



Guaranteed Ride Home Customer Satisfaction Survey

Fiscal Year 2017 Preliminary Results
Baltimore Region

Regional TDM Marketing Group
December 19, 2017

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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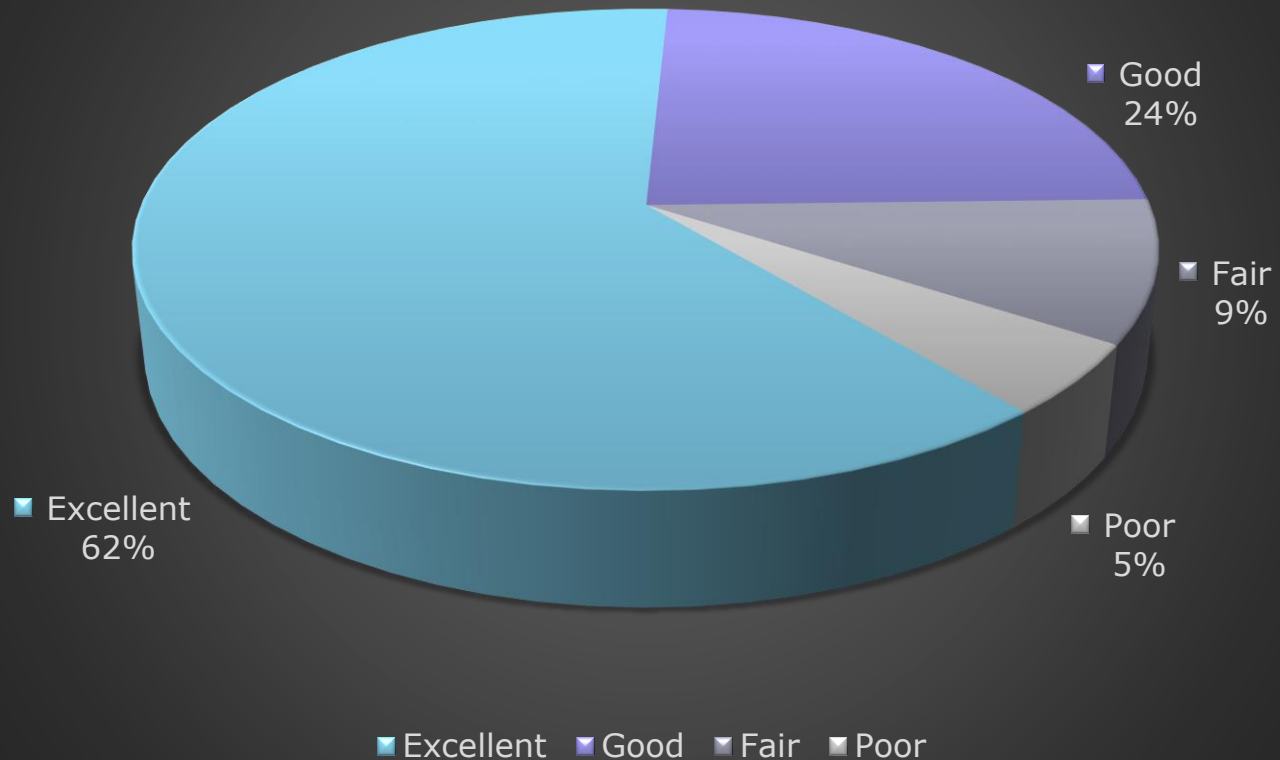
We'll get you home. Guaranteed.

Survey Response Rate

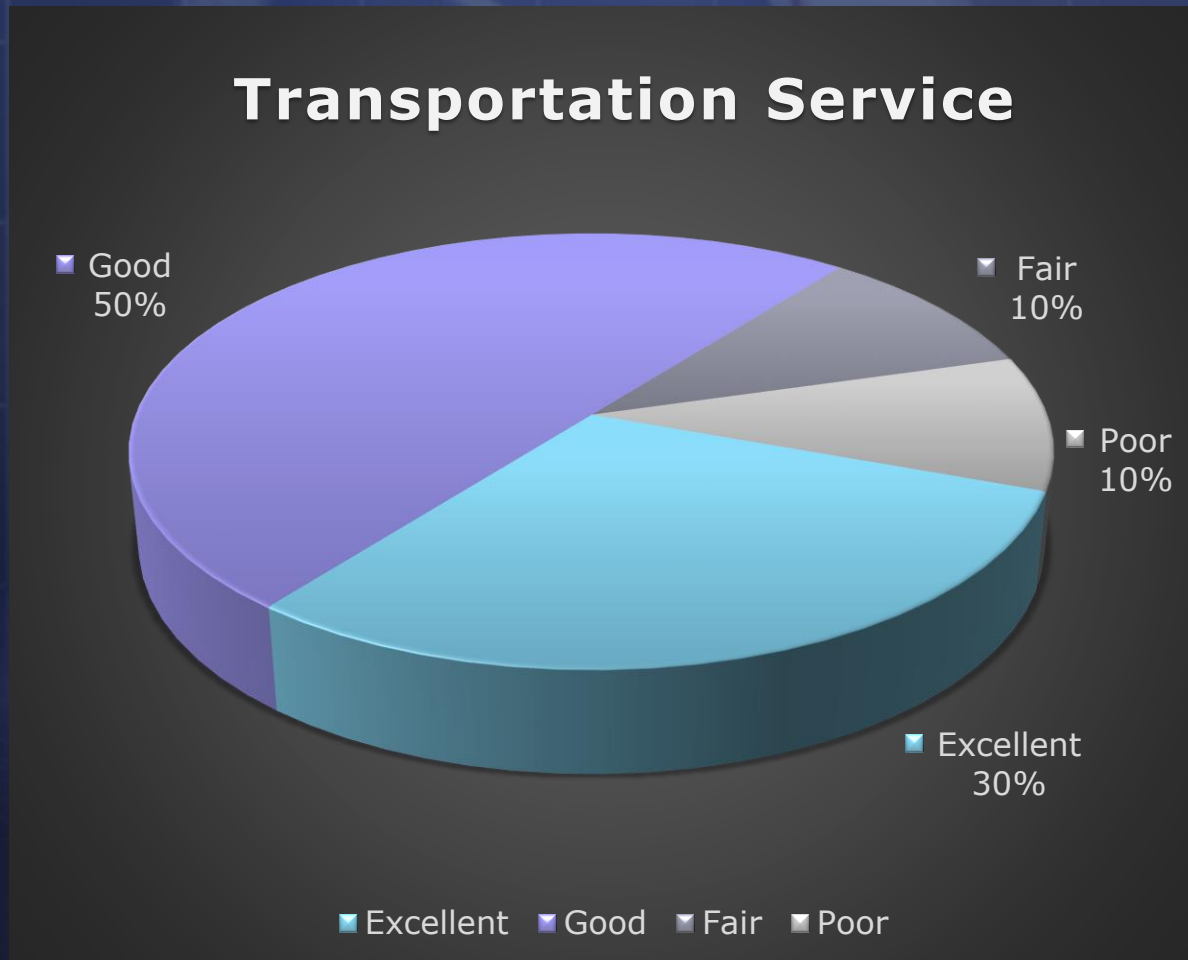
- 128 surveys sent
- 21 surveys received
- 16% return rate

Reservations Staff

GRH Trip Reservations Staff



Transportation Service

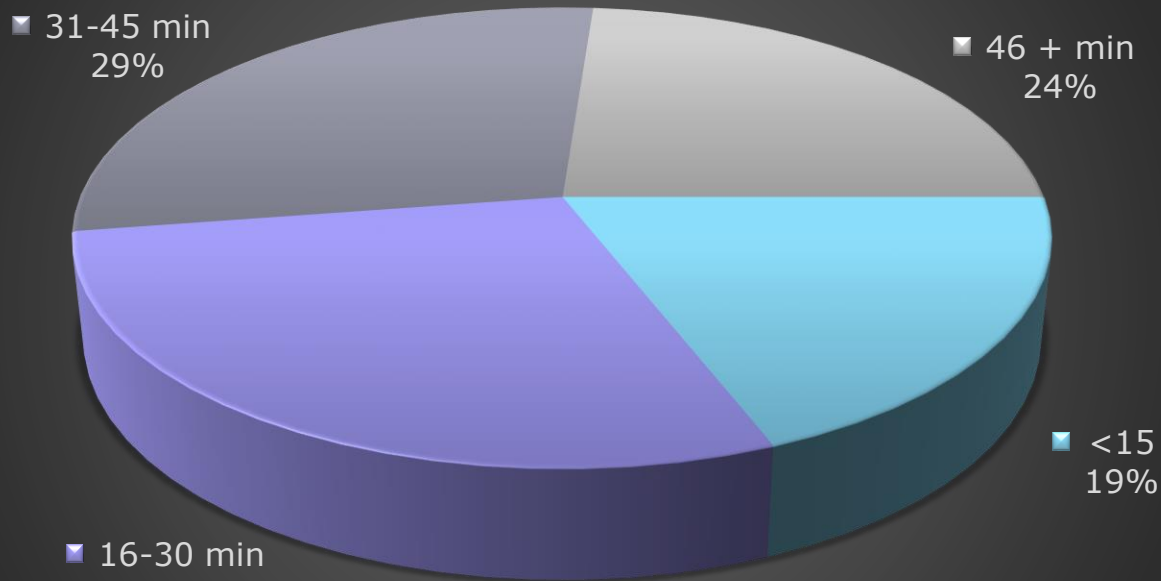


Response Time Rating



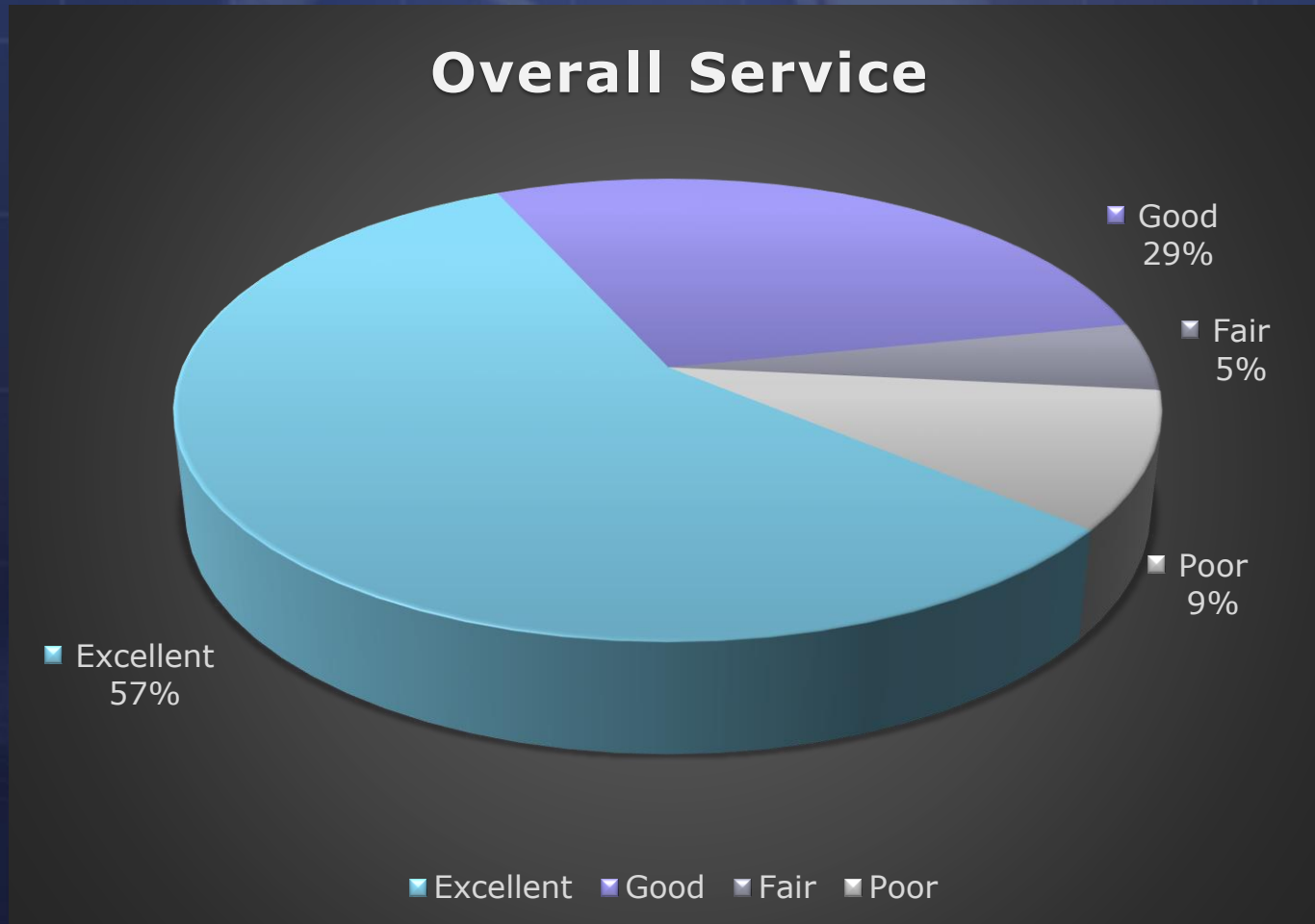
Response Time Minutes

Response Time - Minutes

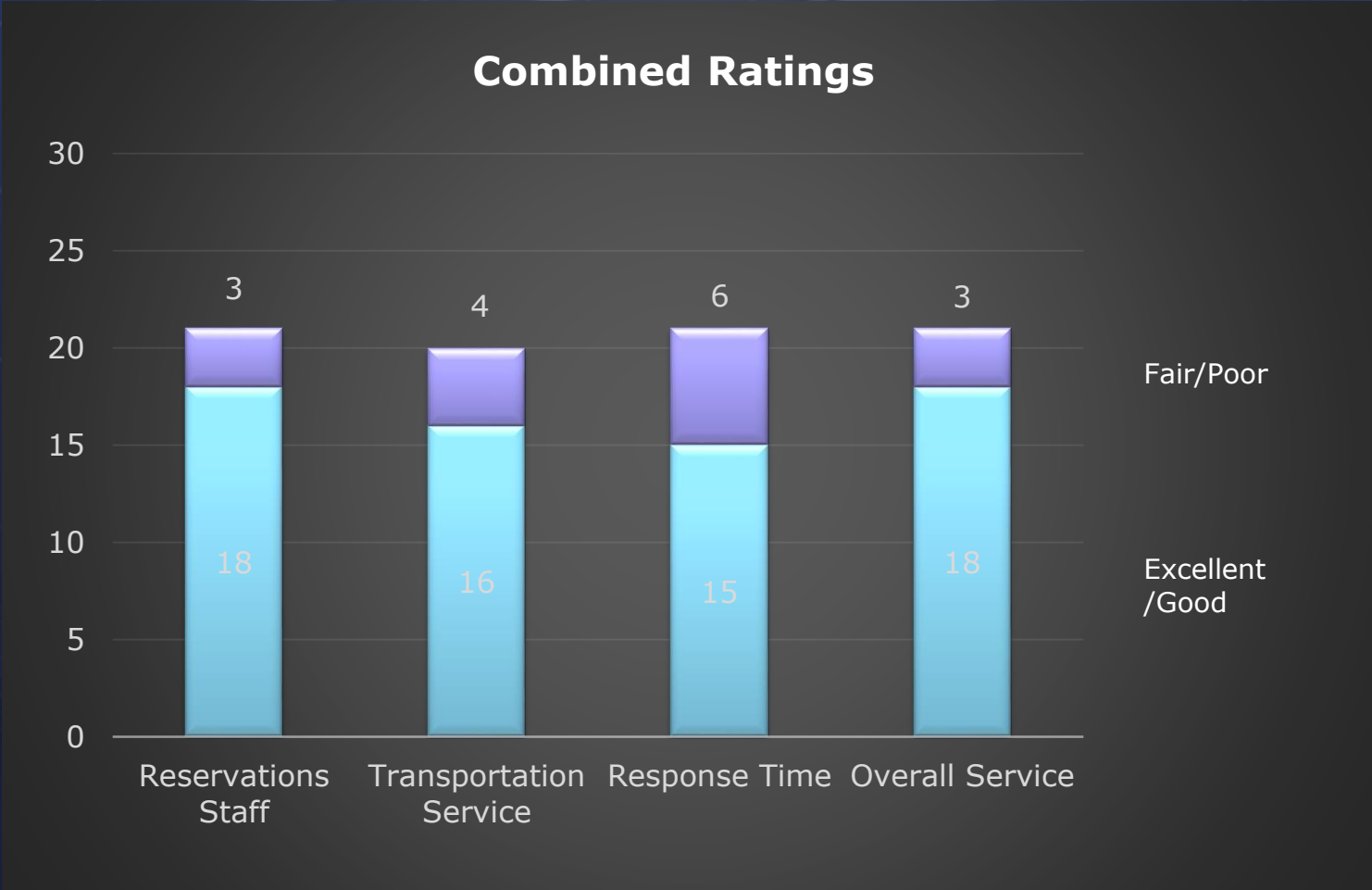


■ <15 ■ 16-30 min ■ 31-45 min ■ 46+ min

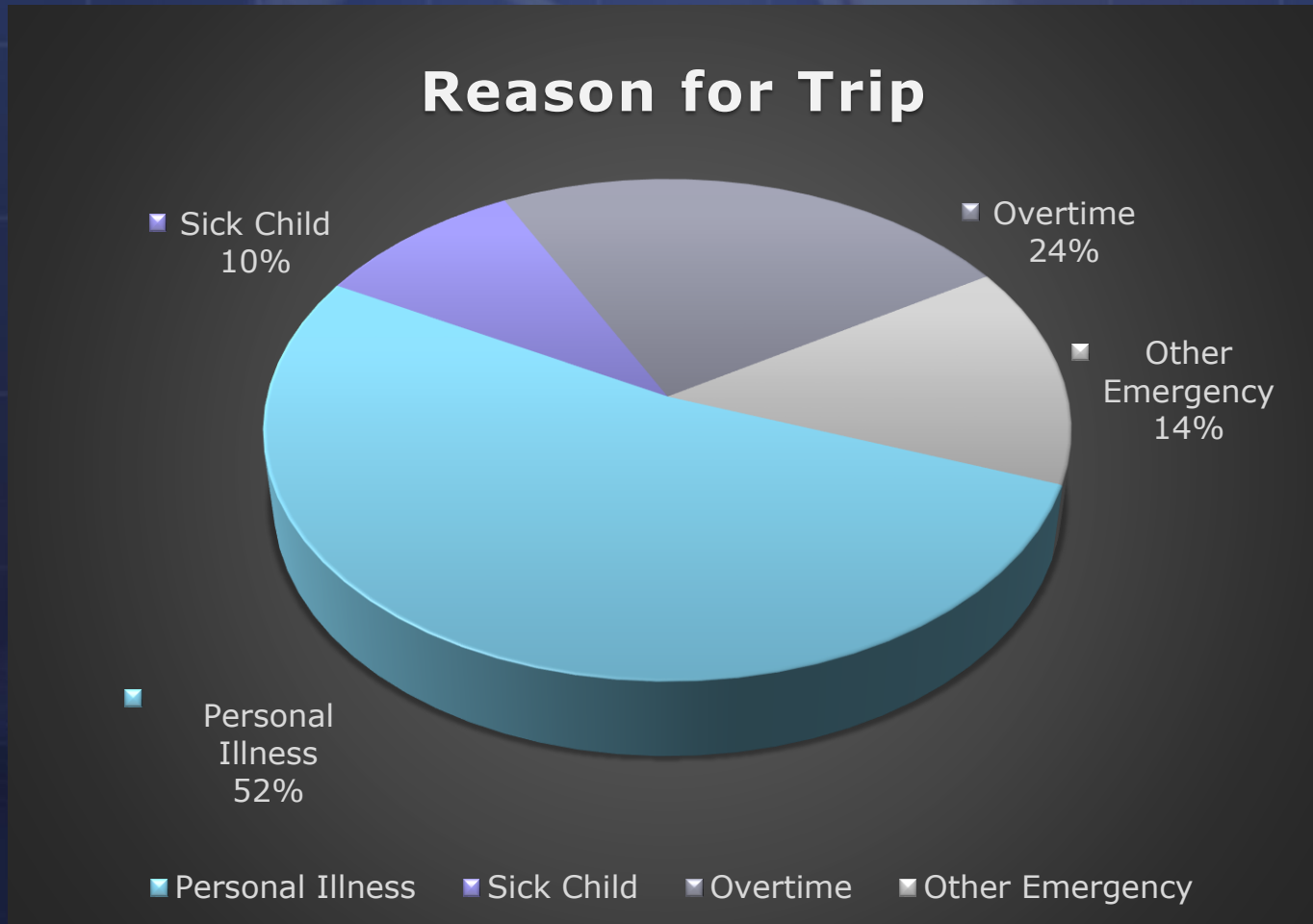
Overall Service



Satisfaction - All Categories



Trip Reason



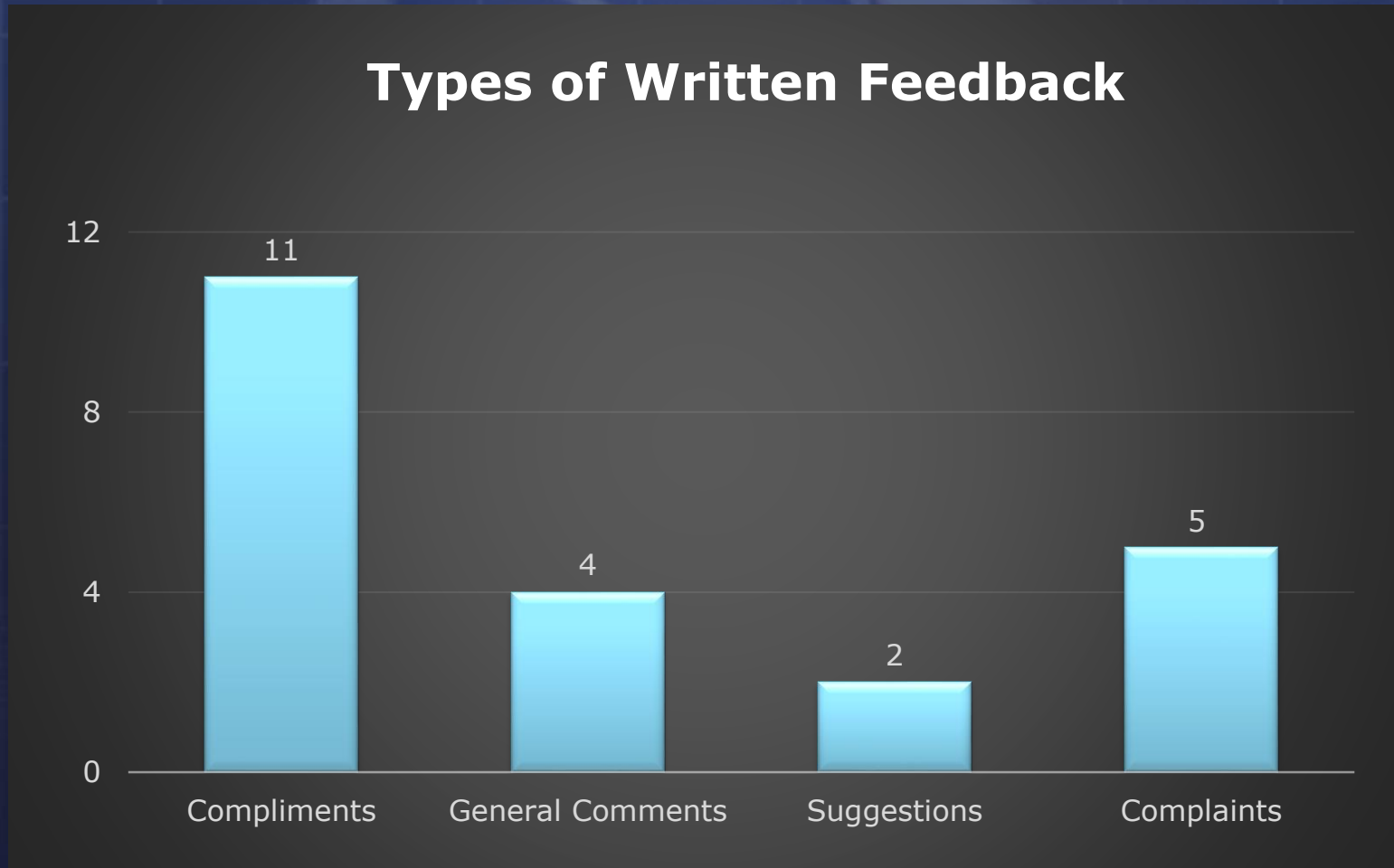
FY17 Customer Feedback



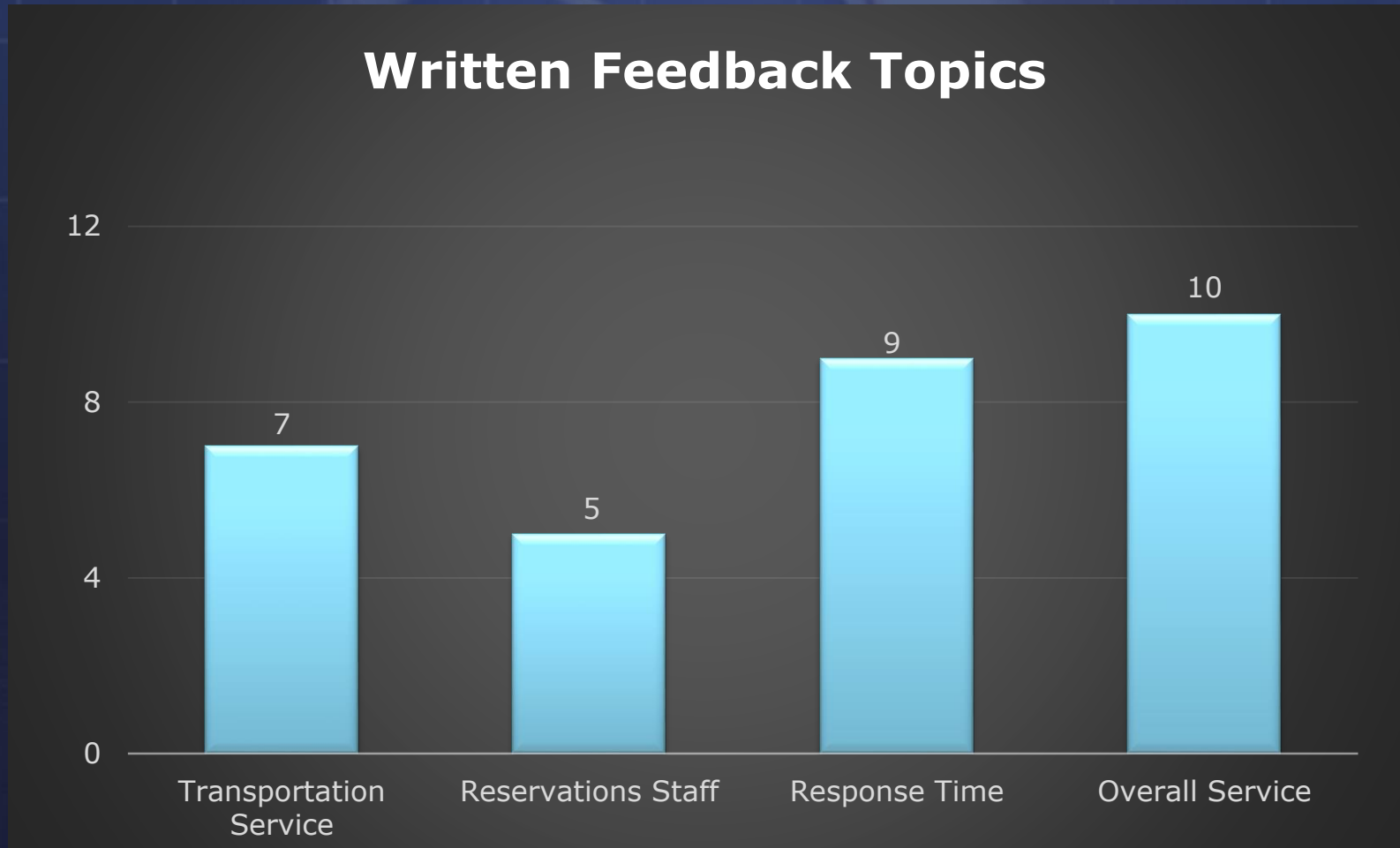
FY17 Customer Feedback

- 16 of 21 respondents (76%) provided written responses
 - 11 written responses (69%) were of a positive nature.
 - 5 written responses (31%) were negative.
 - Other responses were either general in nature or suggestions.

Written Responses - Types



Written Response Categories



FY17 Customer Compliments :)

- Thank you for this service!
- Driver very professional.
- The driver was great and made sure I got home safe and sound. Thank you for this service
- My elderly mother had an accident and I had to get home ASAP. The service was great!!
- Quick response time
- This is a wonderful benefit and I'm so grateful that I was able to get a ride home so promptly

FY17 Customer Complaints : (

- Enterprise car service had issues with pick up at place of employment; GRH response was good
- The reservation of the ride was quick but the arrival of the ride took too long.
- Eventually, the taxi did show up but by then I was most of the way to the Park and Ride in the Lyft I hired. You may want to look into switching to ride-hailing services for GRH.
- The taxi was very slow in arriving, and the driver seemed to take the slowest way possible. Regardless, the GRH staff on the phone was great and I am glad to have it available.
- Reservation staff was professional, even calling back to the taxi service and waiting on hold to learn why my ride was not coming. The reservation staff told me I could find my own transportation and submit a receipt to you for reimbursement.

Recap

- 128 surveys distributed.
- 16% return rate.
- Overall satisfaction rating 86%.
- Average response wait was 46 minutes.
- Personal Illness was the reason most used GRH.
- Written responses from 76% of survey participants.
- Compliments out weighed criticism 2 to 1.

Questions

We'll get you home. Guaranteed.