

# GUARANTEED RIDE HOME

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## FY 2019 Customer Satisfaction Survey Baltimore Region

Douglas Franklin  
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Regional TDM Marketing Group  
December 17, 2019

# 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.

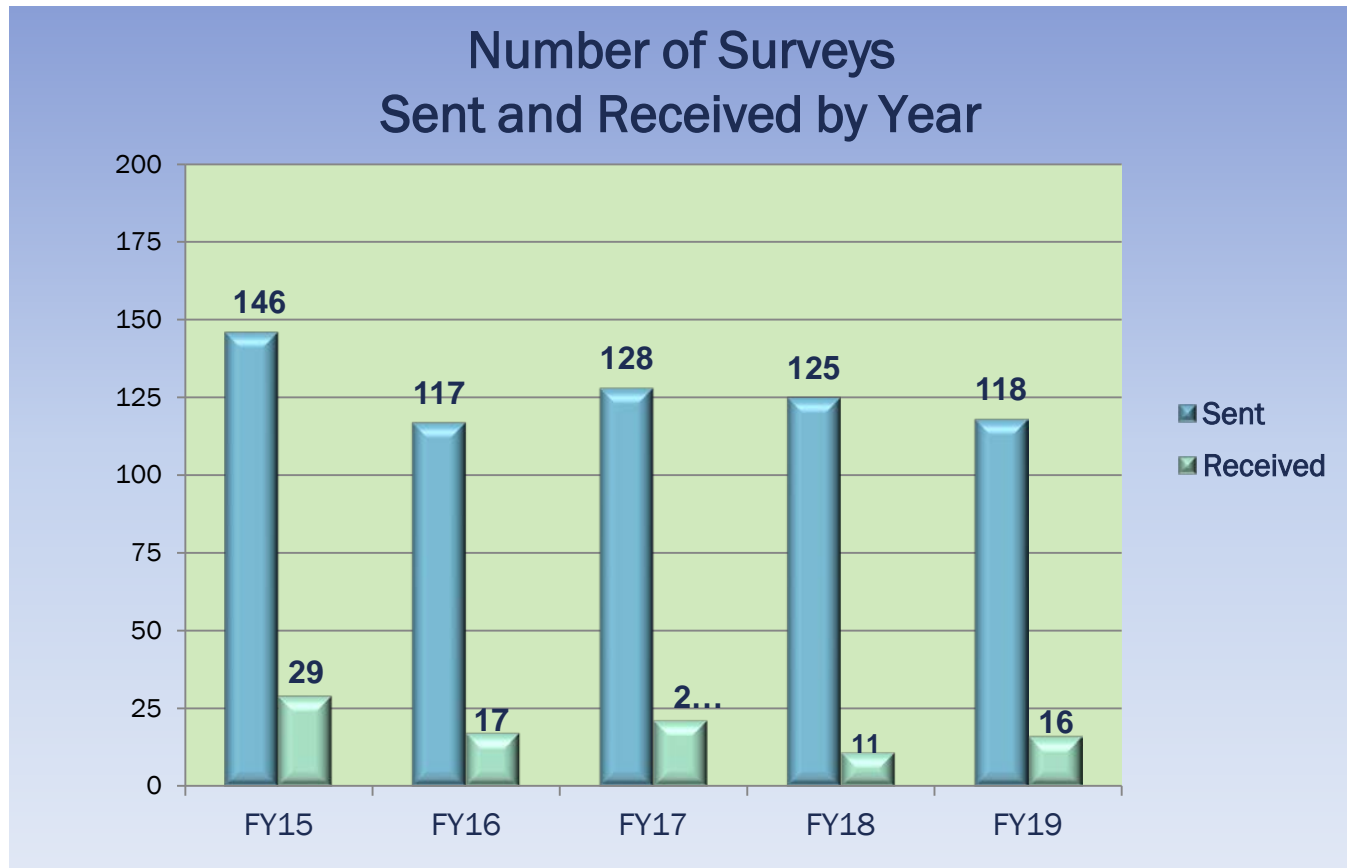
- |  | Poor                     | Fair                     | Good                     | Excellent                |  |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--|
| 1. How would you rate the service you received from our GRH trip 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)<br>_____  |
| 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            |  |

1-800-745-RIDE • [www.commuterconnections.org](http://www.commuterconnections.org)

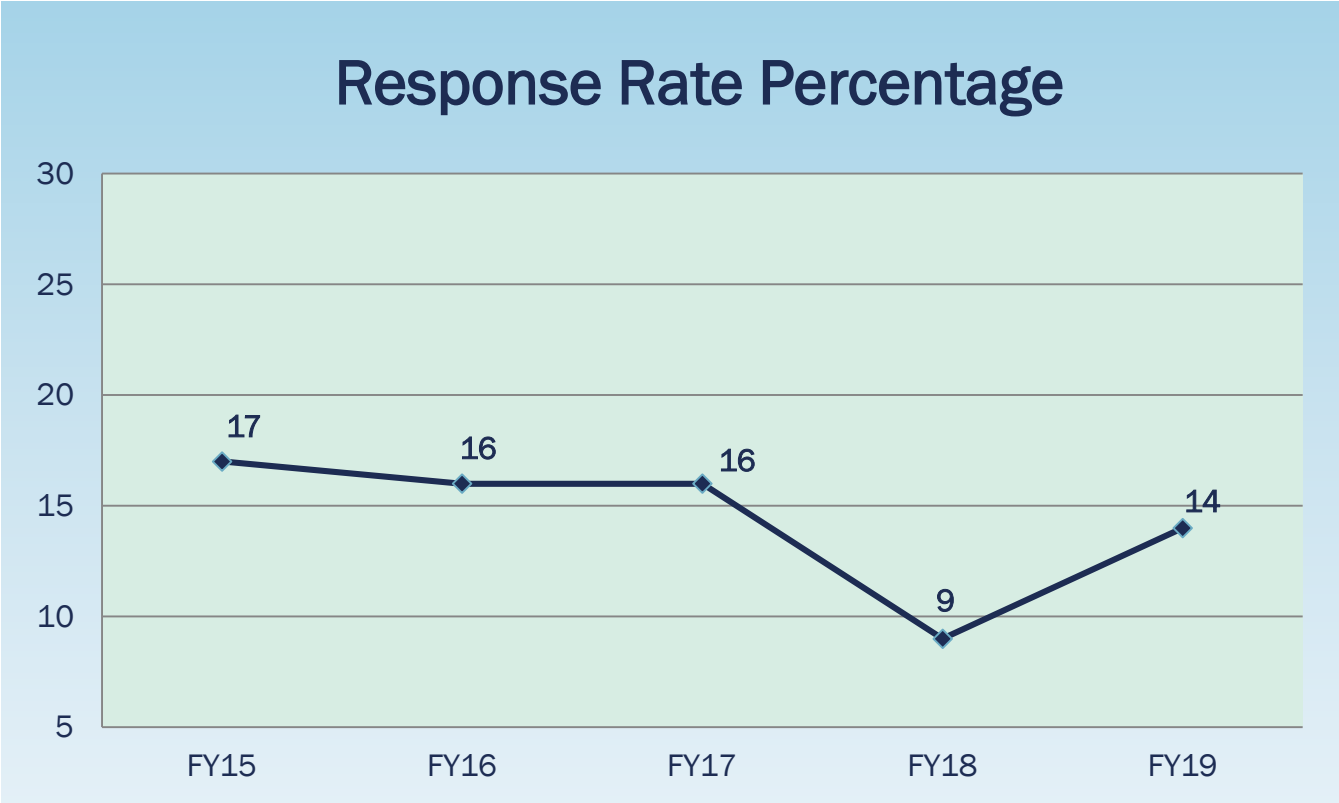


**We'll get you home. Guaranteed.**

# Survey Response Rate



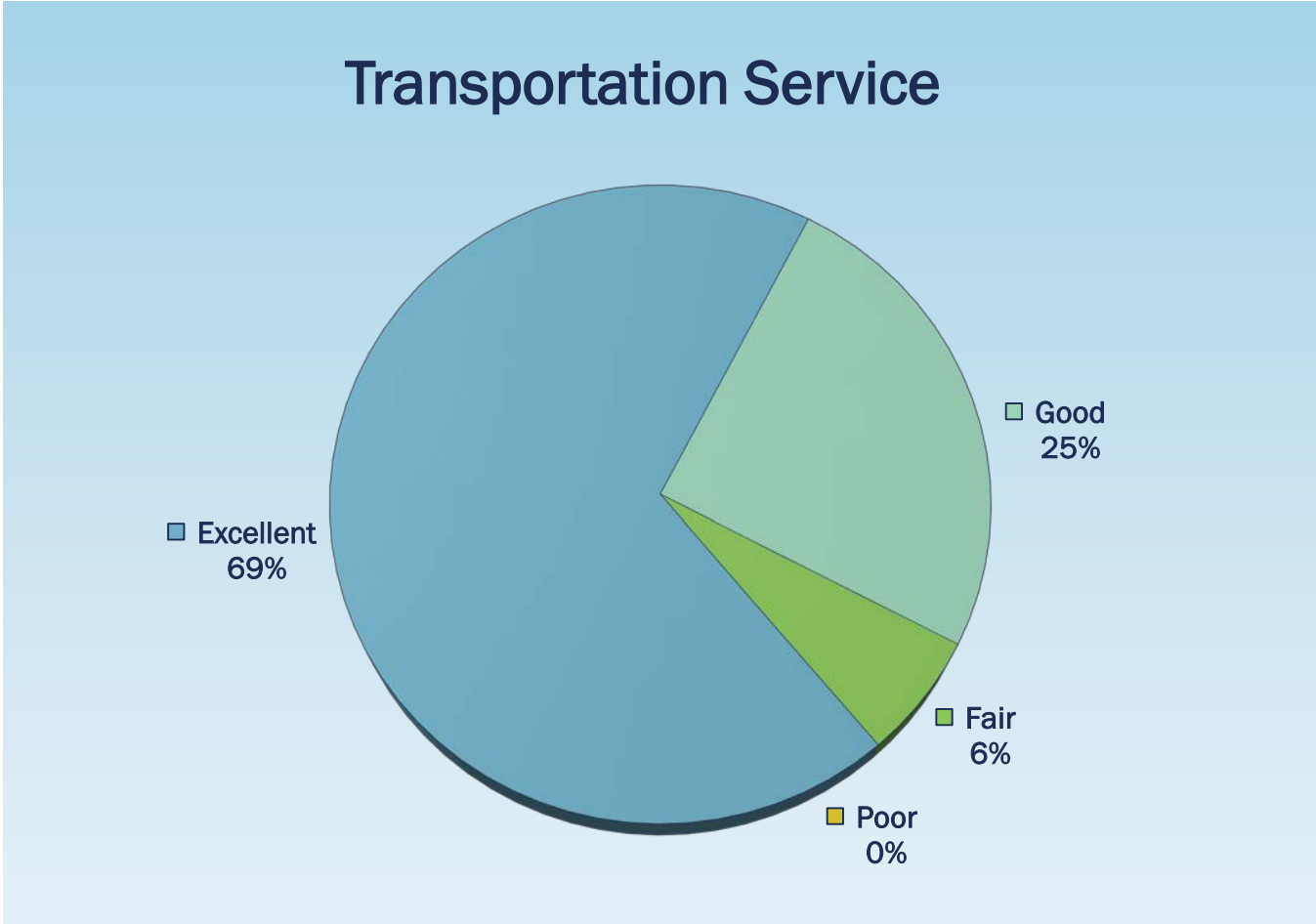
# Survey Response Rate



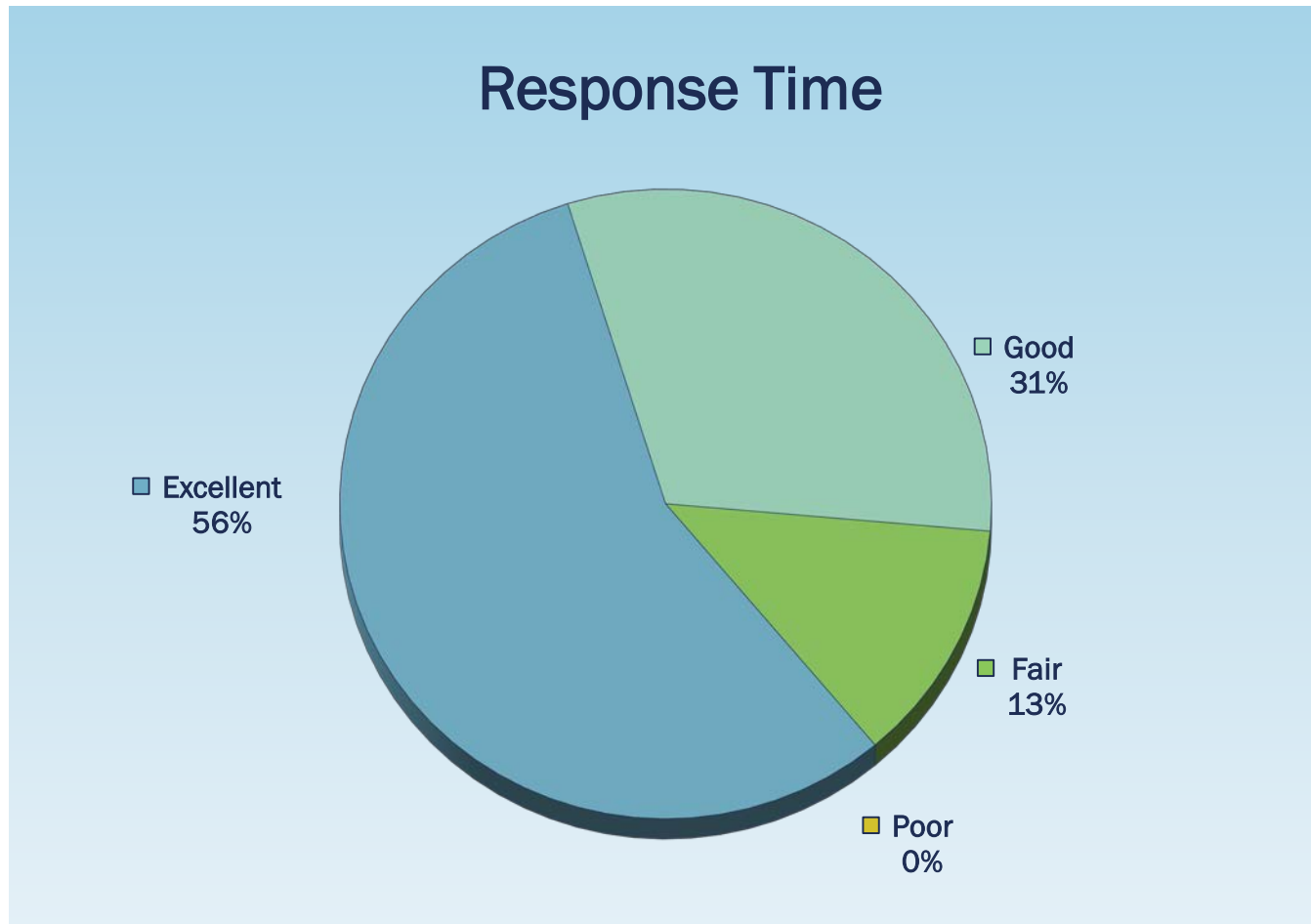
# Reservations Staff



# Transportation Service

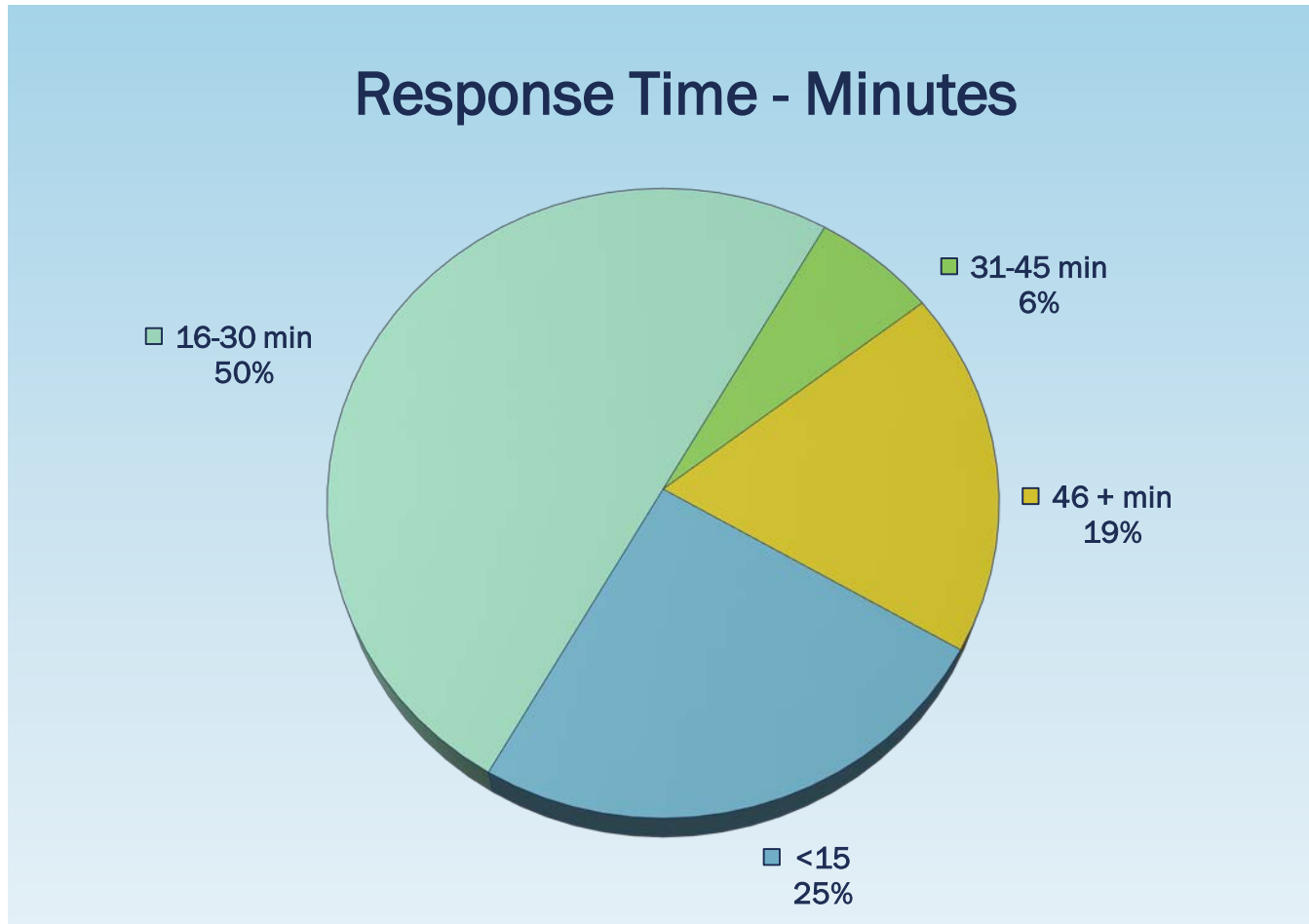


# Response Time Rating

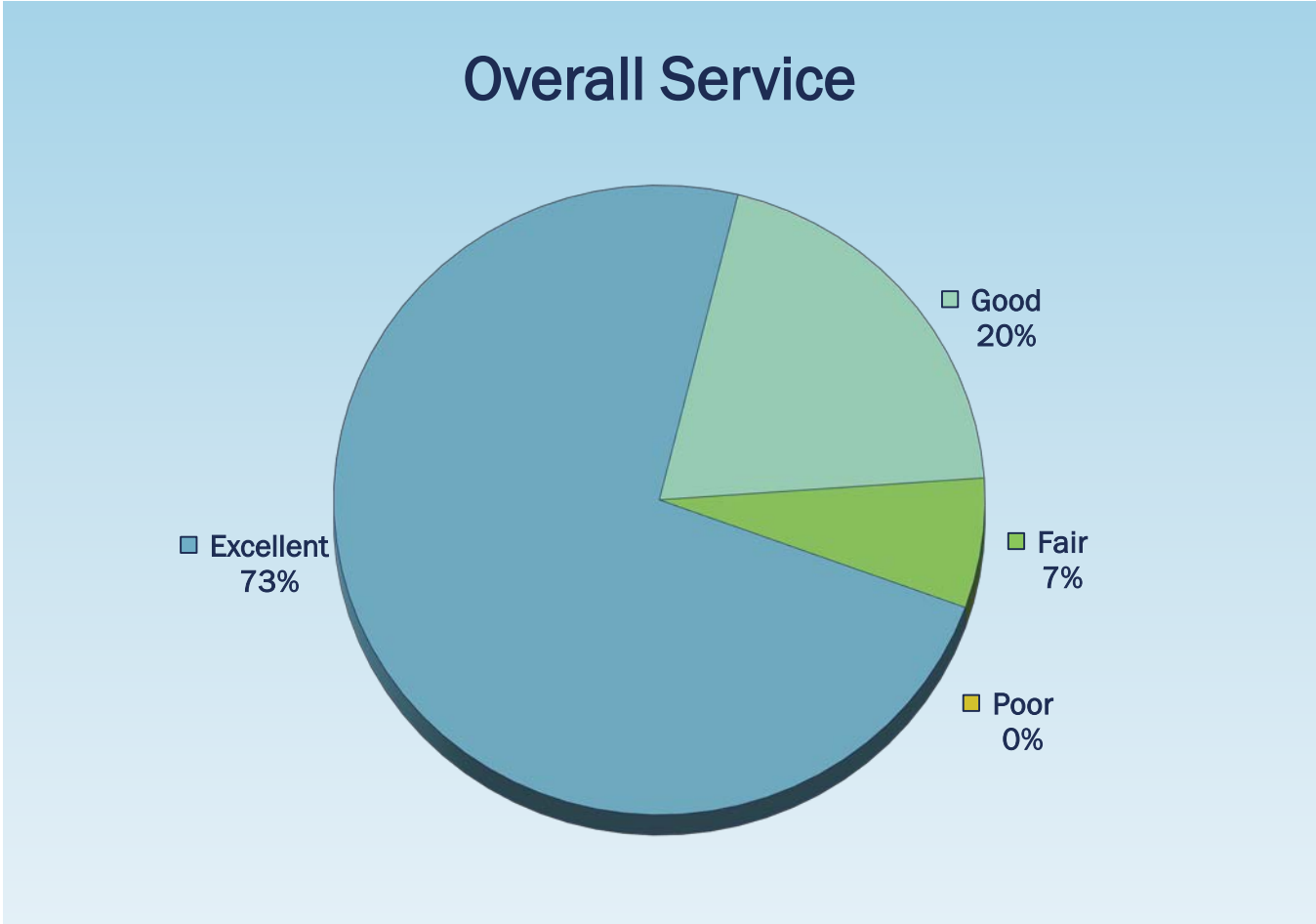




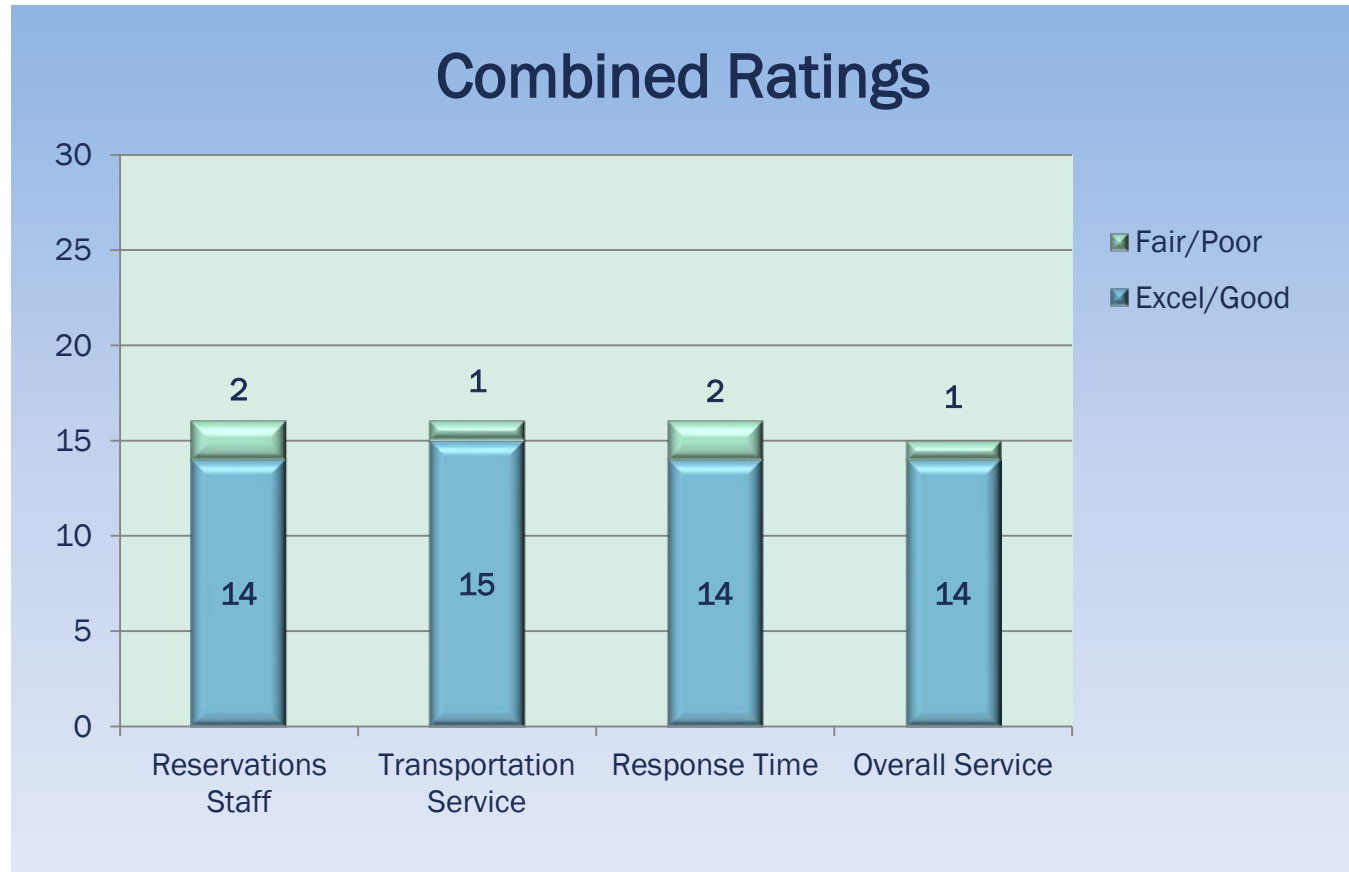
# Response Time Minutes



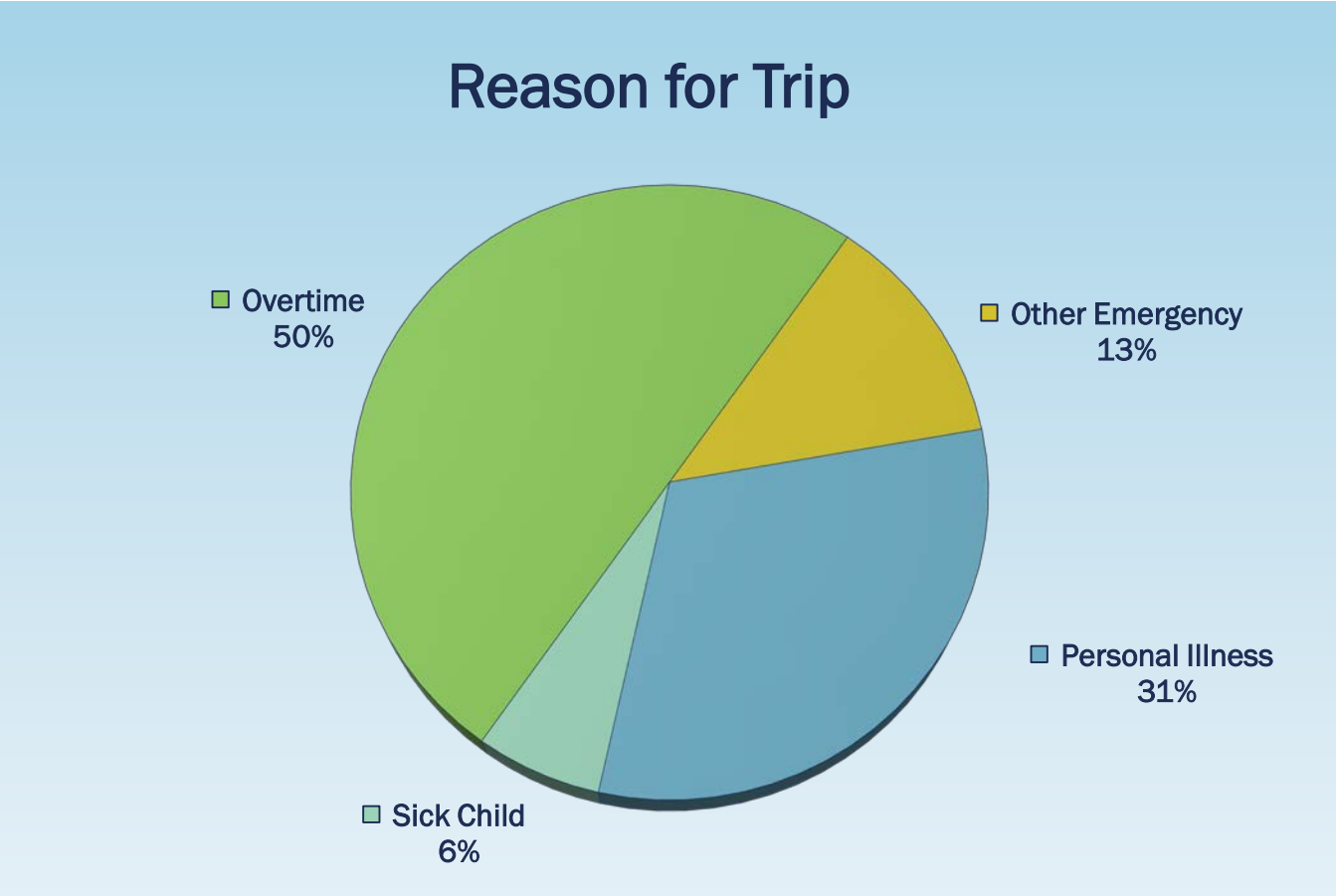
# Overall Service



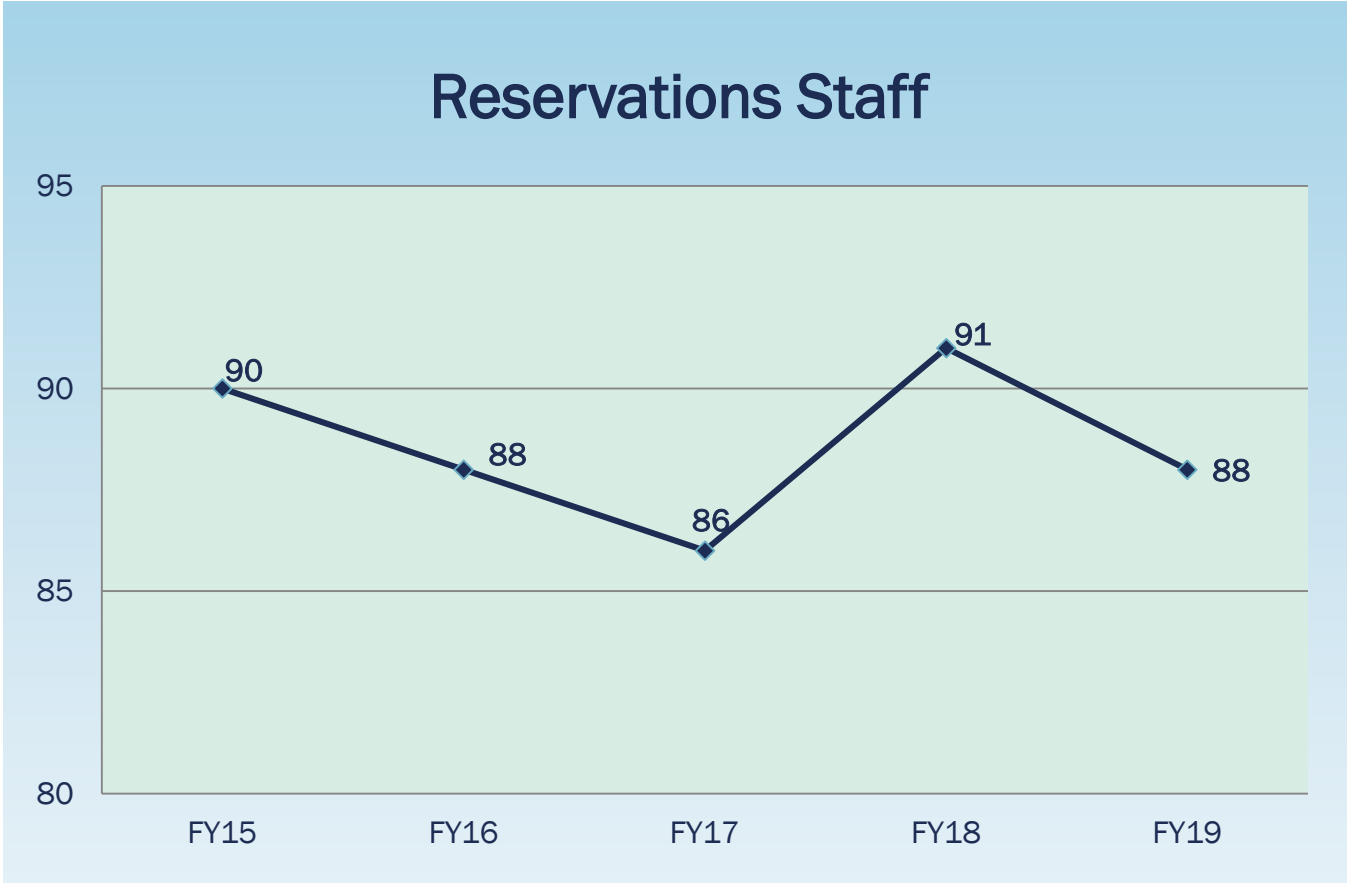
# Satisfaction- All Categories



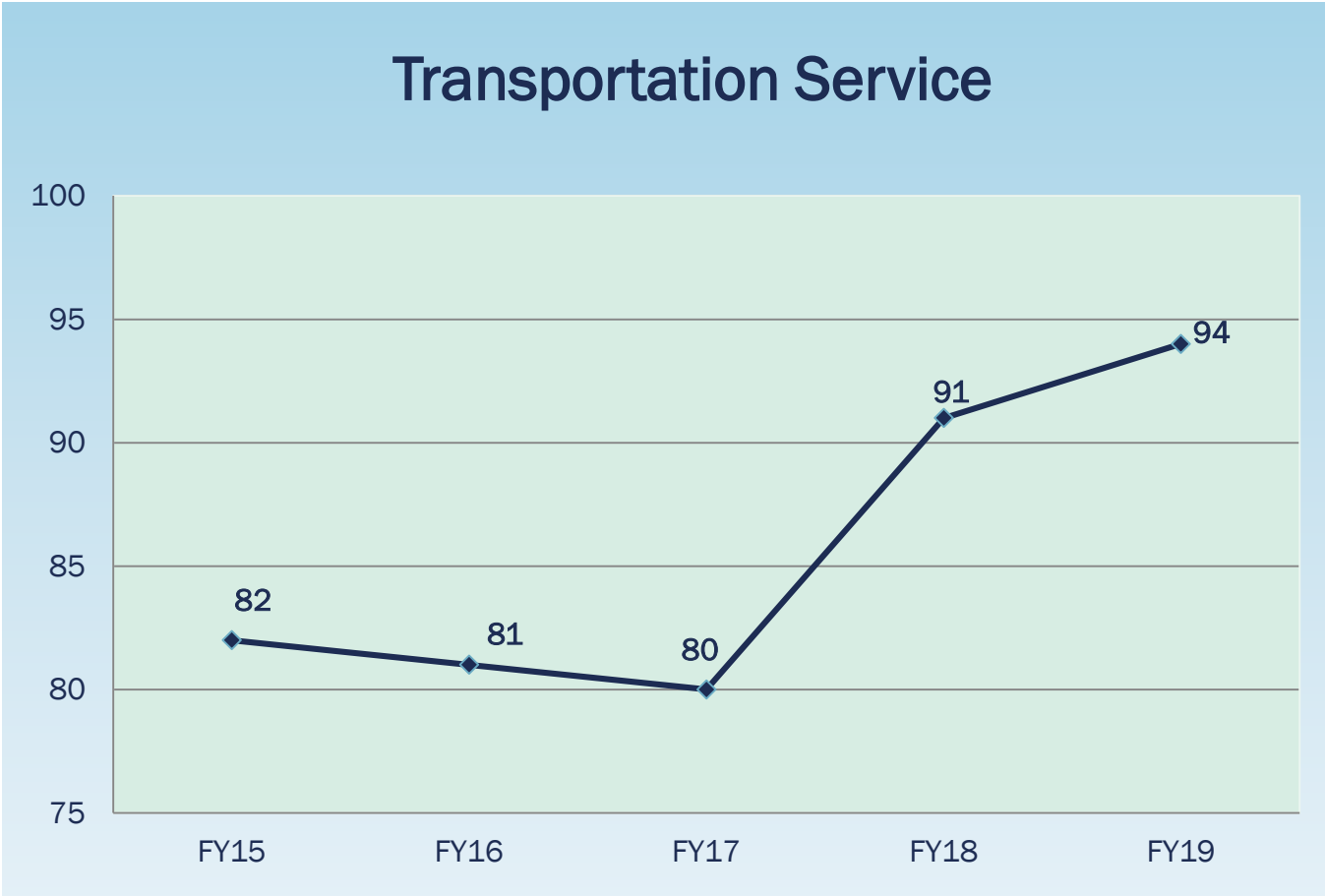
# Trip Reason



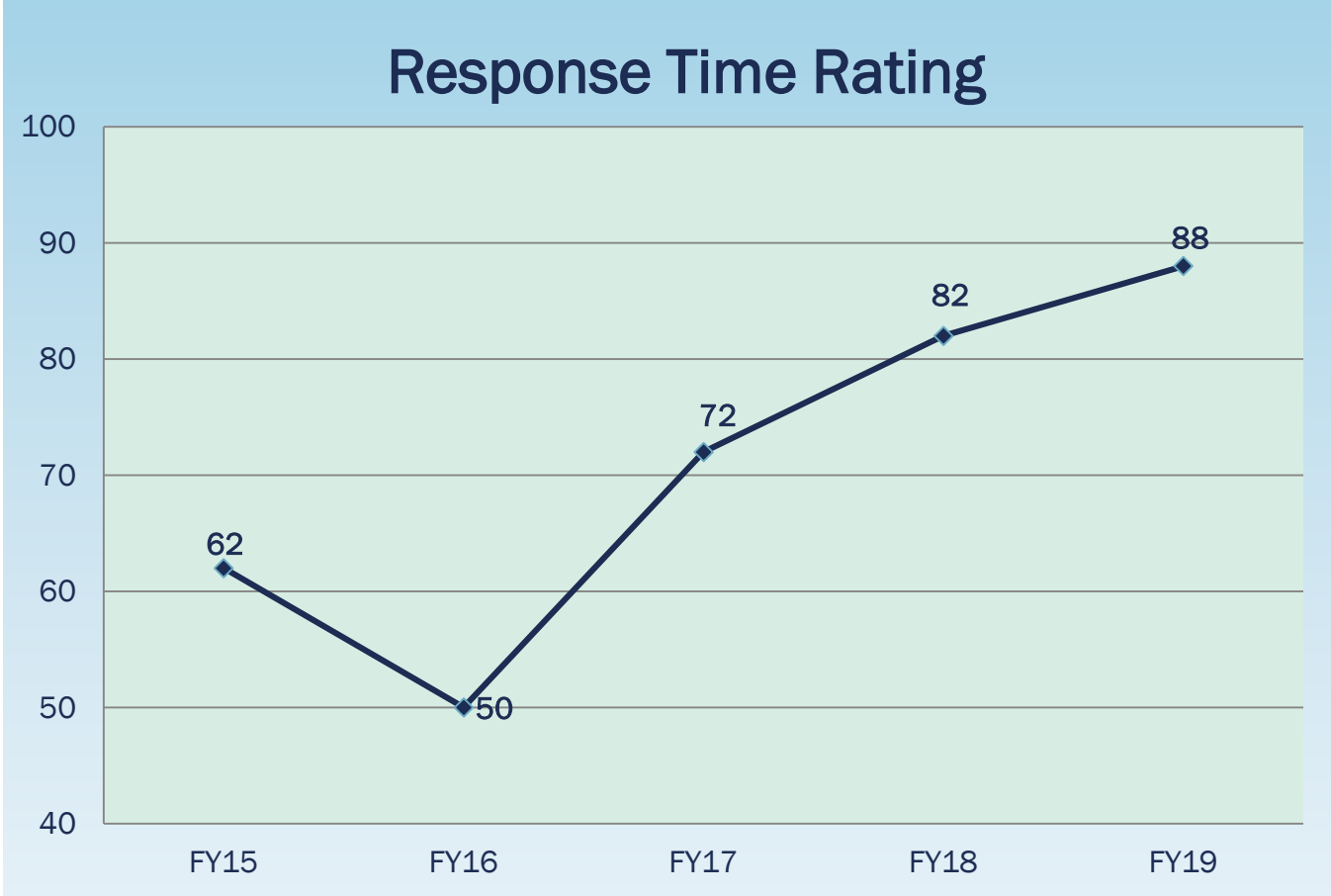
# Comparison to Previous Years



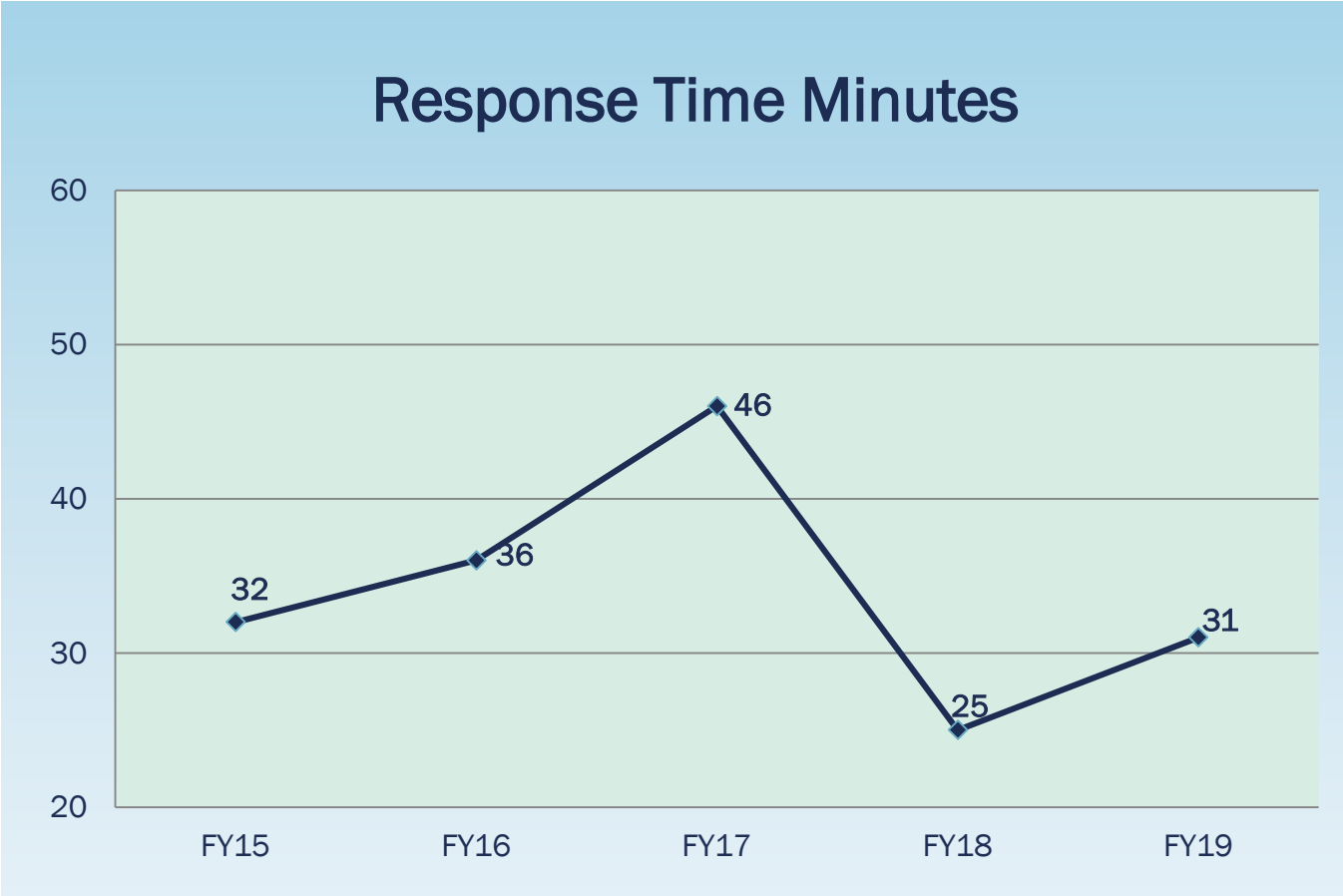
# Comparison to Previous Years



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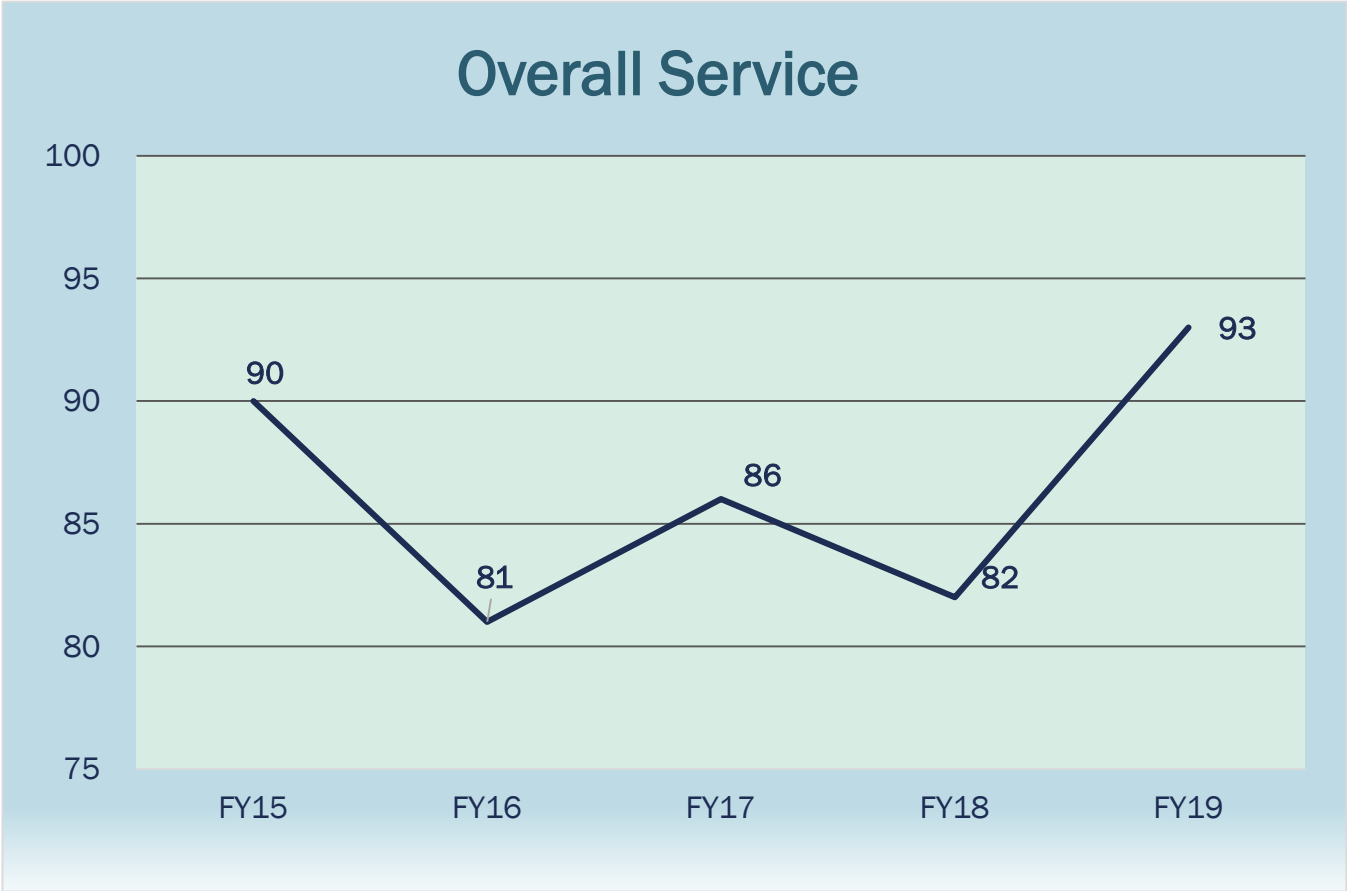


# Comparison to Previous Years





# Comparison to Previous Years



# FY19 Customer Feedback

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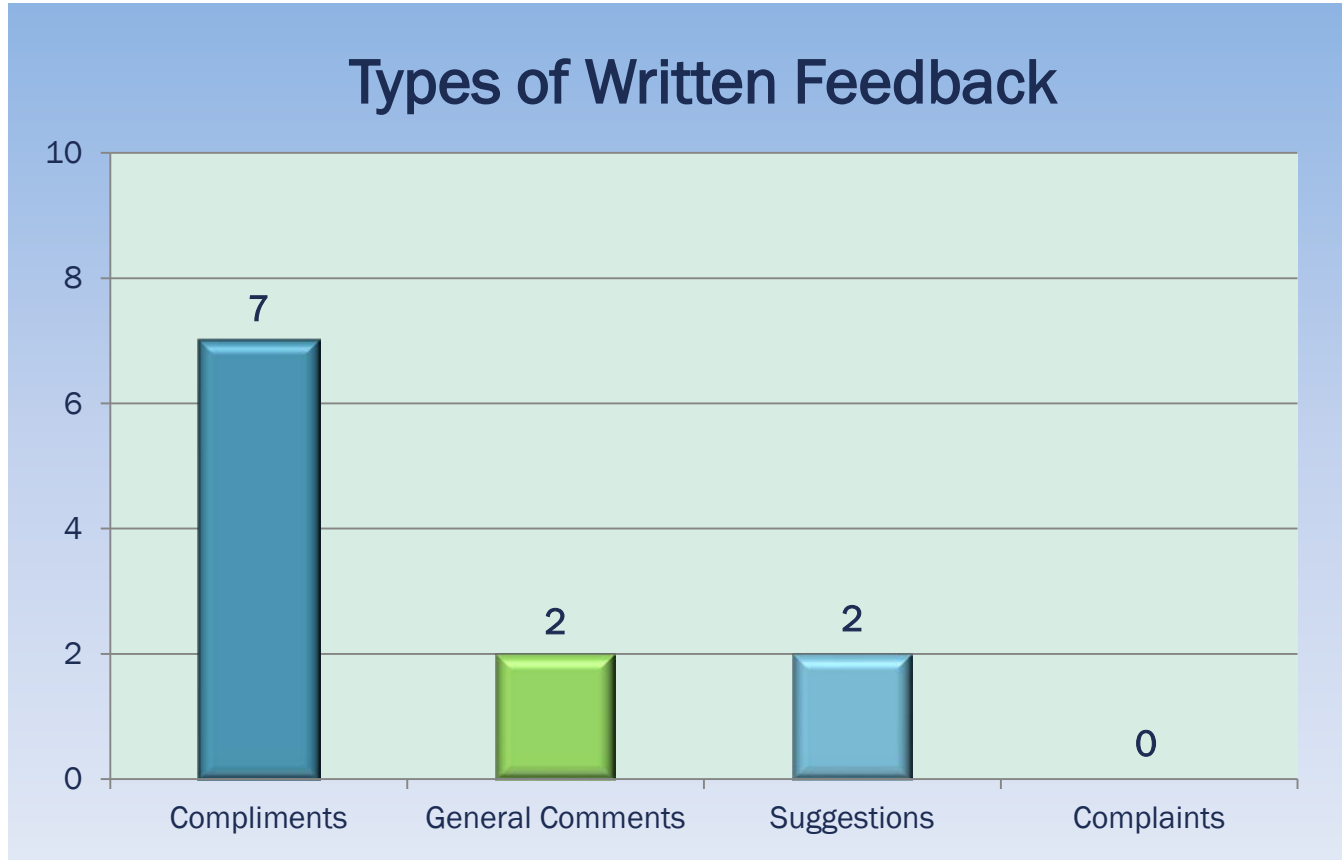


# FY19 Customer Feedback

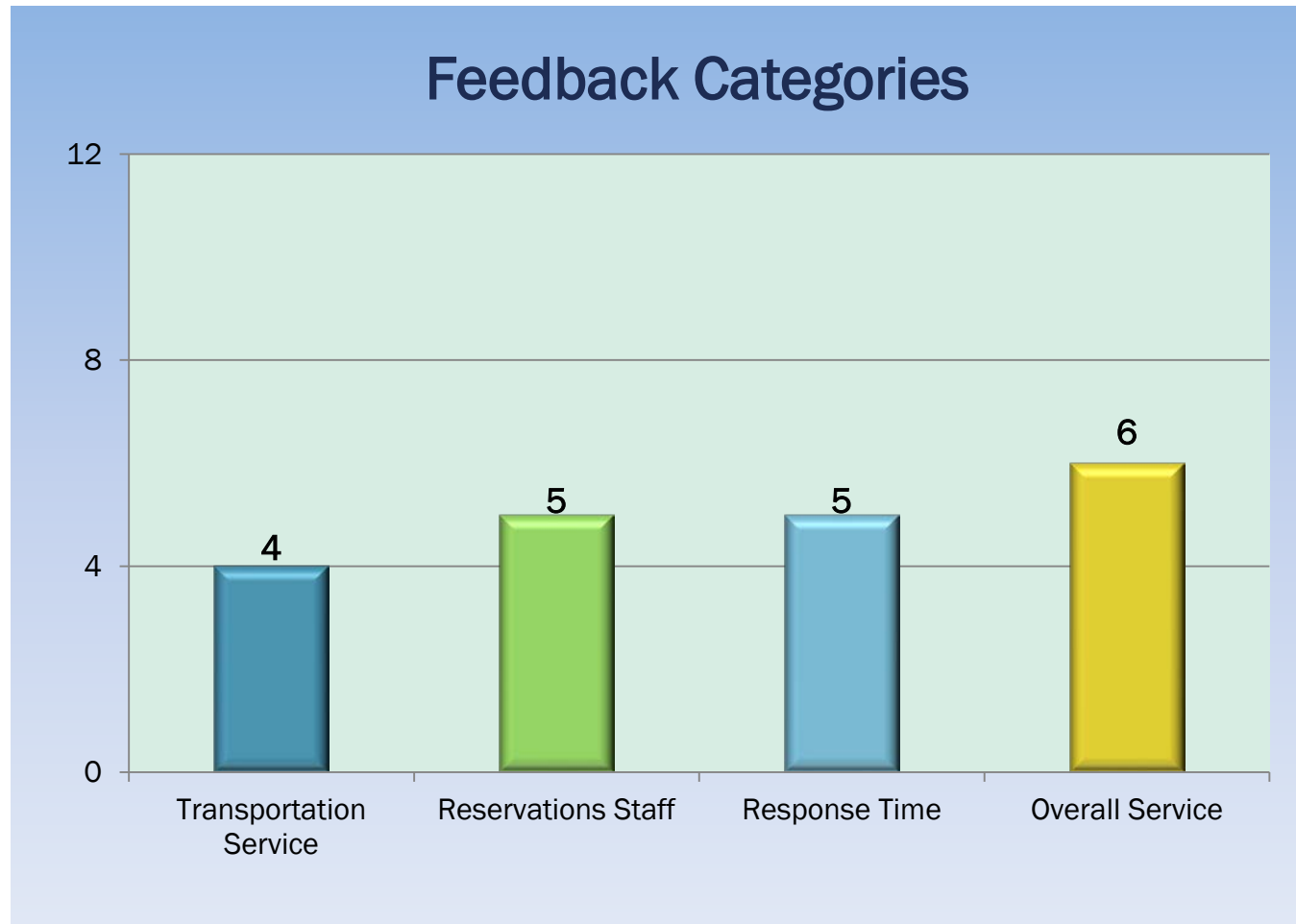
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- 12 of 16 respondents (75%) provided written responses
- Vast majority compliments
- No complaints

# FY19 Customer Feedback



# FY19 Customer Feedback



# FY19 Customer Compliments : )

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- Good experience.
- Pleased overall.
- Thank you for this service.
- Thanks for the ride.
- The drivers are always very friendly and quick to respond.
- It is a relief to know that this service is available when riding the bus downtown.

# FY19 Customer Complaints : (

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- Payment process to service provider (Enterprise) in this instance seems to be broken. Vendor did not have proper account information. Resulted in a delay of 20+ minutes at the facility without resolution.

# Recap

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- 118 surveys distributed.
- 14% return rate.
- Overall satisfaction rating 93%.
- Average wait was 31 minutes.
- Overtime was most frequent reason for using GRH.
- Written responses from 75% of survey participants.
- No complaints.



## Douglas Franklin

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