



# Guaranteed Ride Home Customer Satisfaction Survey

Fiscal Year 2016 Preliminary Results  
Washington DC Region

Regional TDM Marketing Group  
December 20, 2016

**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

Submit

# 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.

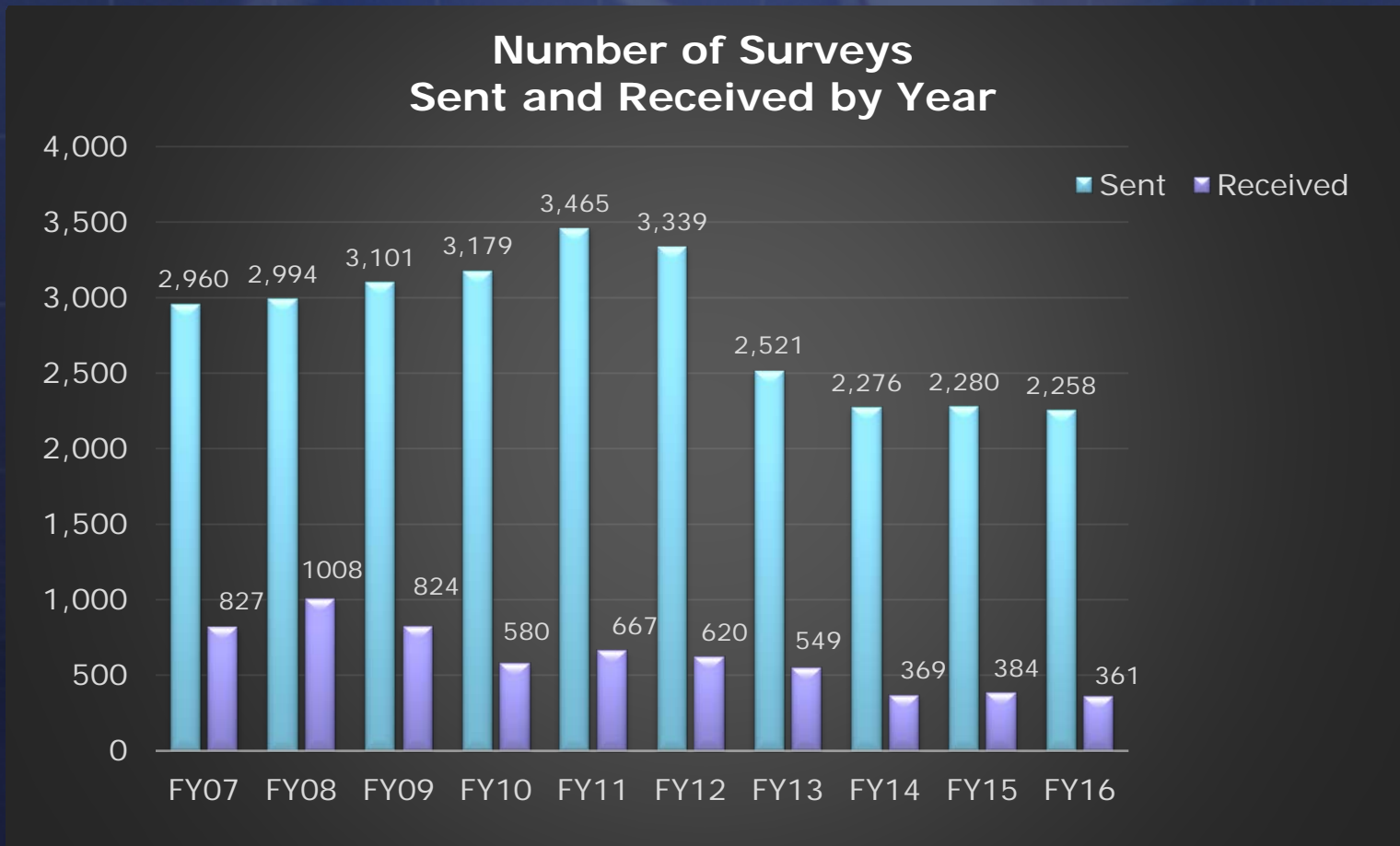
- |  | Poor                     | Fair                     | Good                     | Excellent                |  |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--|
| 1. How would you rate the service you received from our GRH trip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



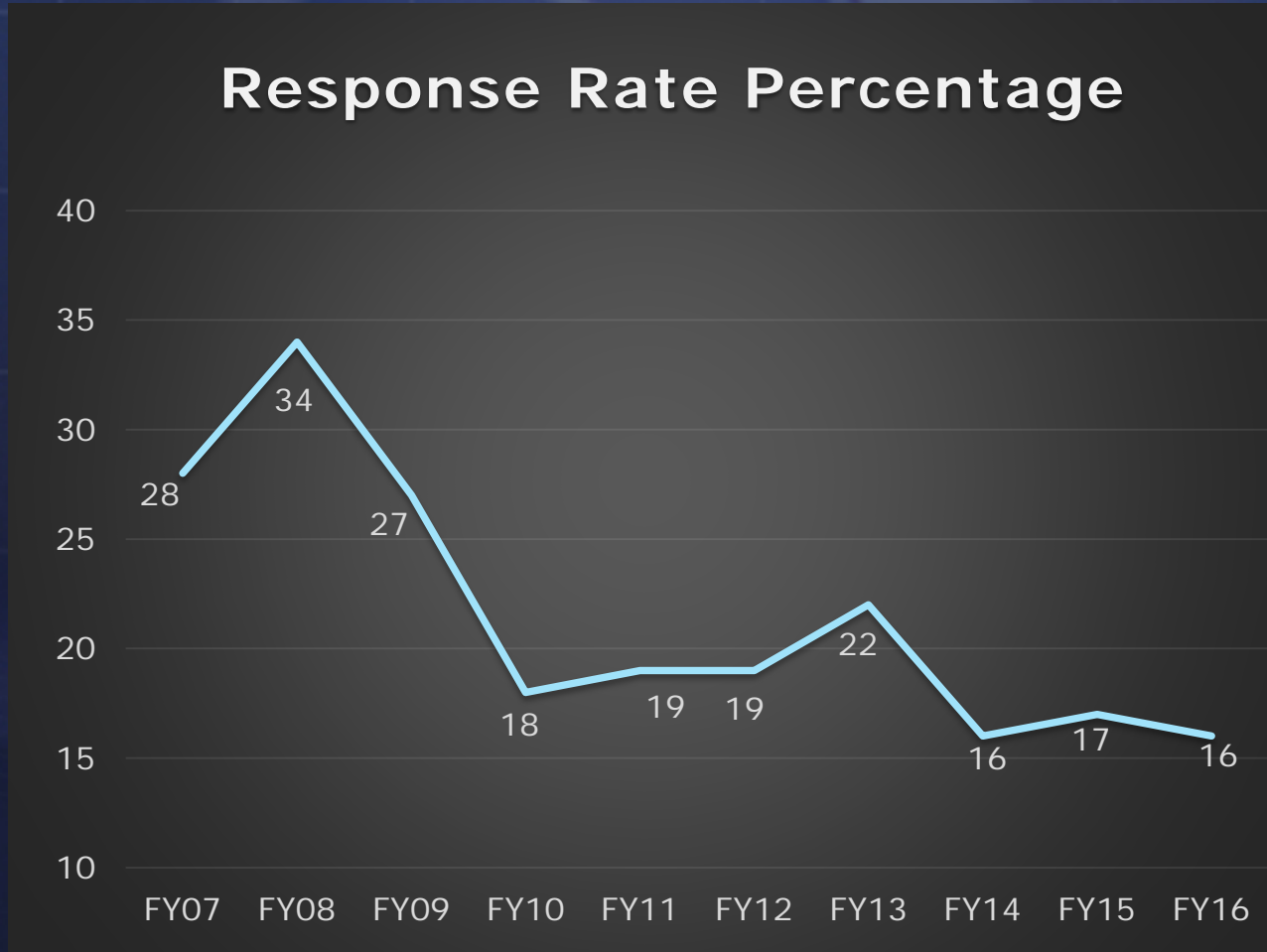
**We'll get you home. Guaranteed.**

# Survey Response Rate



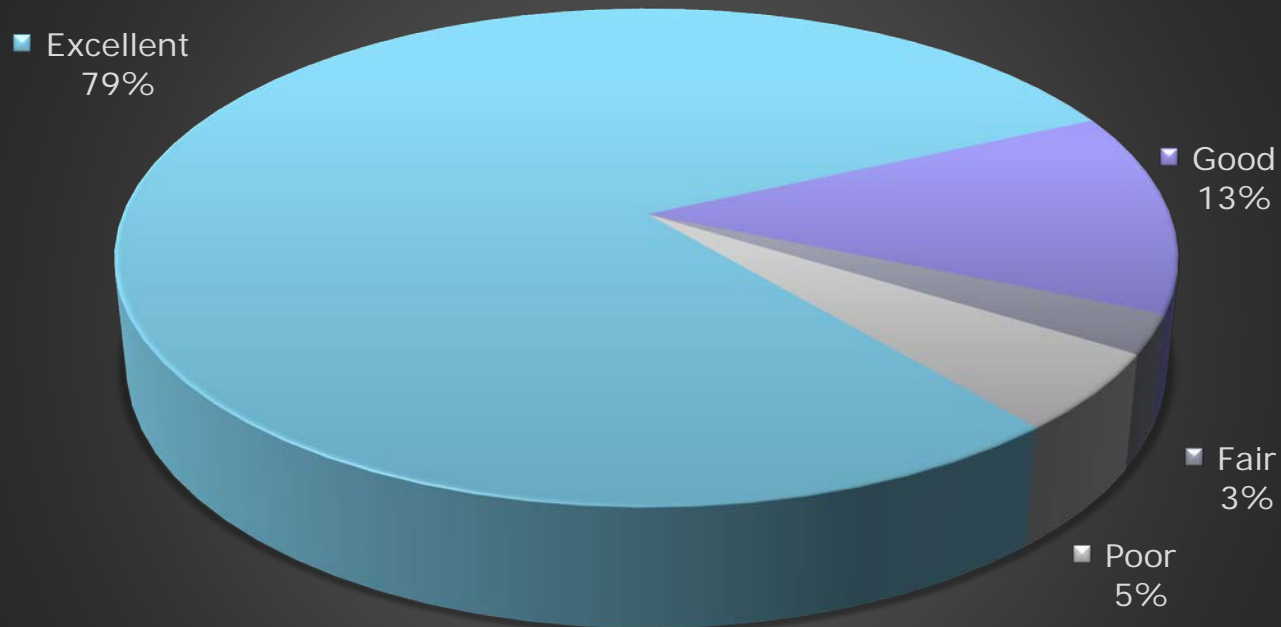


# Survey Response Rate



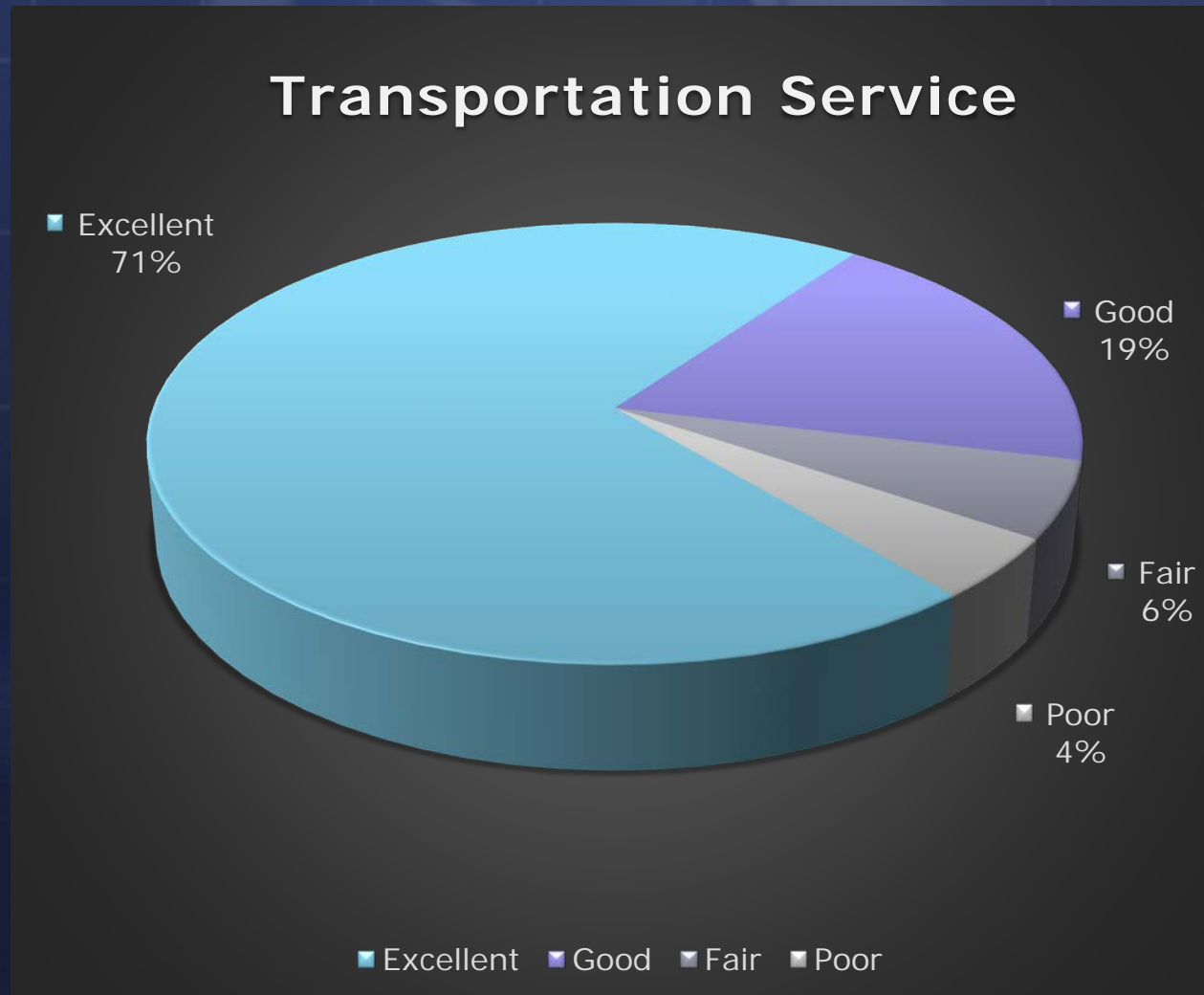
# Reservations Staff

## GRH Trip Reservations Staff

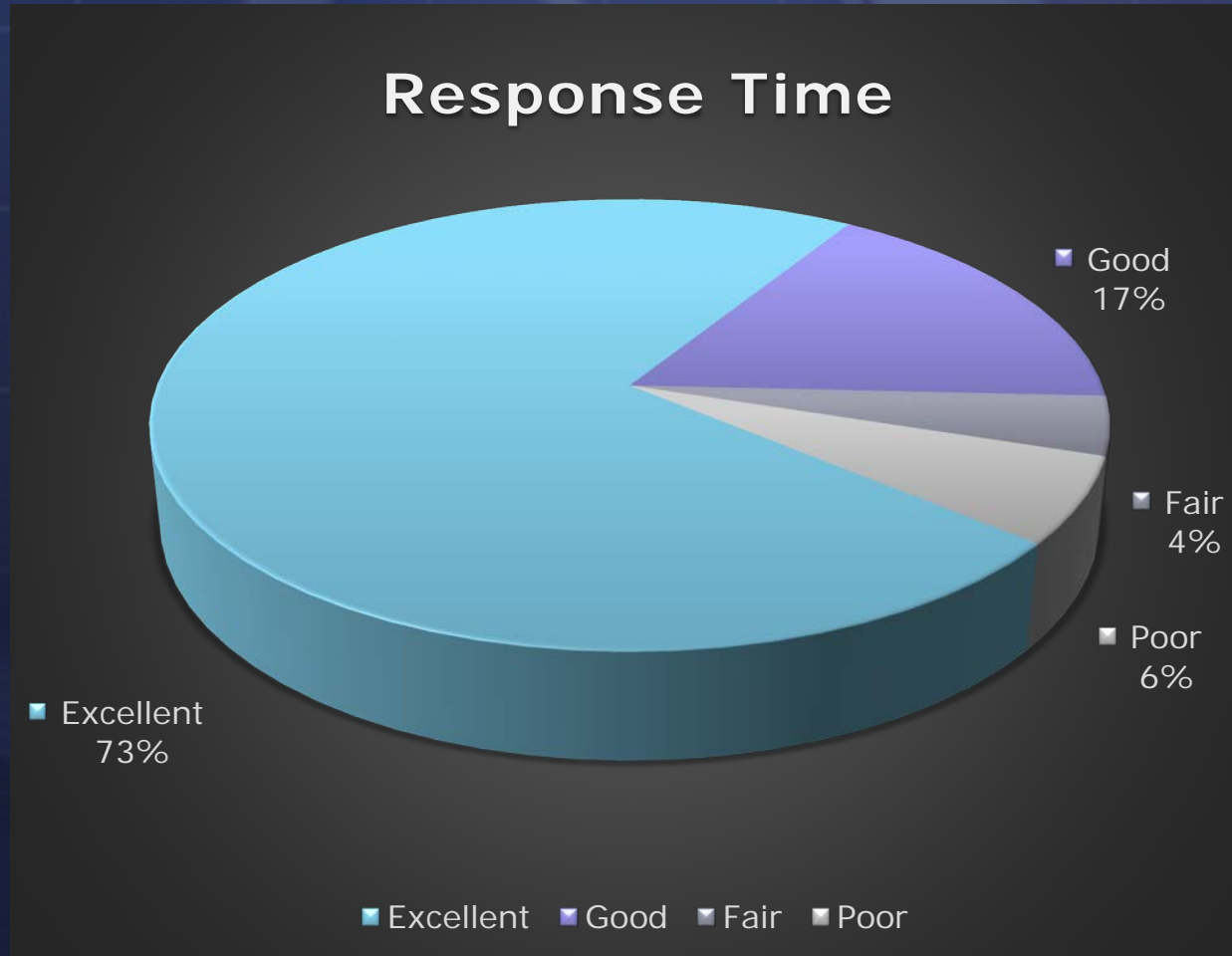


■ Excellent ■ Good ■ Fair ■ Poor

# Transportation Service



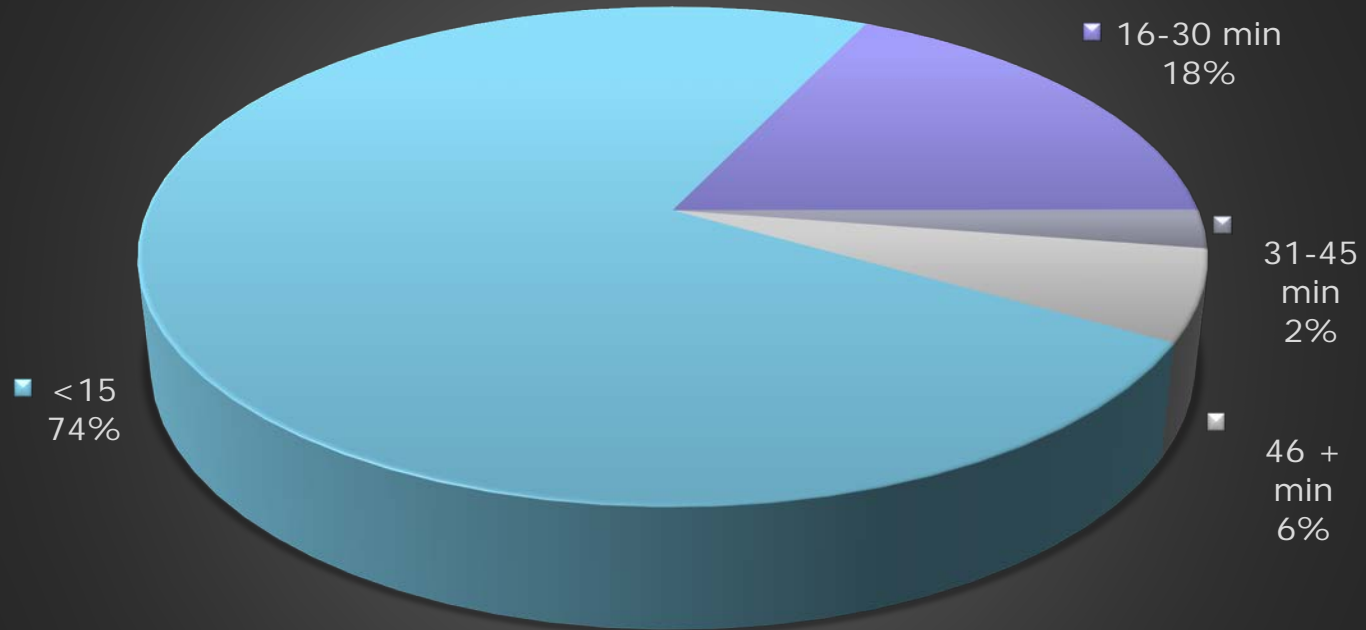
# Response Time Rating





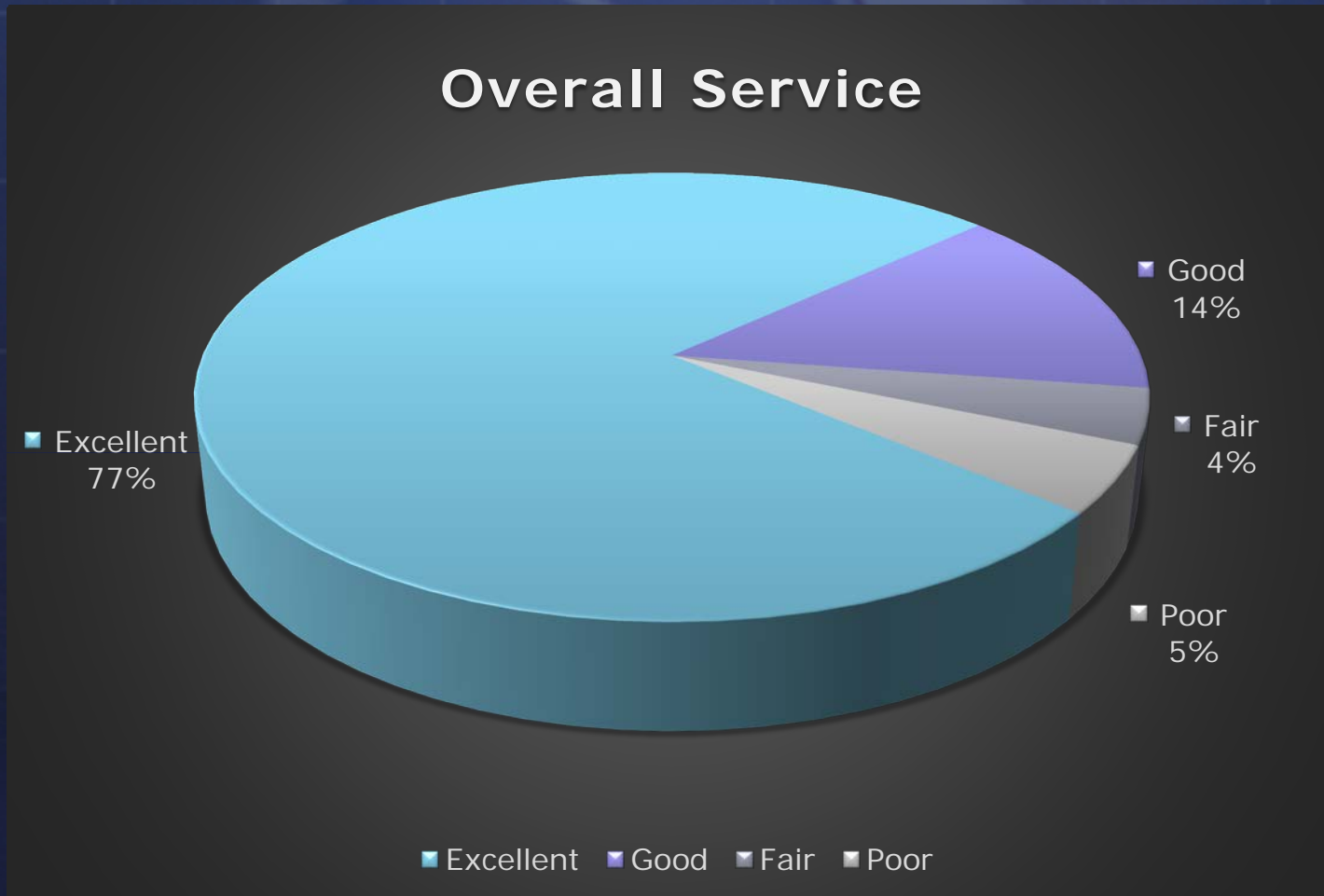
# Response Time Minutes

## Response Time - Minutes

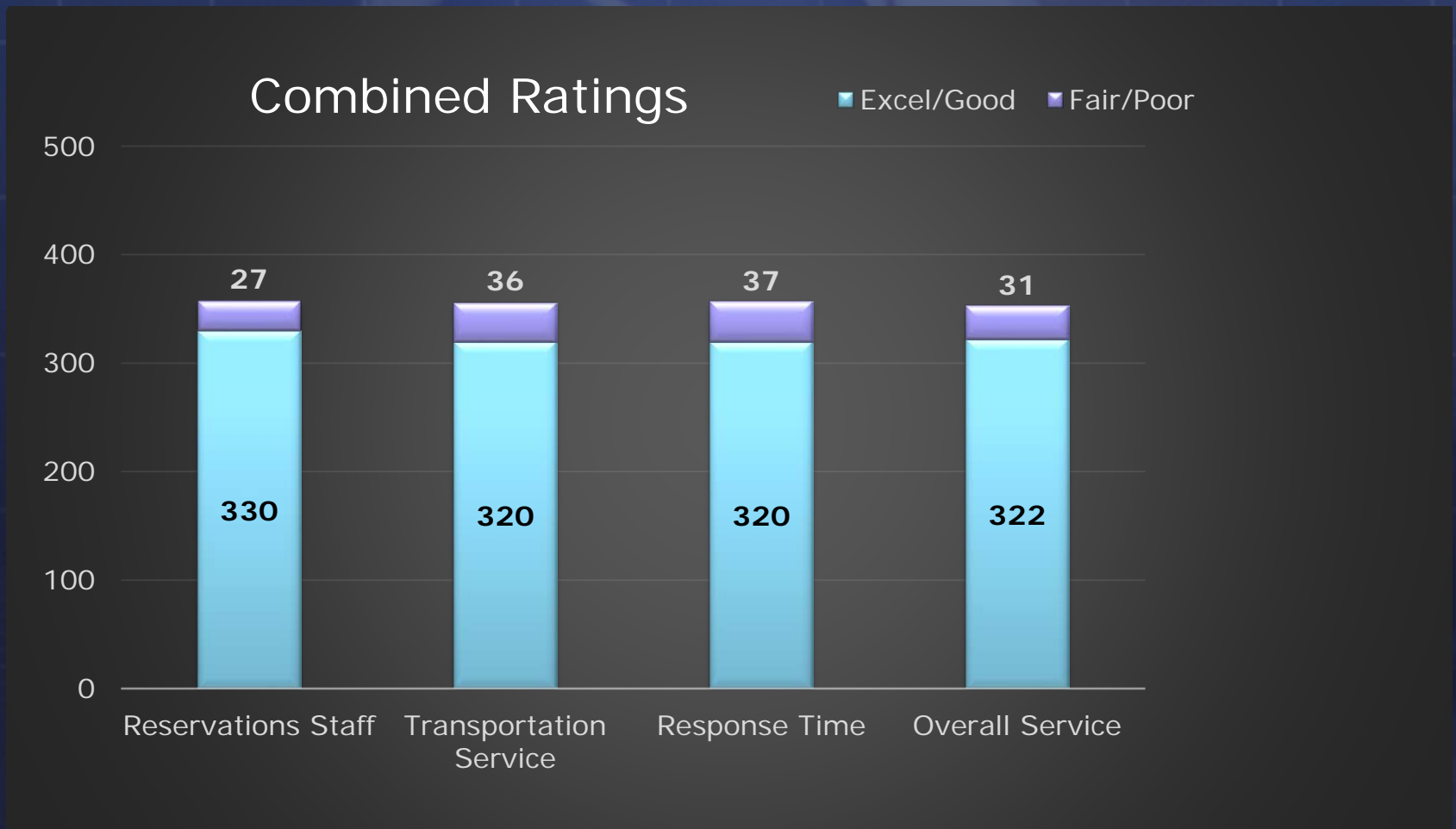


■ <15 ■ 16-30 min ■ 31-45 min ■ 46 + min

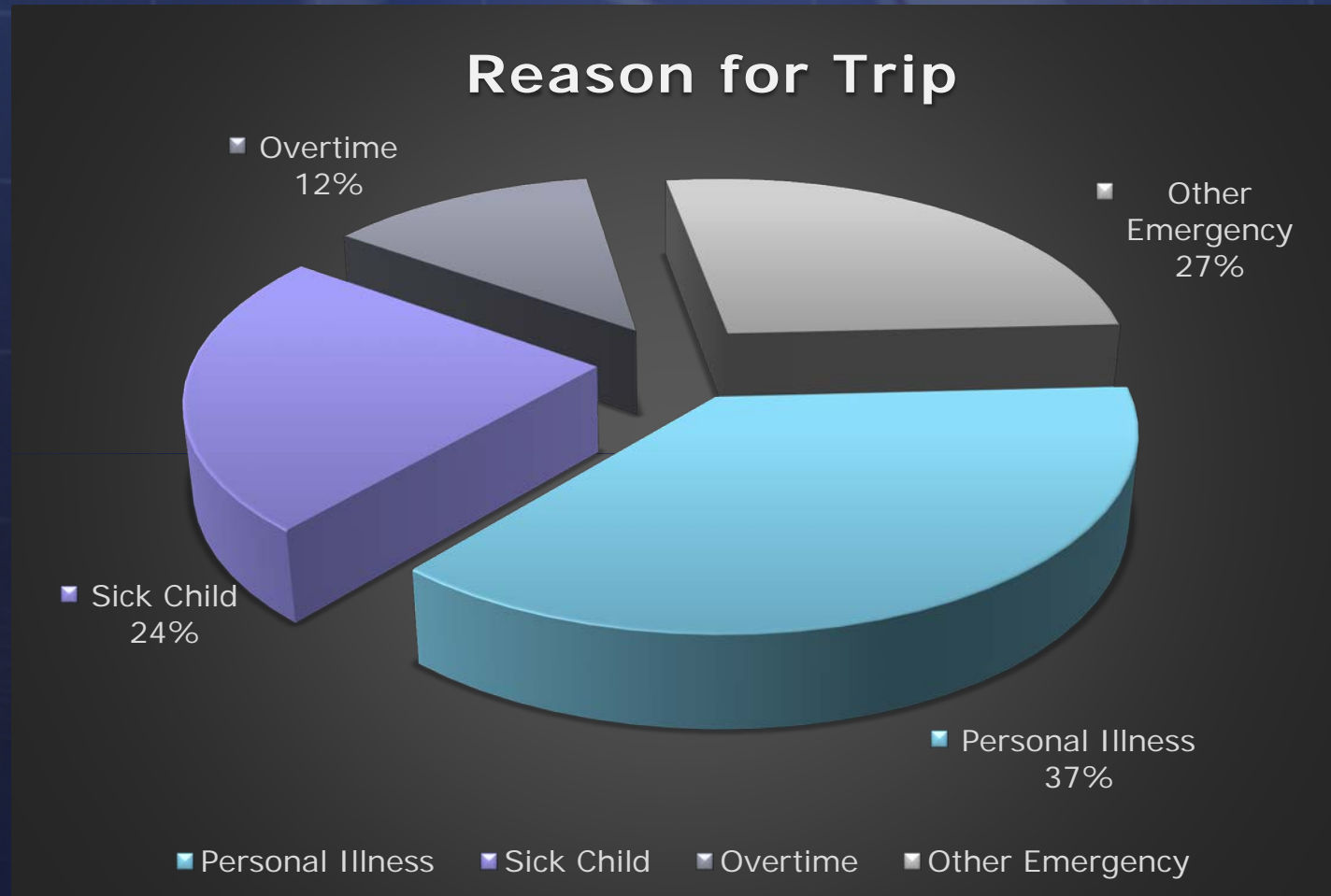
# Overall Service



# Satisfaction - All Categories

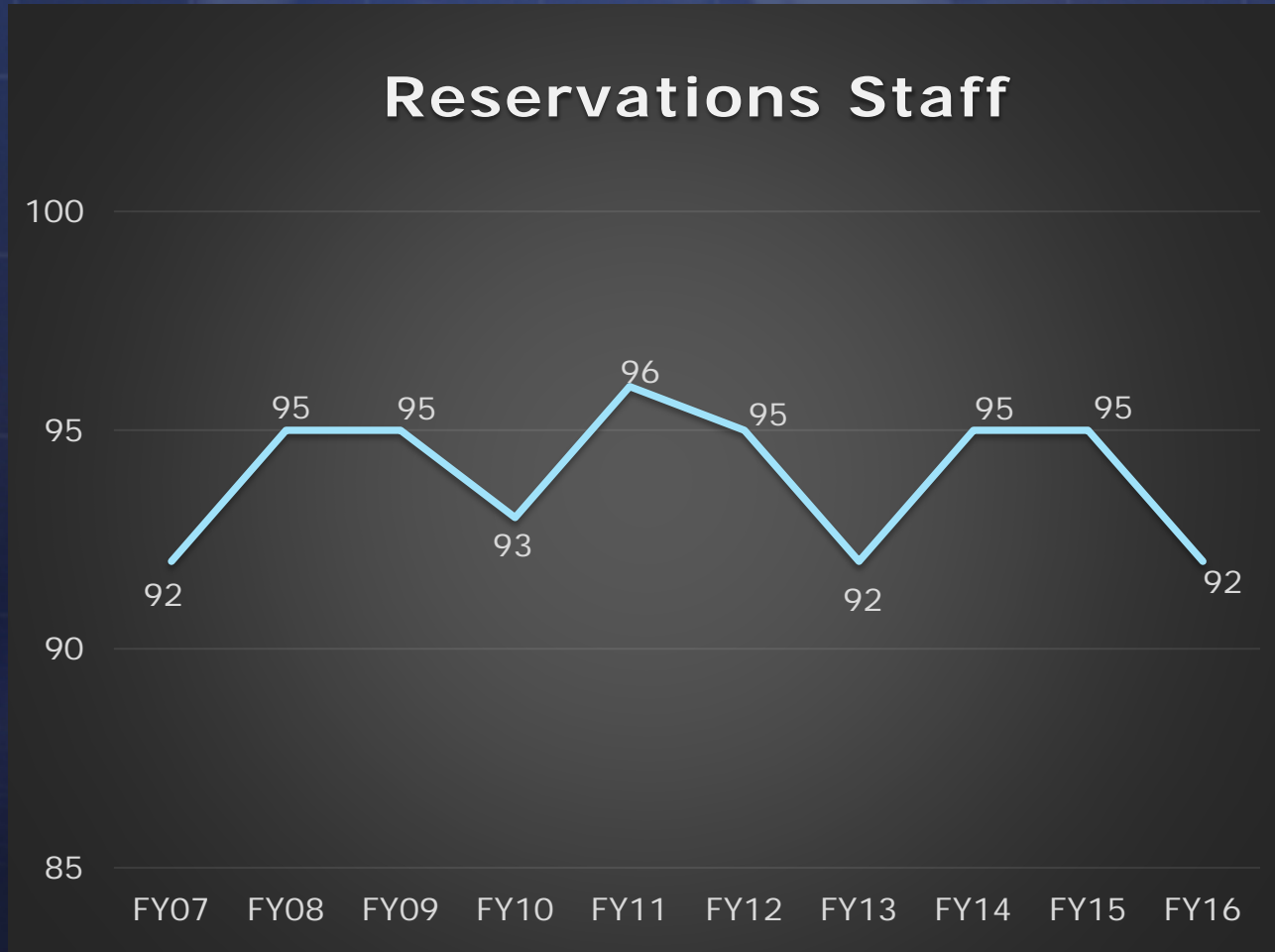


# Trip Reason



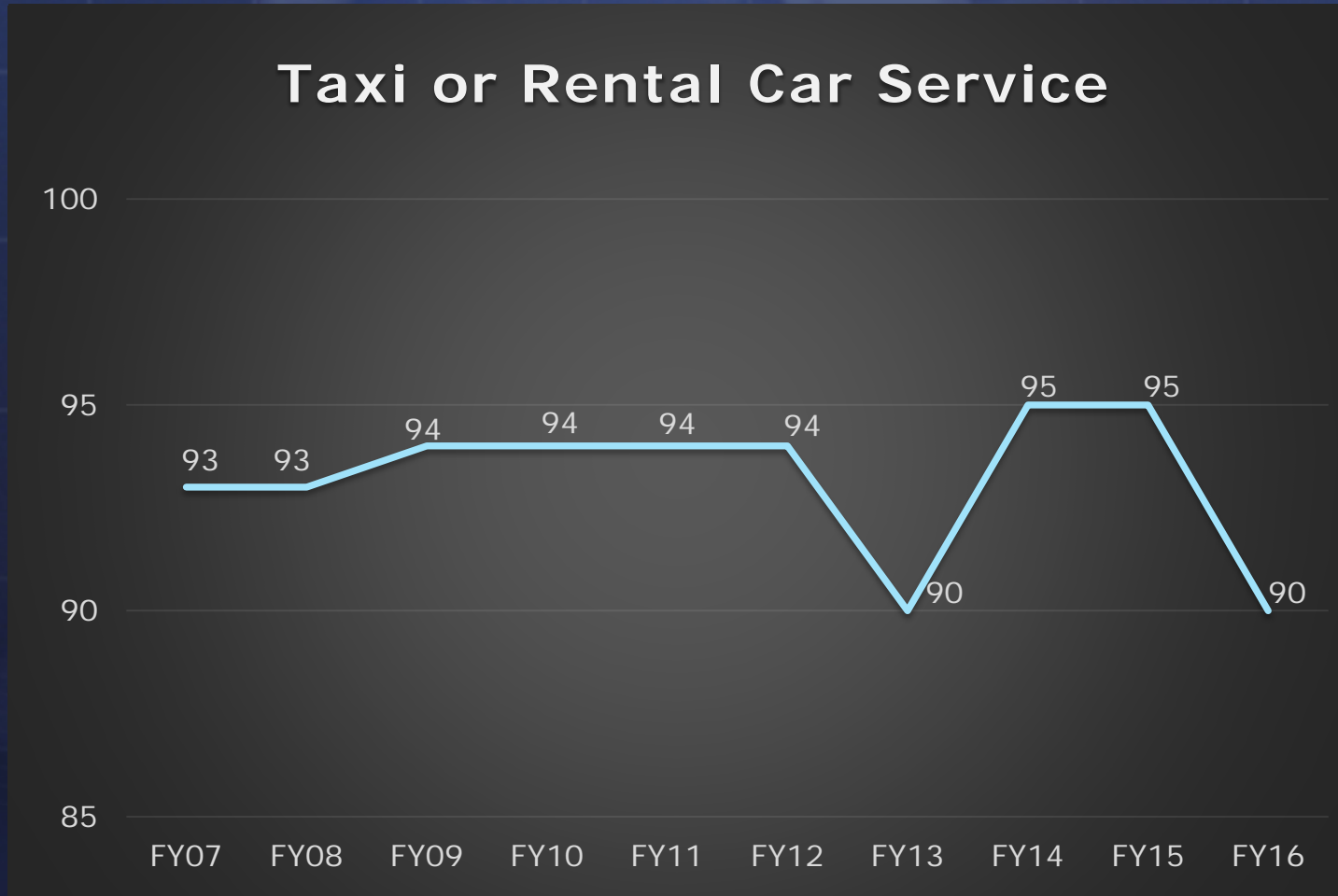


# Comparison to Previous Decade



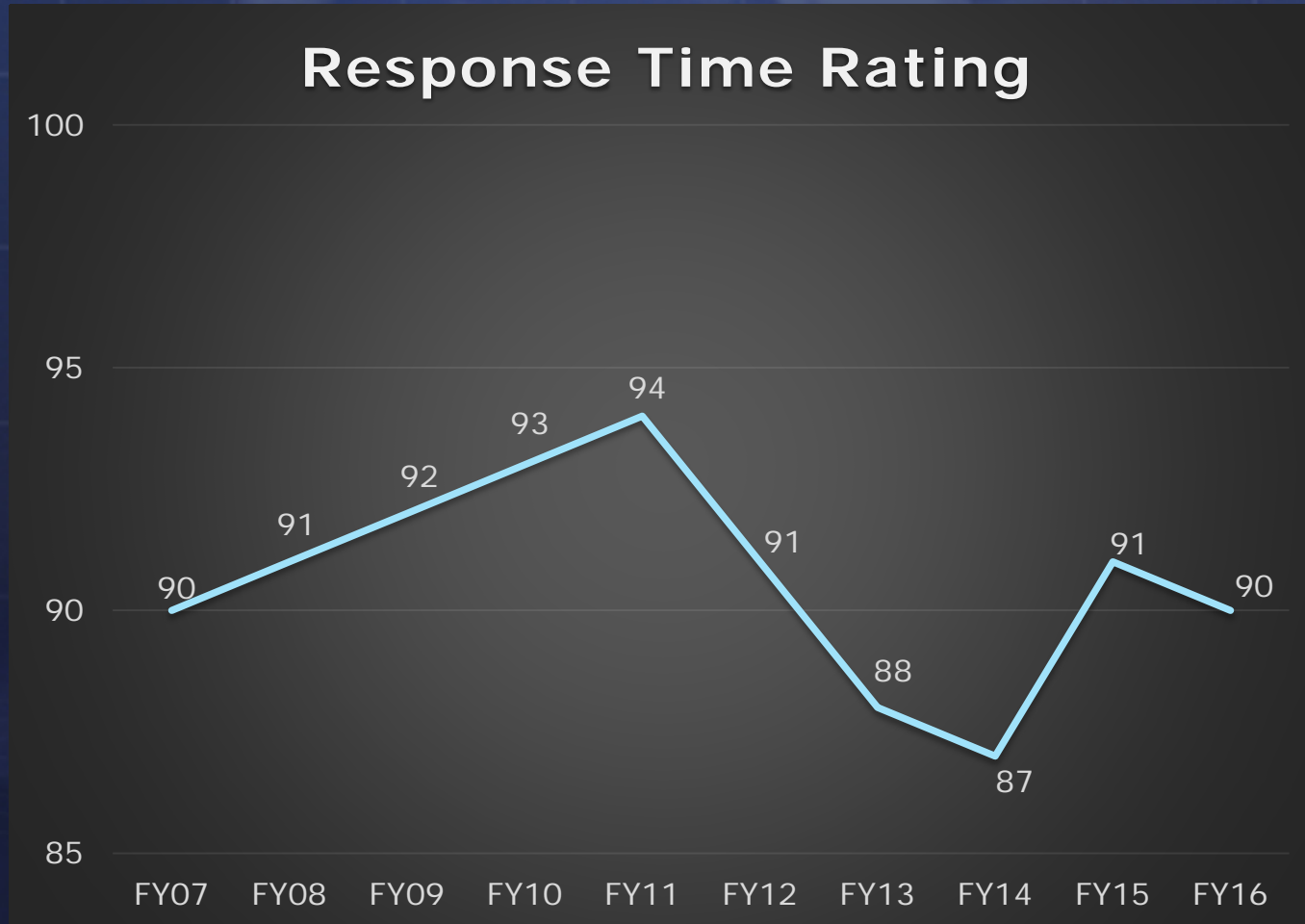
Combined Excellent & Good Ratings

# Comparison to Previous Decade



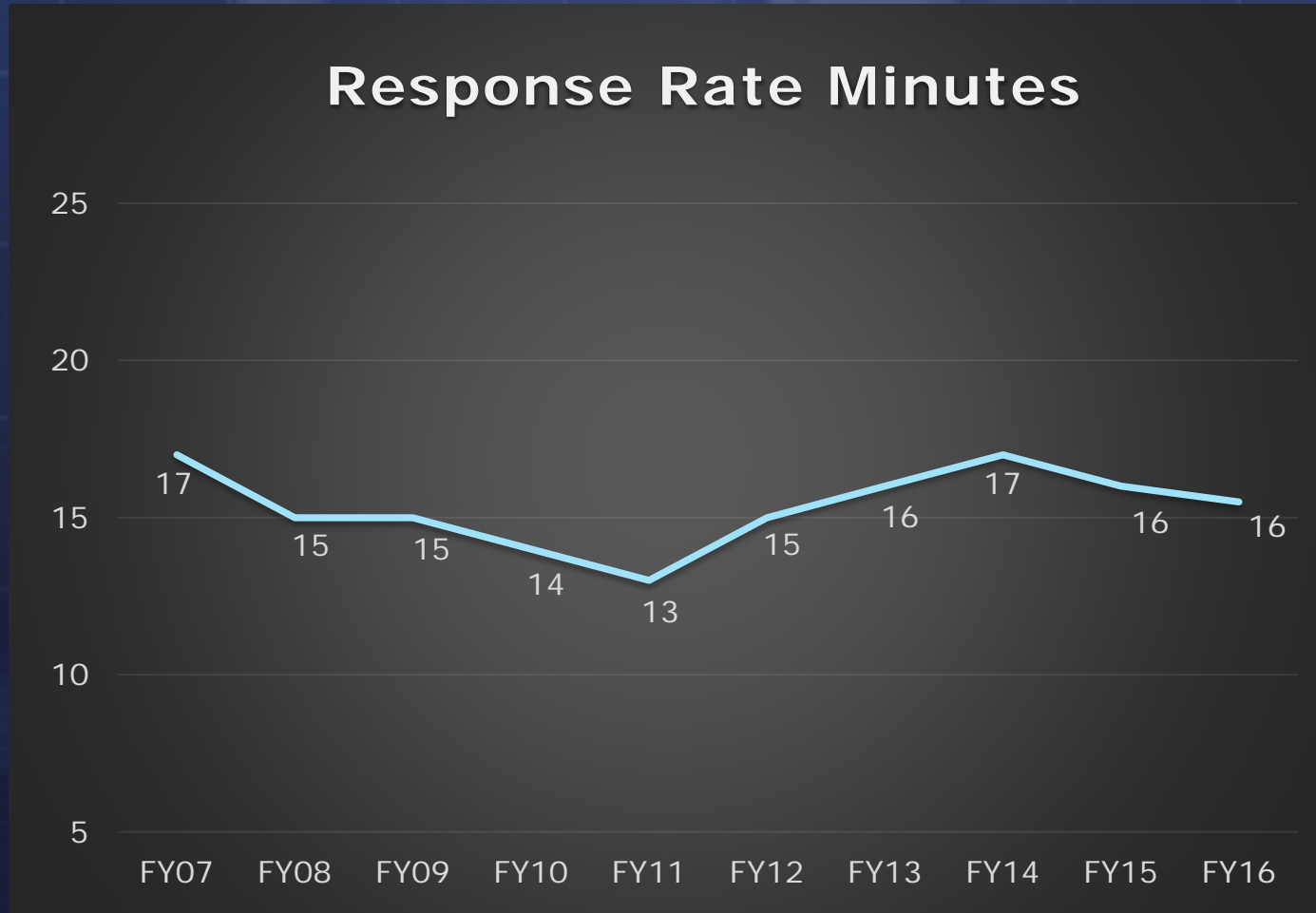
Combined Excellent & Good Ratings

# Comparison to Previous Decade



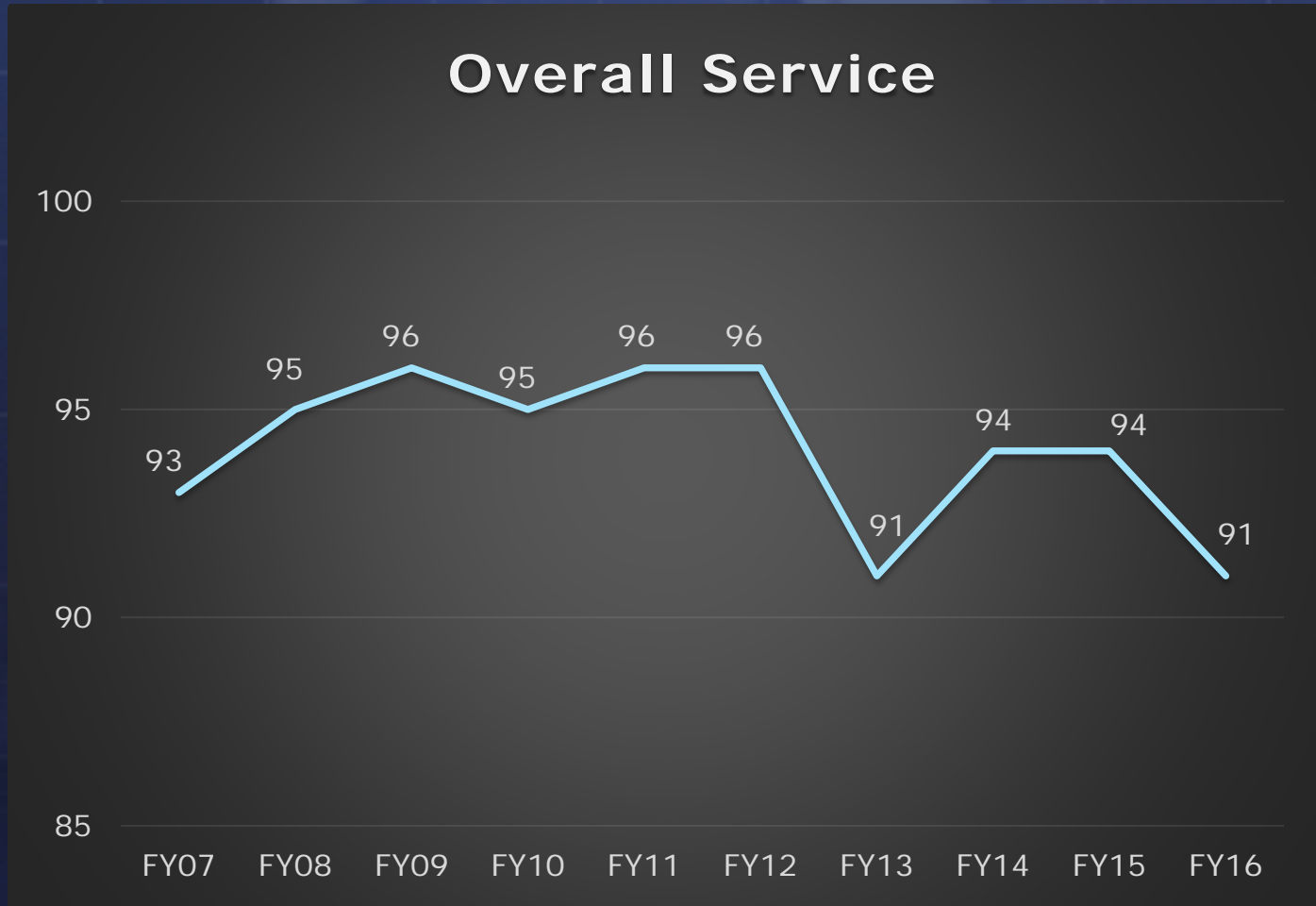
Combined Excellent & Good Ratings

# Comparison to Previous Years





# Comparison to Previous Decade



Combined Excellent & Good Ratings

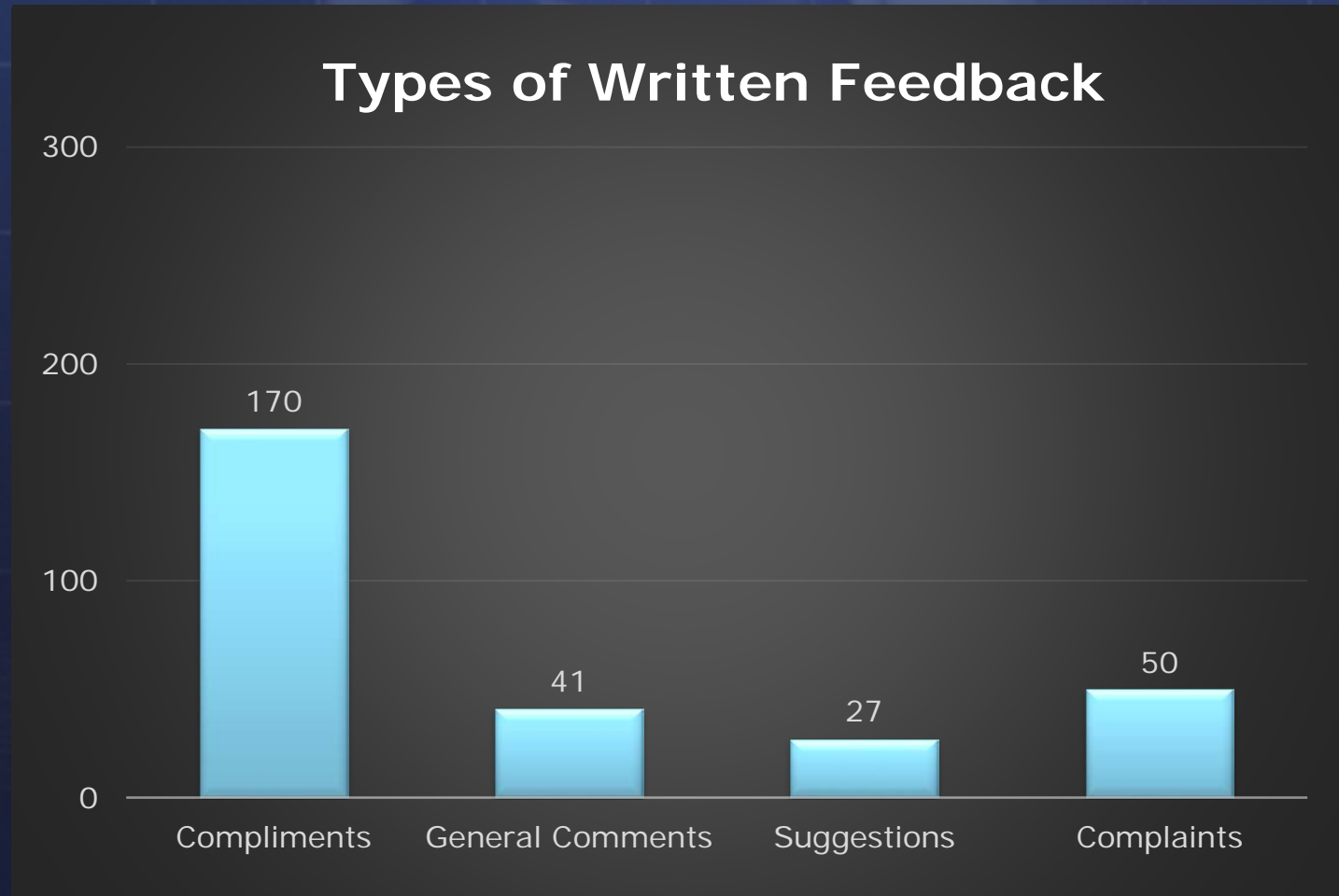
# FY16 Customer Feedback



# FY16 Customer Feedback

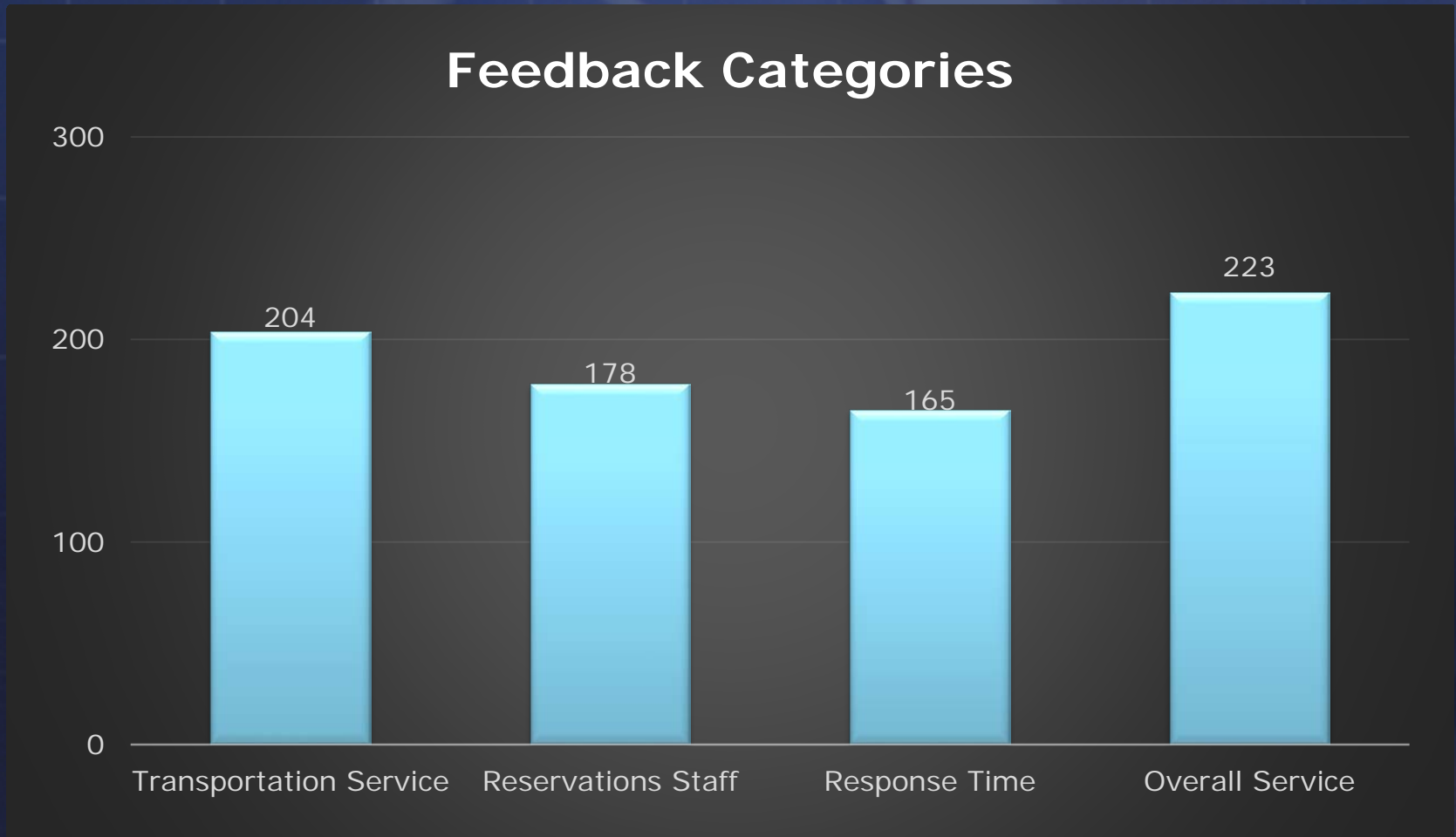
- 77% of respondents provided written responses
  - 61% provided positive comments
  - 18% needs improvement

# Written Responses - Types





# Written Response Categories



# FY16 Customer Compliments : )

- I was happy and pleased with the service. The taxi was right on time so I didn't have to wait.
- The ride was very comfortable. The cab driver was pleasant, considerate, asked me if the temperature was ok and the radio too loud. Didn't talk much which was ok but when did was nice. Overall everyone I talked to that day was very helpful and courteous.
- Excellent service all the way through.
- You could not have done anything better. Thank you for being available at my time of need.
- This is an amazing service! Makes it possible to commute to work without worrying about emergencies at home so much!
- GRH is an excellent program! Please keep up the fantastic work!
- This was my first time using the service. I was very impressed.
- This is an excellent service and the staff is professional, understanding, and caring. Keep up the excellent job helping us.

# FY16 Customer Compliments : )

- The reservation staff that answered my call was pleasant & extremely professional & efficient. The taxi driver was also very pleasant and personable. My interaction with these two individuals turned an already stressful situation into a much easier one! Thank you!
- GRH has really helped me out to be able to take care of my sick child! Thanks again!
- Great service. Really helped in response to an emergency with my wife. Would have been difficult, more time consuming and expensive without GRH. Thanks!
- Last Monday, my granddaughter went into preterm labor. If I had driven, I would have gone to her immediately. I was amazed when I was told I could take a taxi and even more amazed when the taxi arrived within 10 minutes. What a relief it was to be at my granddaughter's side.



# FY16 Customer Complaints : (

- I think GRH could be enhanced if DC taxi drivers were aware of the program. I had to have the driver contact the taxi office to confirm that I did not have to pay the driver.
- Taxi said they wouldn't take my bicycle. I did not want to chain it up overnight as there have been recent thefts. When I told the driver to forget the whole thing and I'll get a friend to pick me up, he said he would try to fit it in. I declined at that point.
- I had to first take a shuttle from work to the Twinbrook train station, then I had to take the train to Shady Grove metro, then had to wait for the cab at Shady Grove to finally get to where my car was parked in Urbana. This was very hectic, given that I wasn't feeling well.
- I was a little disappointed with the cab driver. Both times I have used this service, they tried to get me to sign a blank form and I refused. One guy was visibly upset that I wouldn't sign the blank document.

# Recap

- 2,258 surveys distributed
- 16% return rate
- Overall satisfaction rating 91%
- Positive rating of 90 and above for all categories
- Average response wait was 16 minutes
- 92% waited 30 minutes or less
- Written responses from 77% of survey participants
- Compliments out weighed criticism 3.4 to 1



# Questions

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