



# Guaranteed Ride Home Customer Satisfaction Survey

Fiscal Year 2014 Preliminary Results

Baltimore Region

Regional TDM Marketing Group

December 16, 2014

**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?<br><input type="checkbox"/> Sick Child <input type="checkbox"/> Overtime<br><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: _____<br>_____<br>_____<br>_____                                                                                                                                                            |
| 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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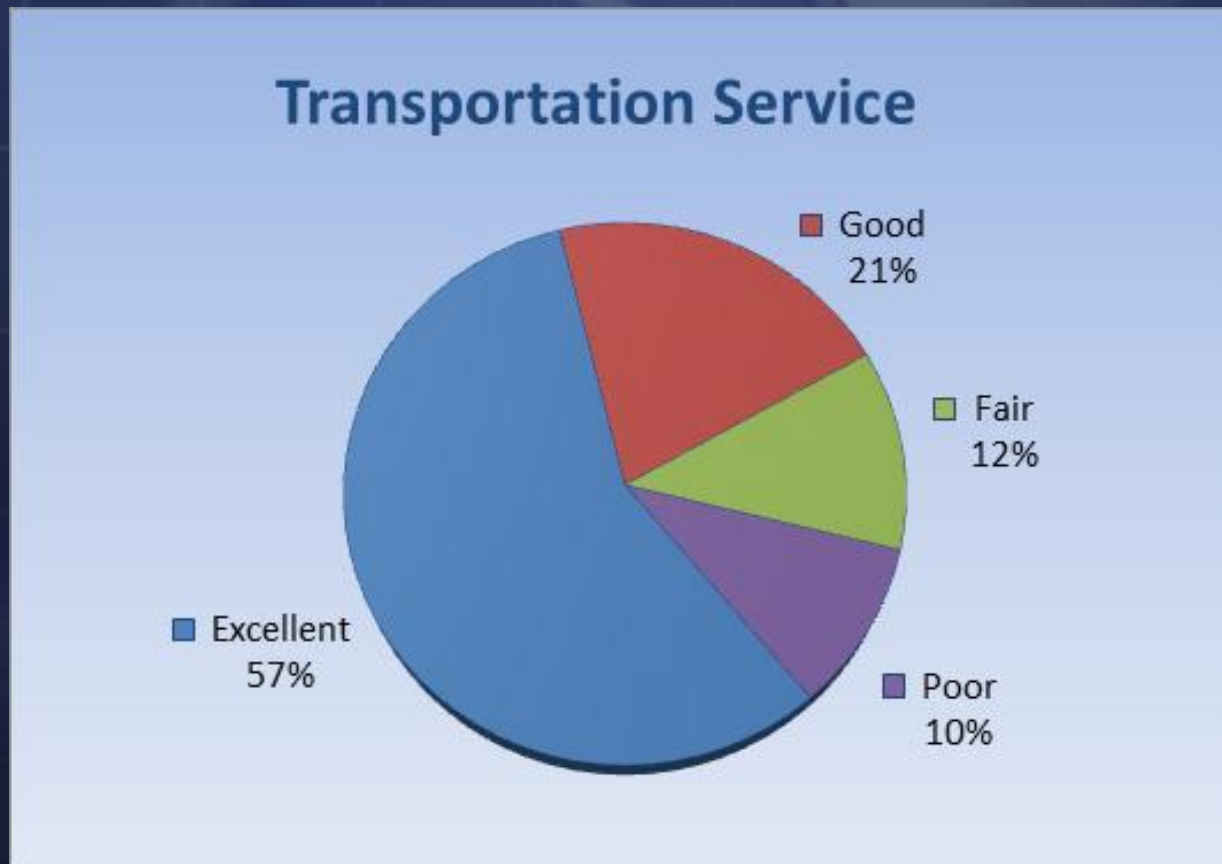
# Survey Response Rate

- 198 surveys sent
- 160 surveys received
- 81% return rate

# Reservations Staff



# Transportation Service



# Response Time Rating



# Response Time Minutes

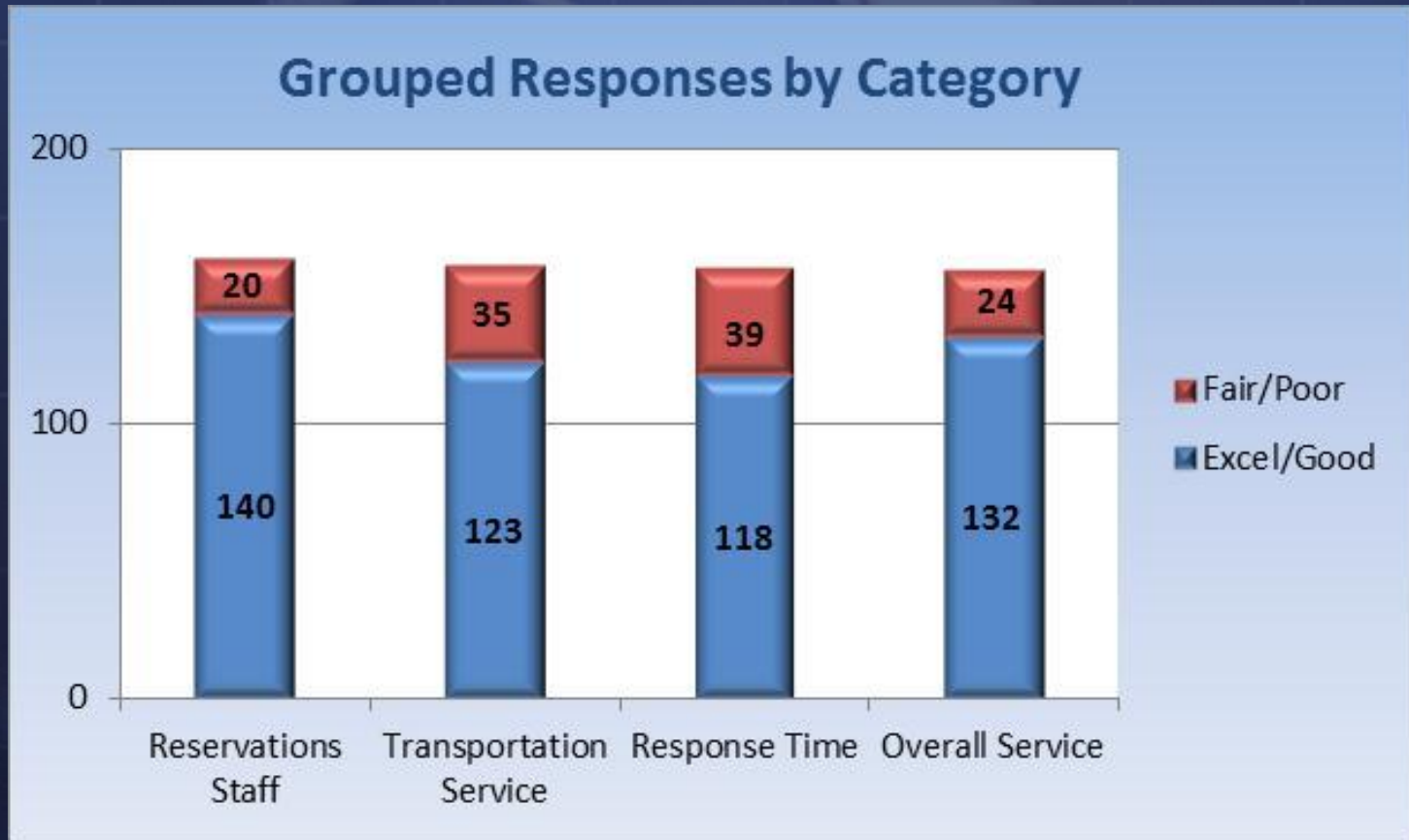




# Overall Service

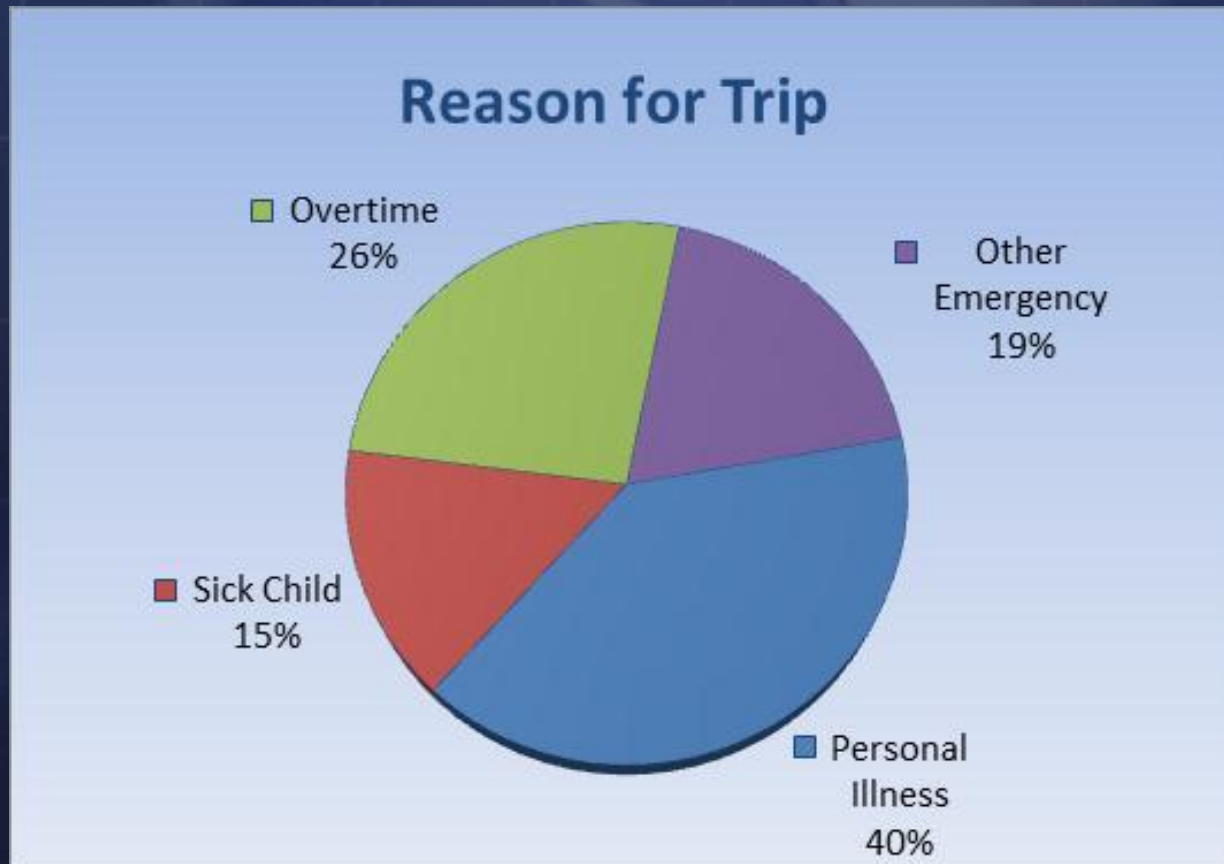


# Satisfaction Levels



Combined Excellent & Good Ratings

# Trip Reason



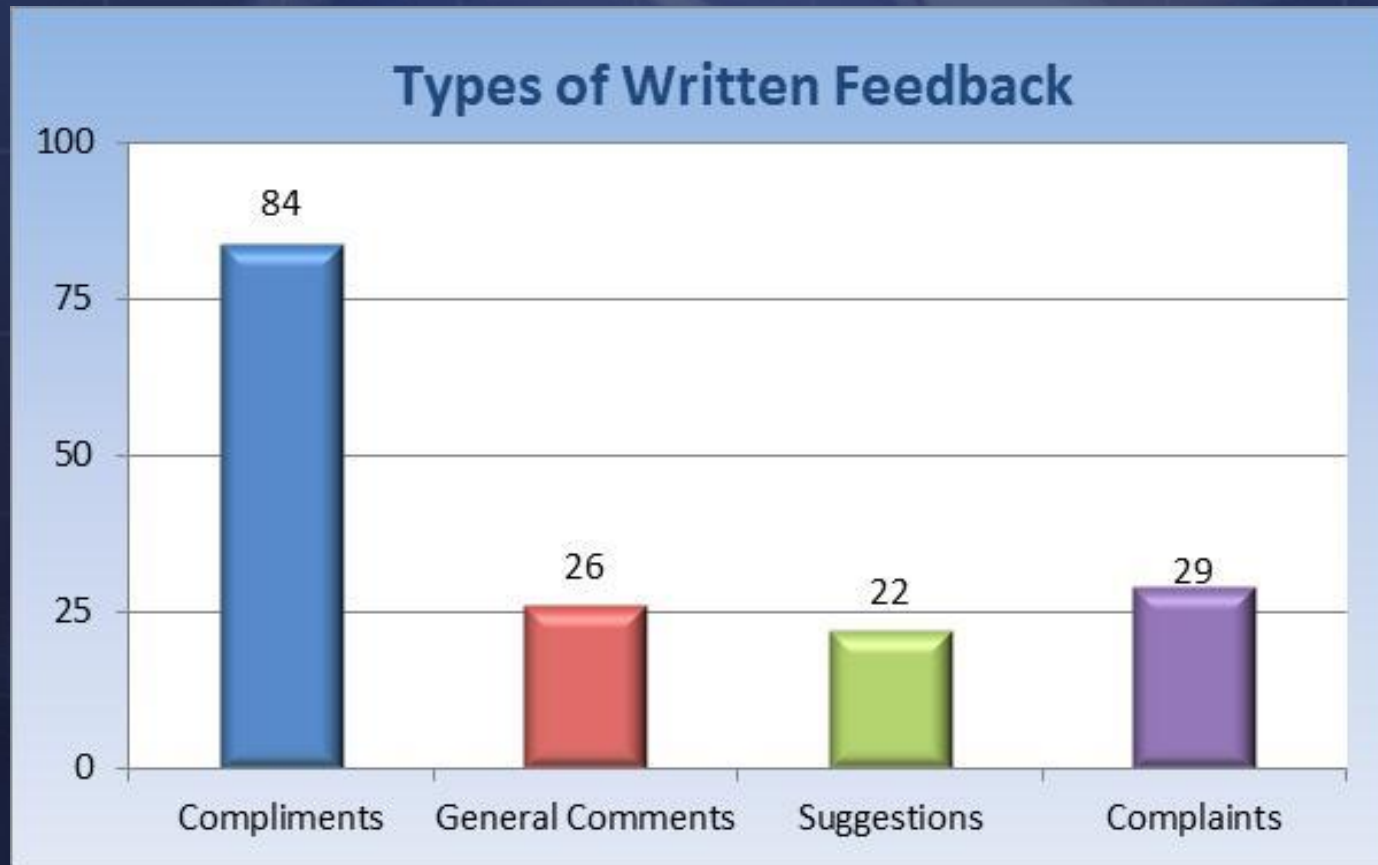
# FY14 Customer Feedback



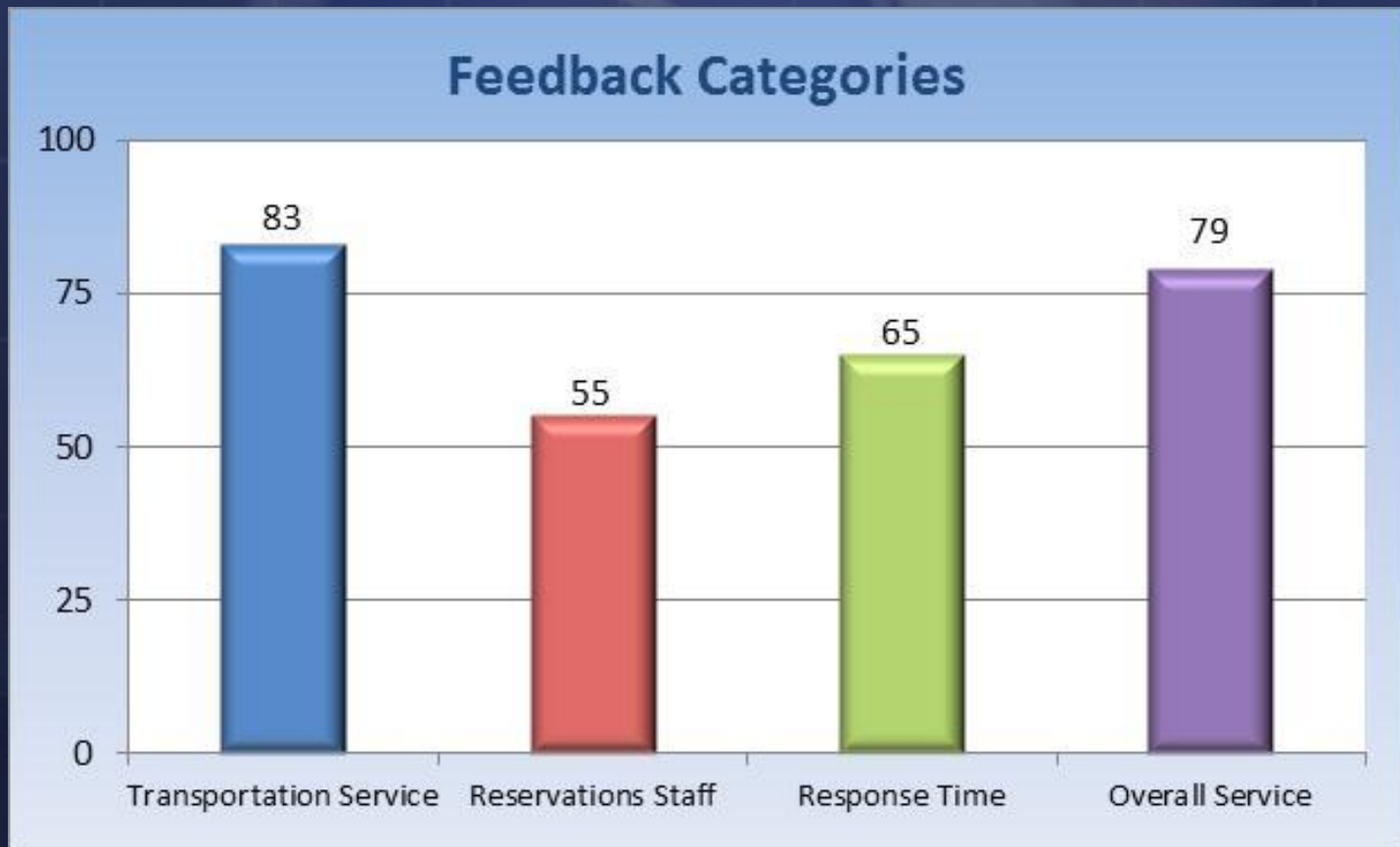
# FY14 Customer Feedback

- 118 of respondents provided written responses, 60%
  - 86 respondents provided positive comments, 73%
  - 30 respondents provided criticism, 25%

# Written Responses - Types



# Written Response Categories



# FY14 Customer Compliments : )

- The person on the phone was very efficient and friendly, the taxi came within ten minutes and the ride to my car fast and uneventful.
- This service is a lifesaver, it is comforting to know that it is available.
- Excellent. Everyone was helpful, courteous, and professional.
- This program is wonderful for people like me. Thank you so much, I really appreciate the help.
- Excellent service was provided from beginning to end, including a very friendly taxi driver.
- This service was fantastic to utilize! Having this option made things much easier for me, even though I took the commuter bus that day.
- GRH is the absolute best...thumbs up...love this program.
- I loved the experience and am encouraging other commuters to take advantage of it.
- Overall, I am truly grateful for the GRH program. I shared the GRH information with my other 10 van pool riders and they all registered for the program.



# FY14 Customer Complaints : (

- The cab was smelly that is my only complaint.
- The cab that picked me up was small for my size and height. The GRH receptionist should ask the patron for their size and height to ensure a cab is sent to accommodate their size.
- They should to get there faster for people who are feeling sick.
- The process could be improved by not having to wash the car before I took it from Enterprise. That was the majority of the wait time.
- The wait time was terrible, the cab was dirty, raggedy and smelly. the taxi contract service is horrible.
- Taxi driver needed directions to my building which held up his arrival time. Should have GPS or other source.
- The taxi smelled very strongly of smoke it was a very unpleasant ride. Next time I will request a non-smoking taxi.
- The cab driver was talking on the phone while driving and in his native language very loud in which I didn't know if he was talking about me. I feel he violated Maryland Law.

# Recap

- 198 surveys distributed
- 81% return rate
- Overall satisfaction rating 85%
- Average response wait was 30 minutes
- 64% waited 30 minutes or less
- Personal Illness was the reason most used GRH
- Written responses from 60% of survey participants
- Compliments out weighed criticism 3 to 1

# Questions

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