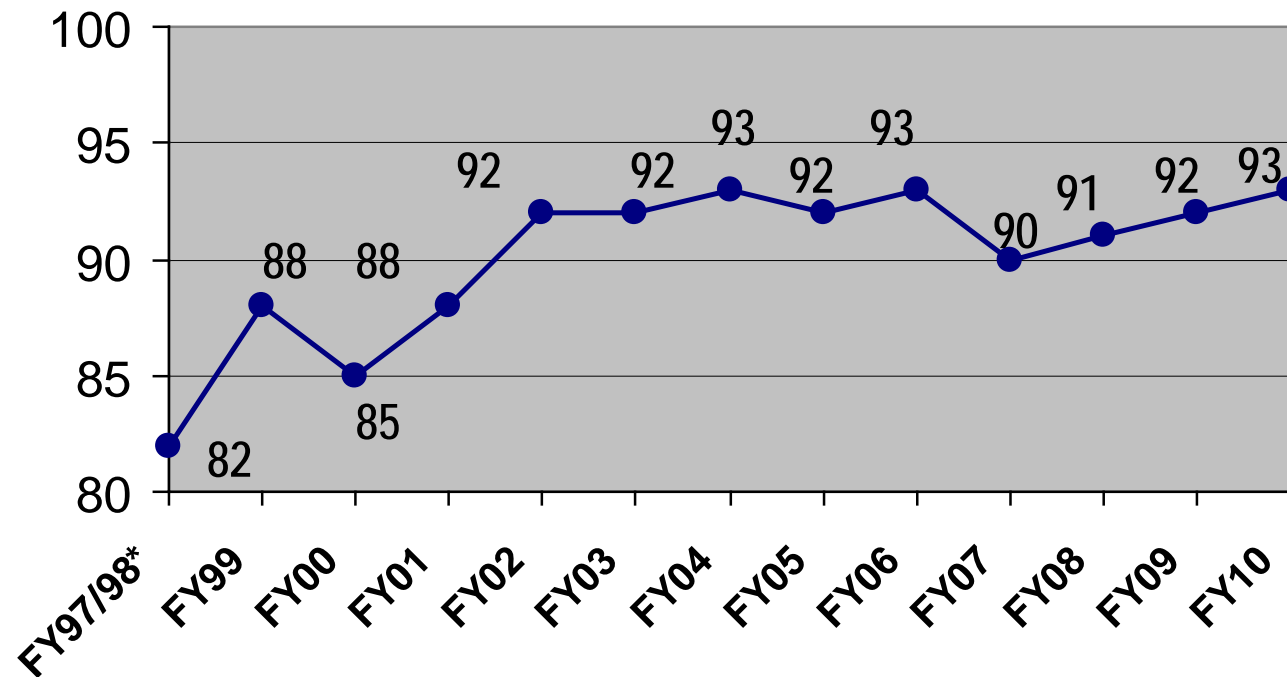
Comparison to Previous Years

How would you rate the taxi or rental car service?



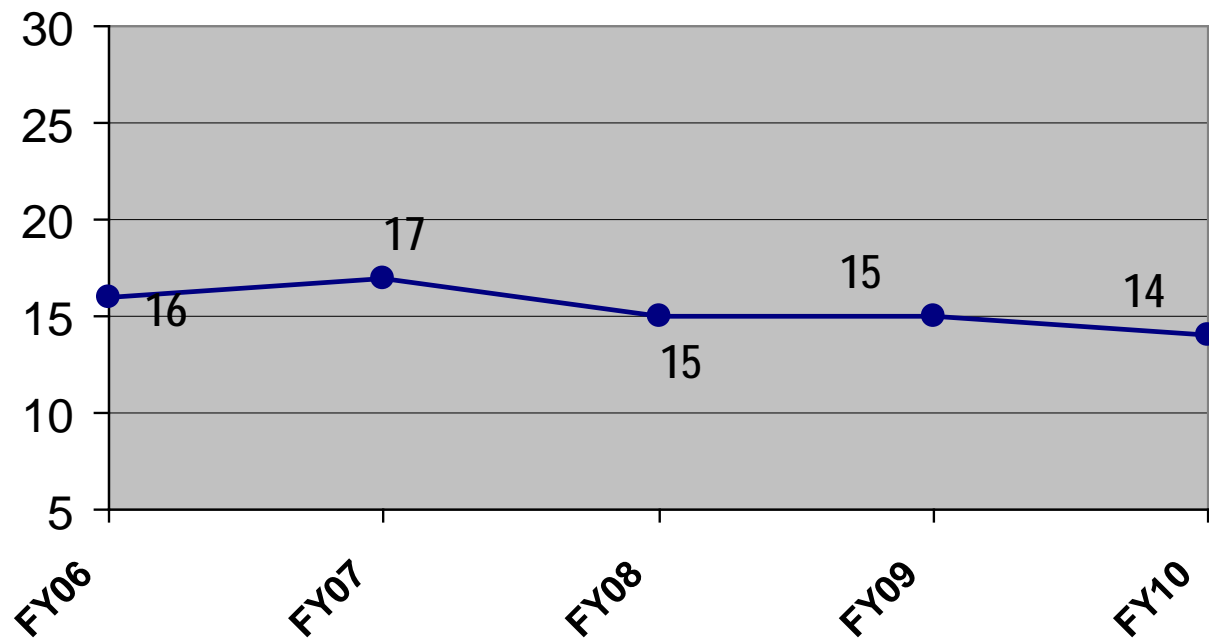
Comparison to Previous Years

How would you rate our response time?



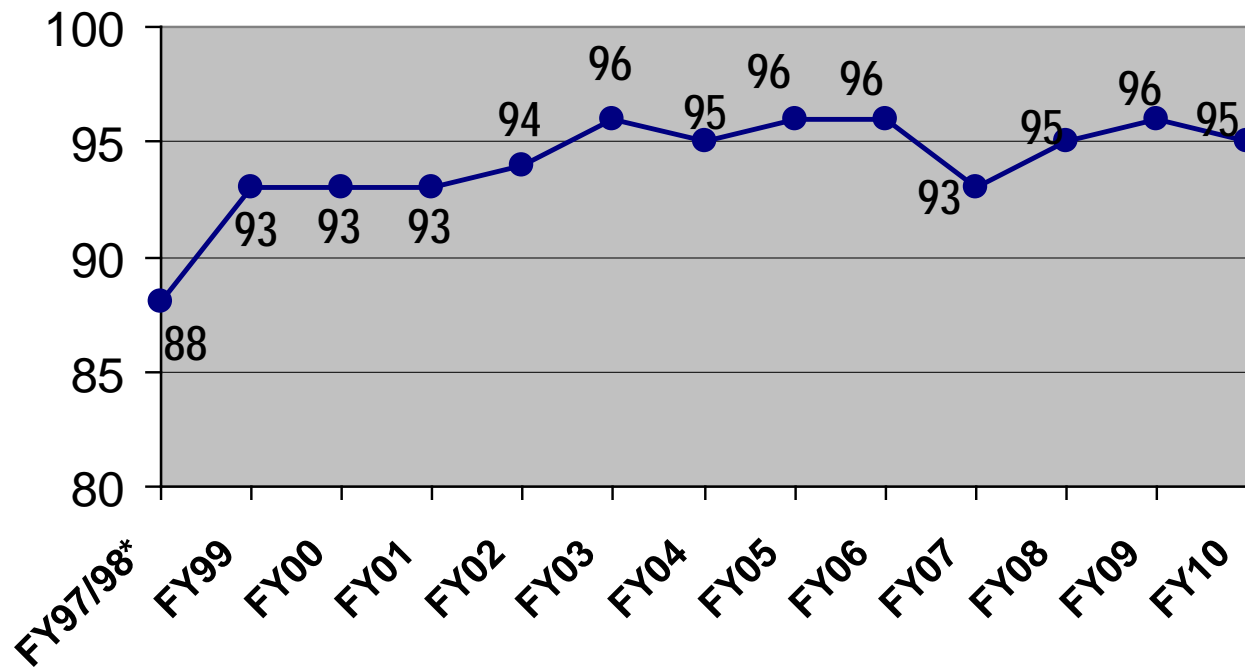
Comparison to Previous Years

Average response time in minutes



Comparison to Previous Years

Overall, how would you rate our GRH service?



FY10 Customer Feedback



FY10 Customer Feedback

- 68% provided written response
- 93% of written responses were positive
- 28% of complaints also gave compliments

FY10 Customer Compliments

- *This was my first time using GRH and I was very pleased with the service I received. Customer service at Commuter Connections was very friendly, the long cab ride to Fredericksburg was pleasant as the driver was very friendly.*
- *My mother was very ill with diabetes! Thank you Thank you Thank you for helping me with this ride home--I was so frantic I missed the 12:55pm train and needed to get home. Your staff was very nice and gracious in scheduling and working with me!! The taxi driver was very accommodating.*
- *First time user. Service is critical. I loved it. My son is on chemotherapy and this puts me more at ease since I am a full time VRE rider. I've told all my non-VRE friends about it.*
- *This was only my 2nd time using the program. I was very impressed that it took less than roughly 20 minutes to receive a ride....that's counting from when i first called GRH about needing a ride home. I'm very happy with the service.*

FY10 Customer Compliments

- *This is an OUTSTANDING service. Since I live in Woodbridge, VA and there are NO PRTC bus services returning from DC to Lake Ridge until aft 12:30, or so, I have found GRH very, very important, especially when I became very ill in the AM.*
- *I have worked 32+ years with a DC law firm and as I am getting older, it is very, very comforting knowing that GRH is there to help relieve the emotional stress associated with feeling stranded due to an unexpected illness. I feel very blessed knowing that should an emergency arise, GRH is there to get me home ASAP.*
- *I don't think I would be able to Slug everyday not knowing how to get home in an emergency. I love this service.*
- *I broke my arm at work and was in great pain. The woman handling my call was super helpful. I also had a great cab driver. This was my first time using guaranteed ride home and I am so grateful this service exists.*

FY10 Customer Complaints

- *The cab was old and overheating, I told the driver it was smoking he ignored me. We broke down on the highway. A state trooper took me the rest of the way-nightmare.*
- *The driver did not know how to get to 95 South. He cut off two cars and drove 55 mph on 95. Speed limit is 65.*
- *They did not show up until 45 minutes later. I decided to just wait for my van pool instead of using the cab because the HOV restrictions were already in effect and it would have taken me much longer to get home.*
- *Was appalled I had to take metro out to Vienna in order to get my cab. Very disappointing.*
- *The representative was a little "defensive."*
- *I was very ill and unable to drive but was told I could only be taken to my car or home when I needed to go to my doctor. This is a major problem when you are very ill.*

FY10 Customer Suggestions

- *I called to complain to CC and they asked me to write a letter and send it in. Most people want to talk to a complaint representative via telephone and not write a letter. I suggest CC look into a better complaint process. It might help resolve issues a lot sooner.*
- *I appreciated the quick taxi pickup, but it was the beginning of rush hour and the taxi spent alot of time sitting in traffic. I wondered if I could have gotten to my destination quicker by taking metrorail, then having taxi pickup at the metro station nearest my destination. I don't know if this is considered when dispataching rides during heavy traffic hours, but it should be. Would also save you money.*

Recap

- 3,177 surveys distributed
- 18% return rate
- Overall satisfaction rating 95%
- Positive rating of at least 92% in every category
- Average response wait was 14 minutes
- 93% waited 30 minutes or less
- Written responses from two-thirds of survey participants
- Compliments out weighed criticism 6.5 to 1

We'll get you home. Guaranteed.