



# Guaranteed Ride Home Customer Satisfaction Survey

Fiscal Year 2011 Preliminary Results  
Presented to Regional TDM Marketing Group  
December 20, 2011

**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>_____   |
| 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            |                          |                          |                          |  |

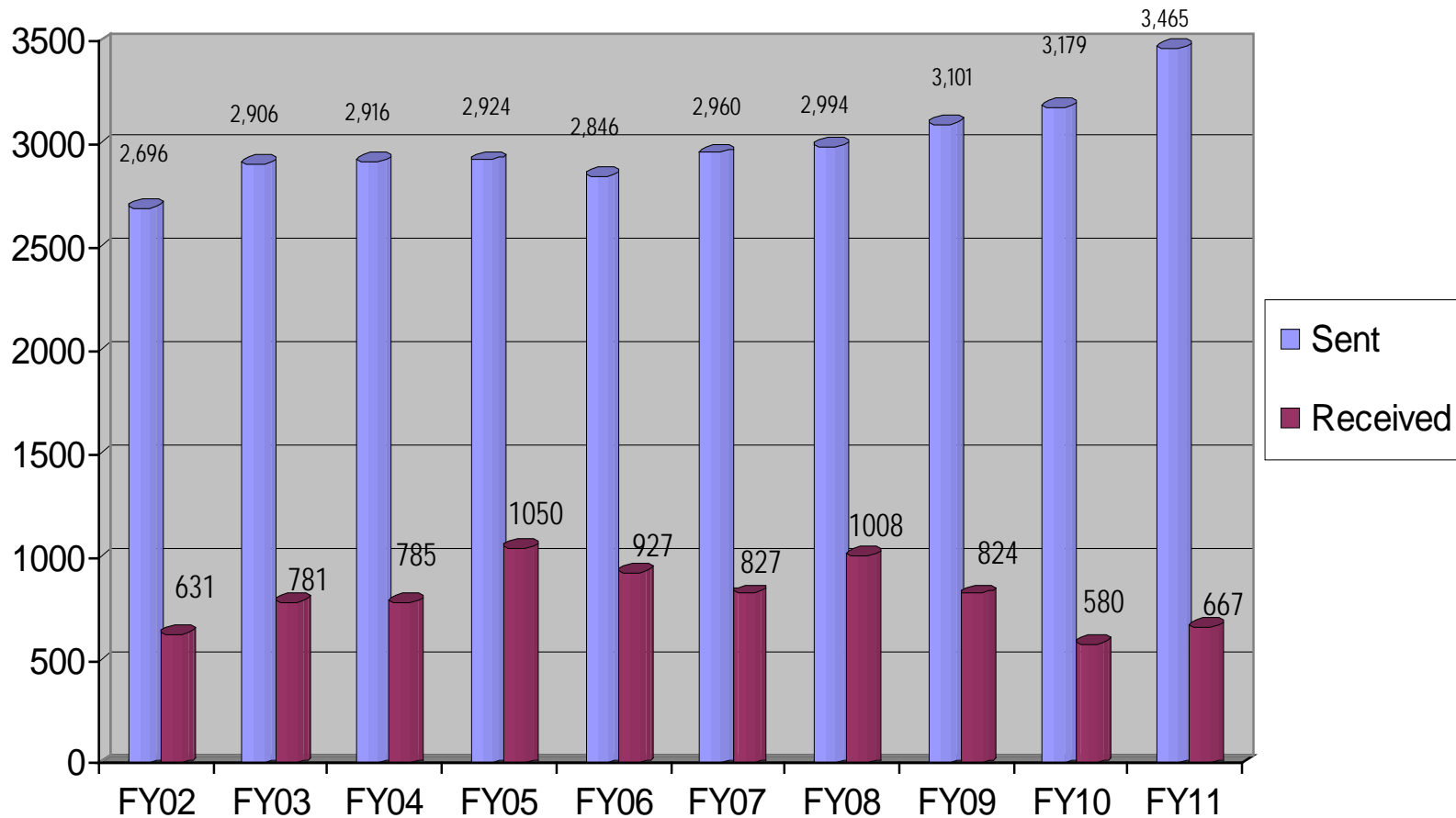
1-800-745-RIDE • [www.commuterconnections.org](http://www.commuterconnections.org)



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

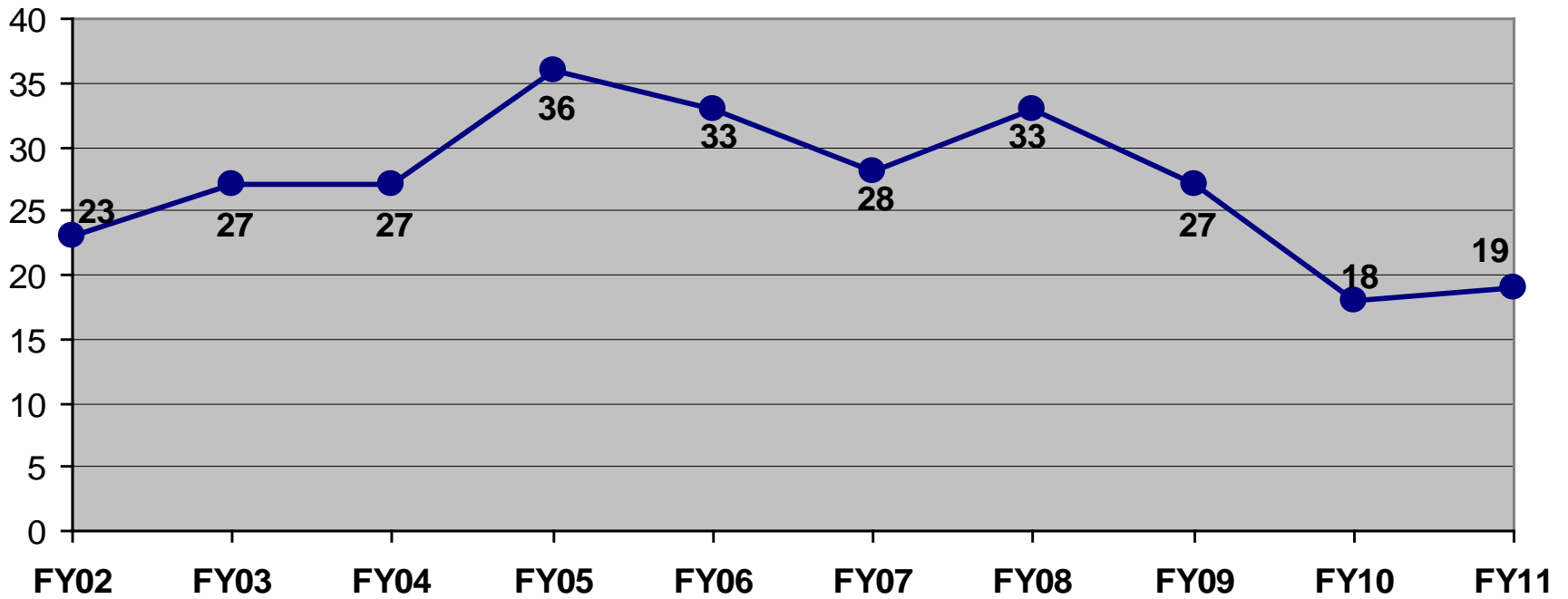
# Survey Response Rate

## Number of Surveys Sent and Received by Year



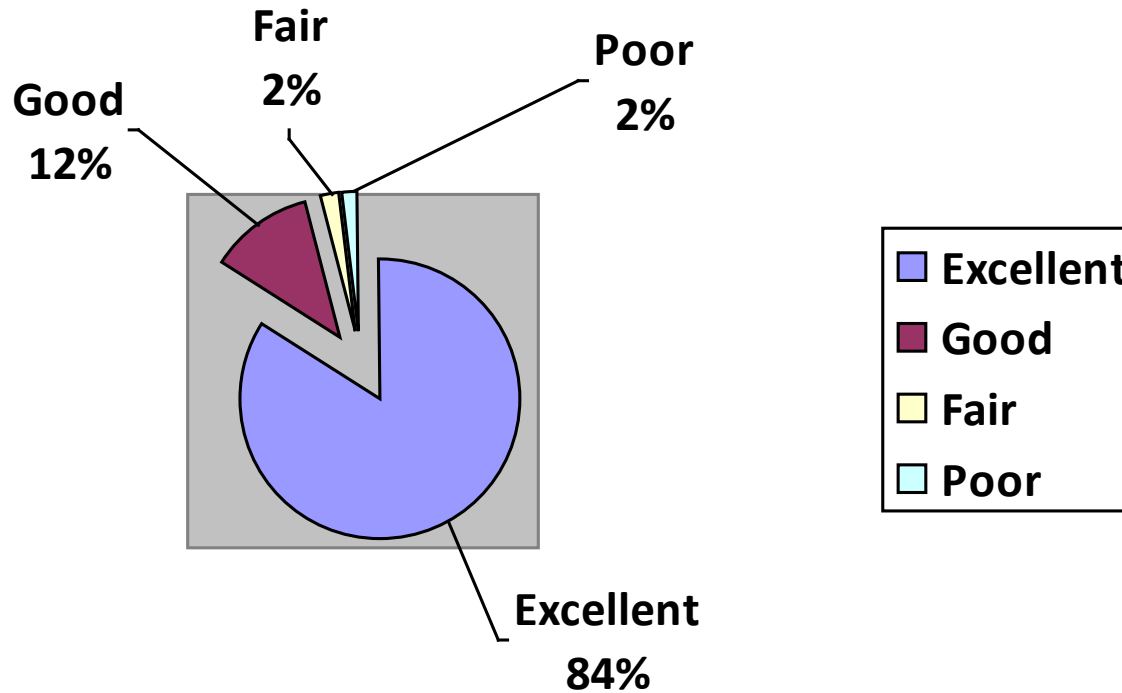
# Survey Response Rate

Response Rates in Percentages by Year



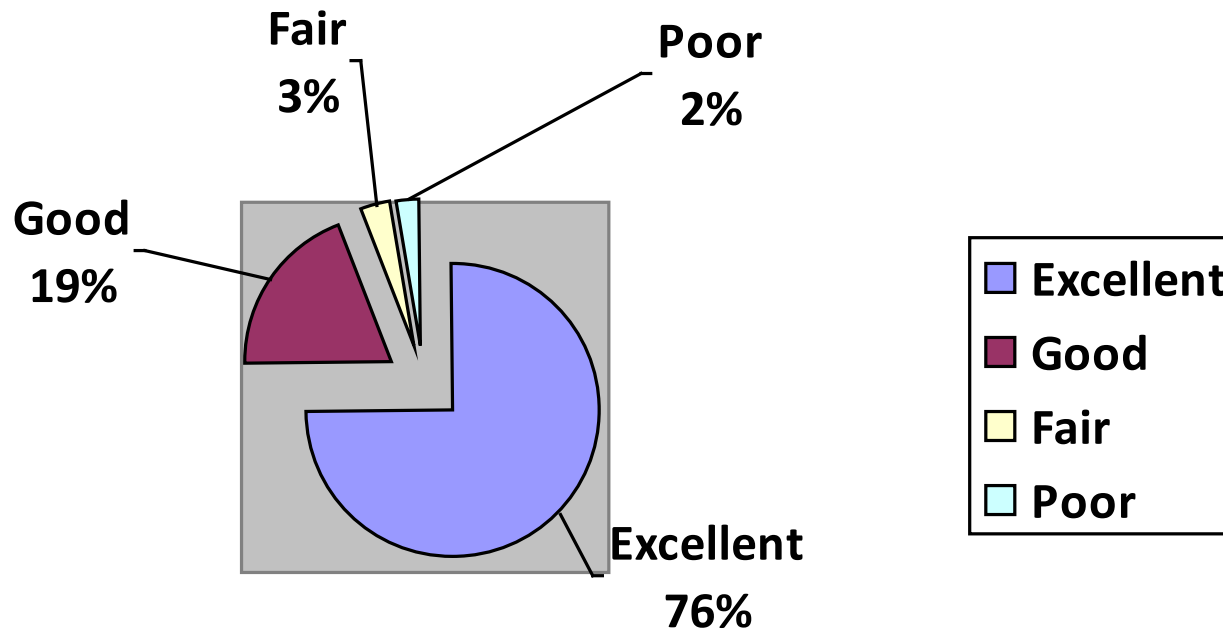
# Reservations Staff

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



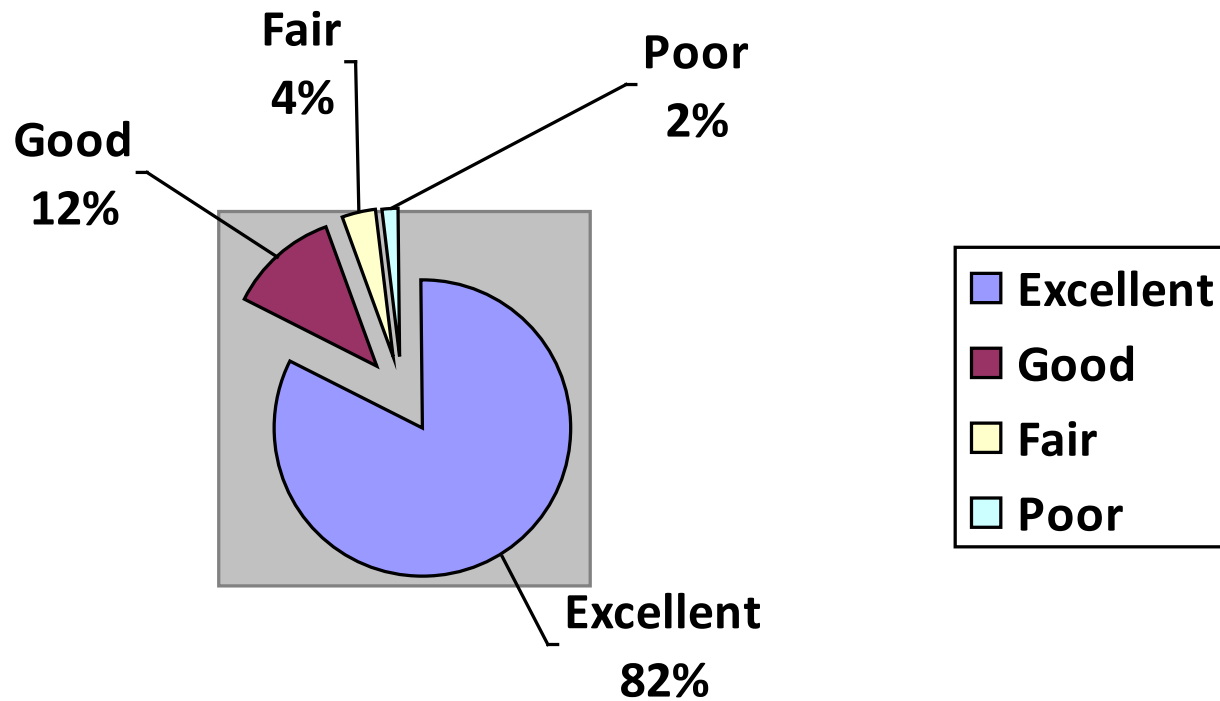
# Transportation Service

How would you rate the taxi or rental car service?



# Response Time Perception

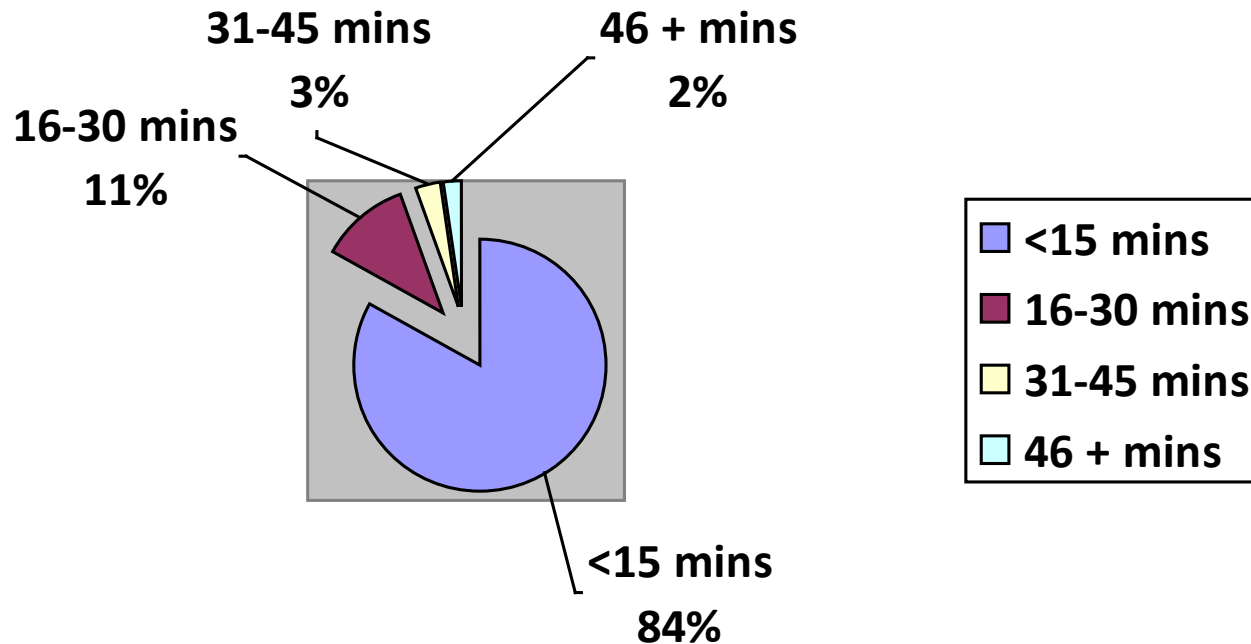
How would you rate our response time?





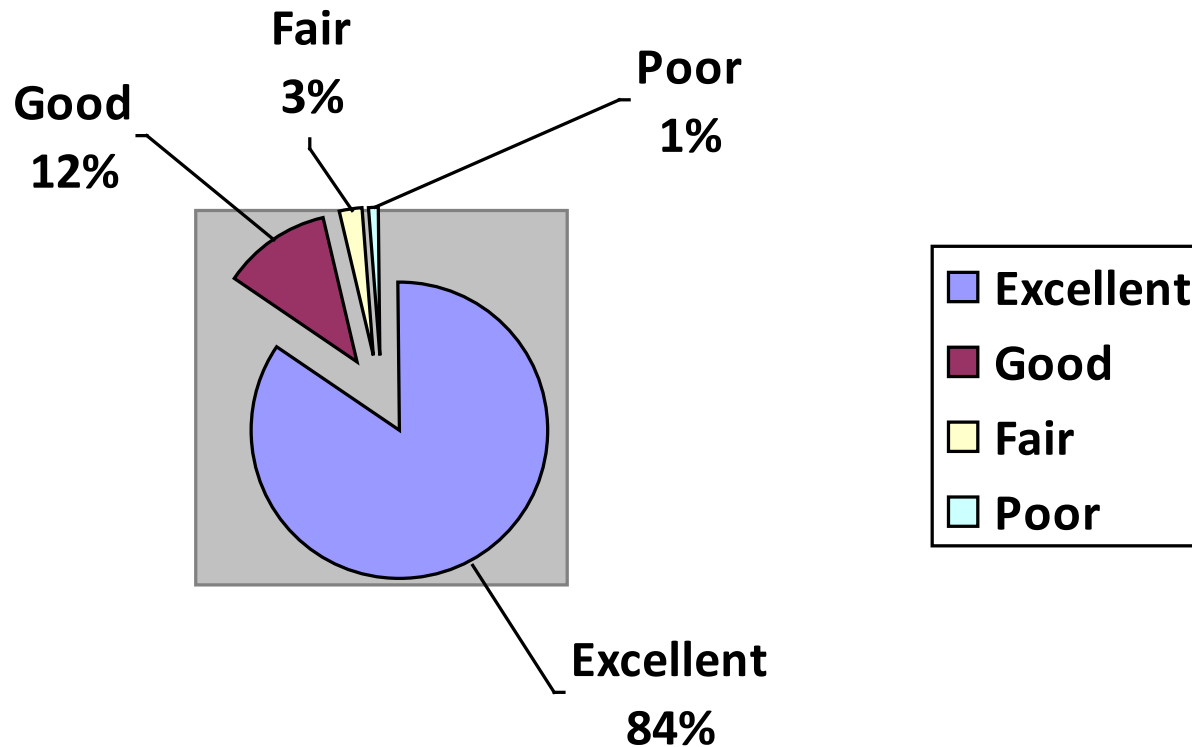
# Real Response Time

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



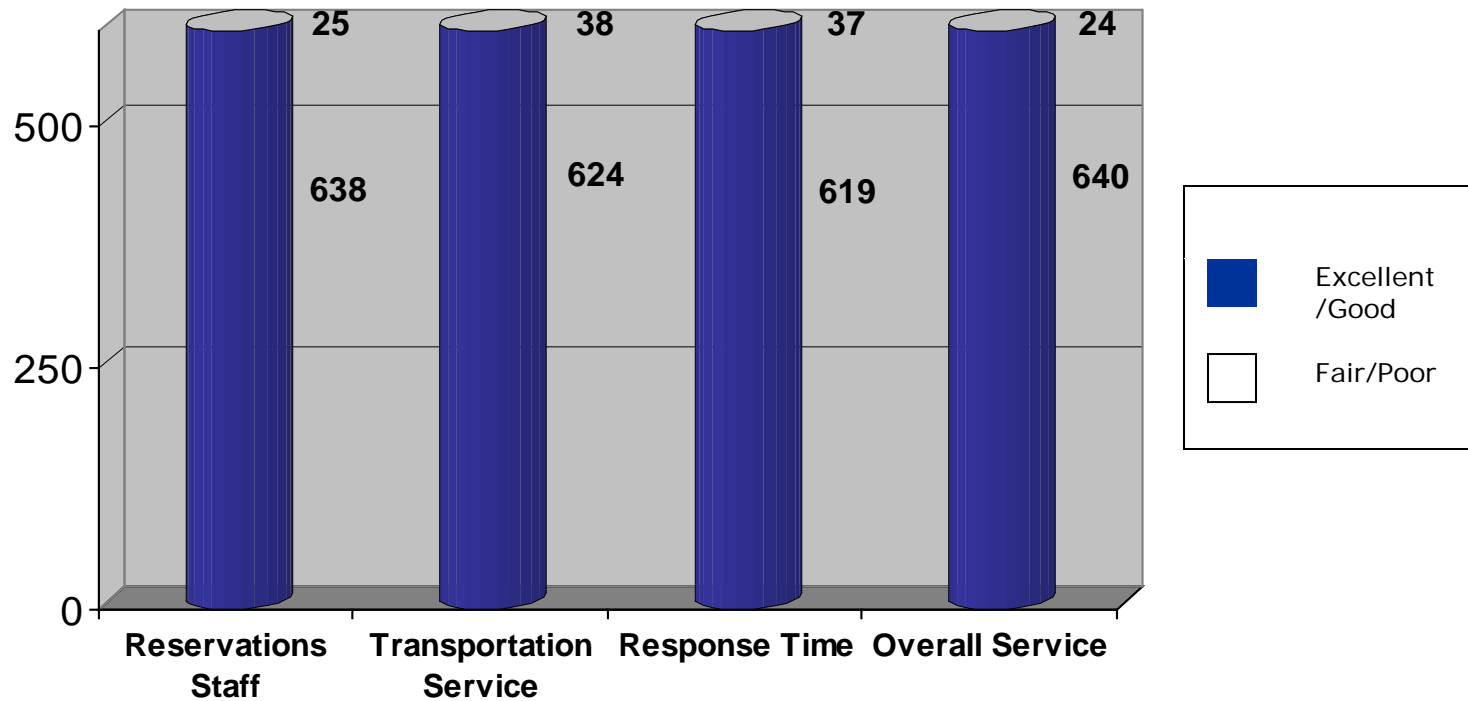
# Overall Service

Overall, how would you rate our GRH service?



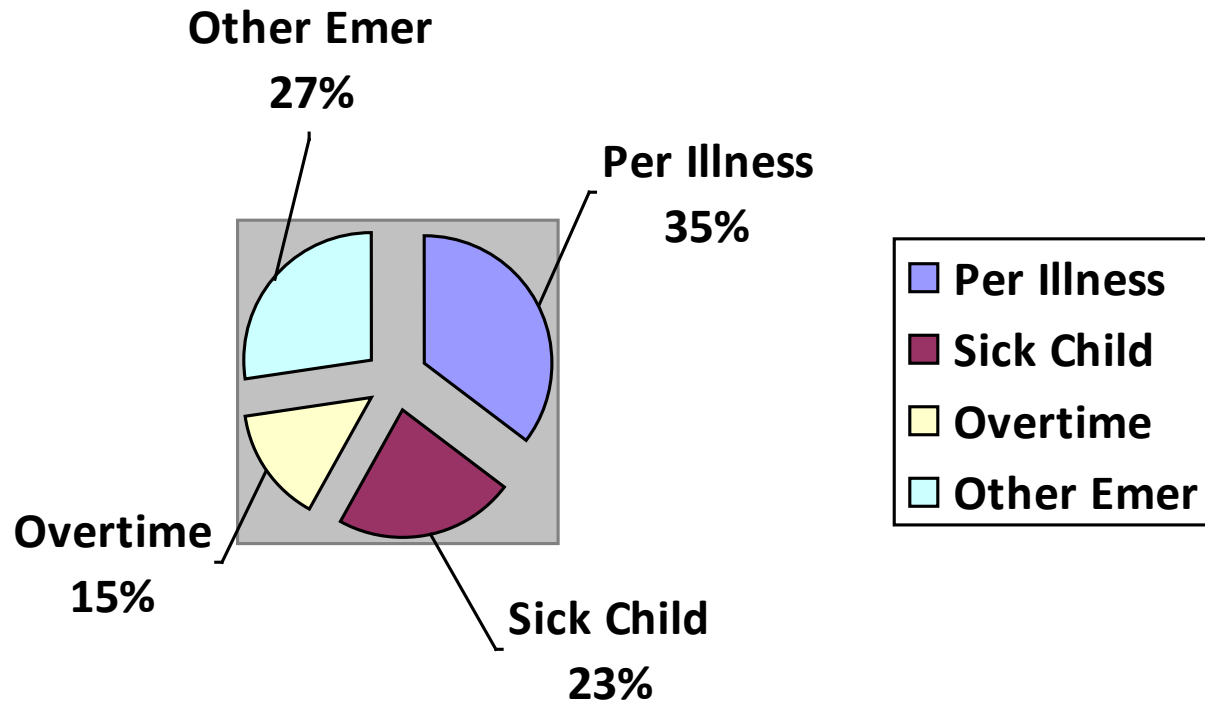
# Combined Satisfaction Levels

## Number of Responses Based on Combined Satisfaction Levels



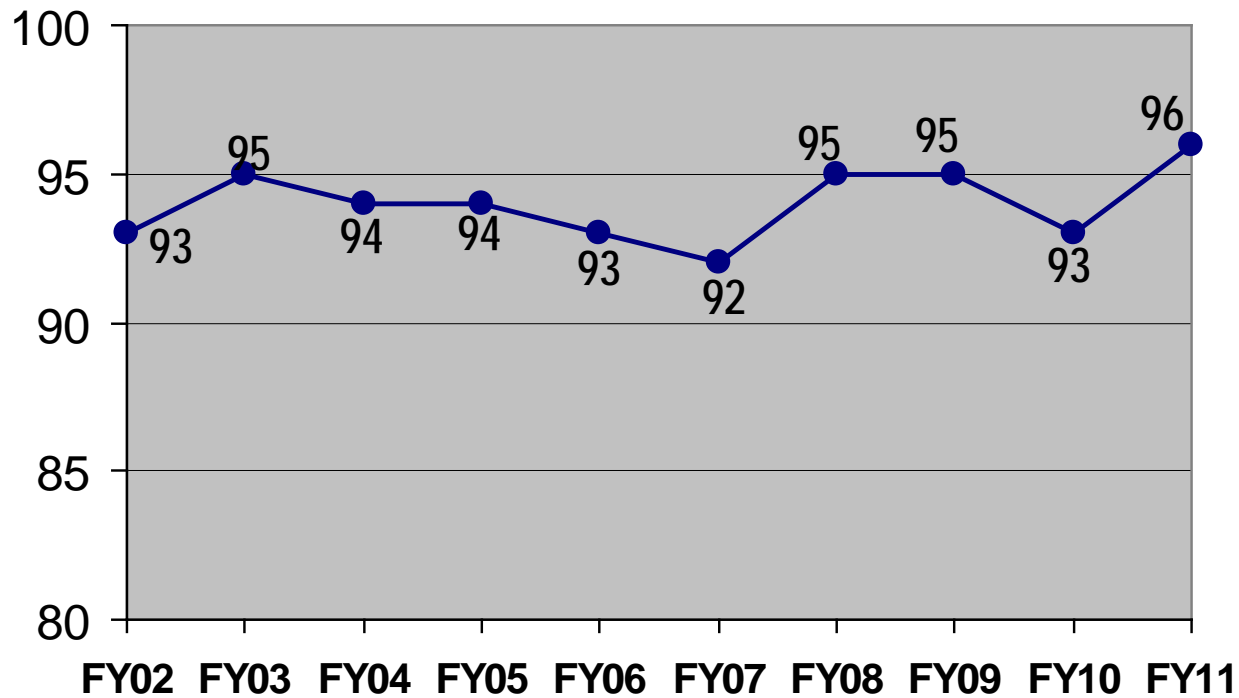
# Reason for Trip

What was the reason for your GRH Trip?



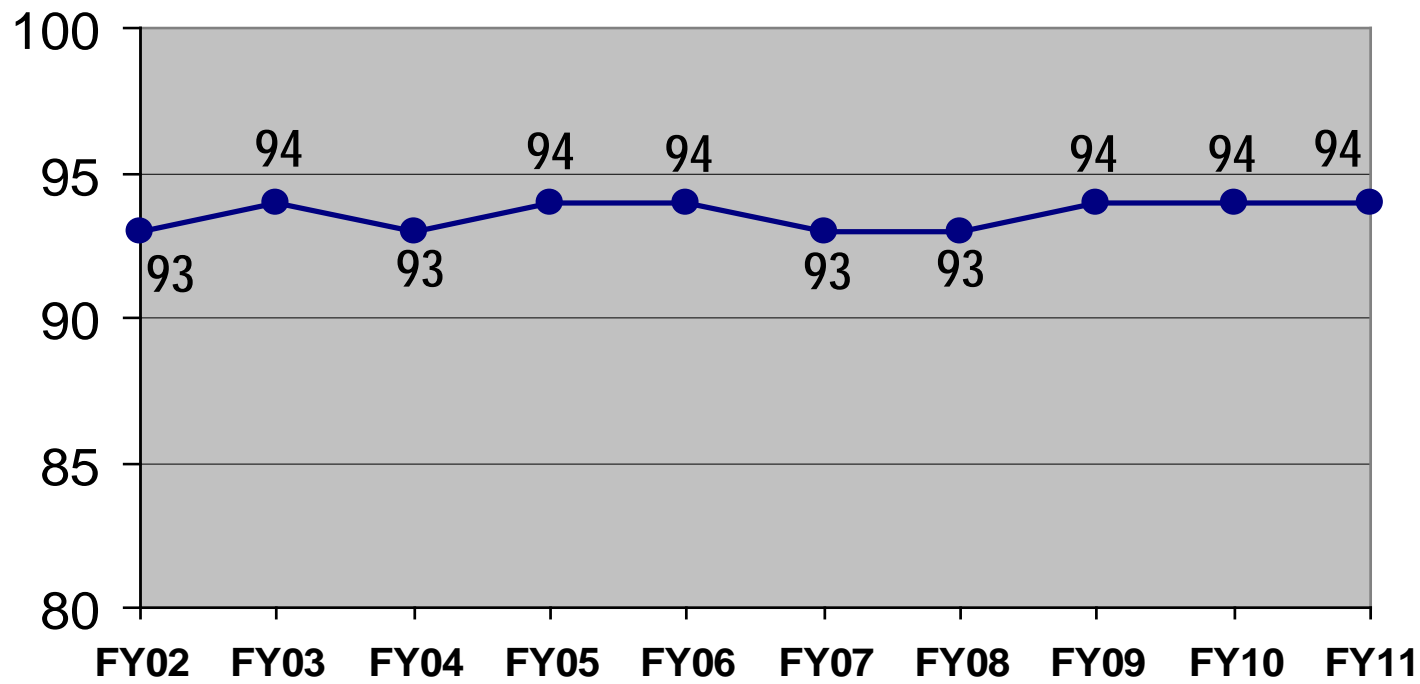
# Comparison to Previous Decade

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



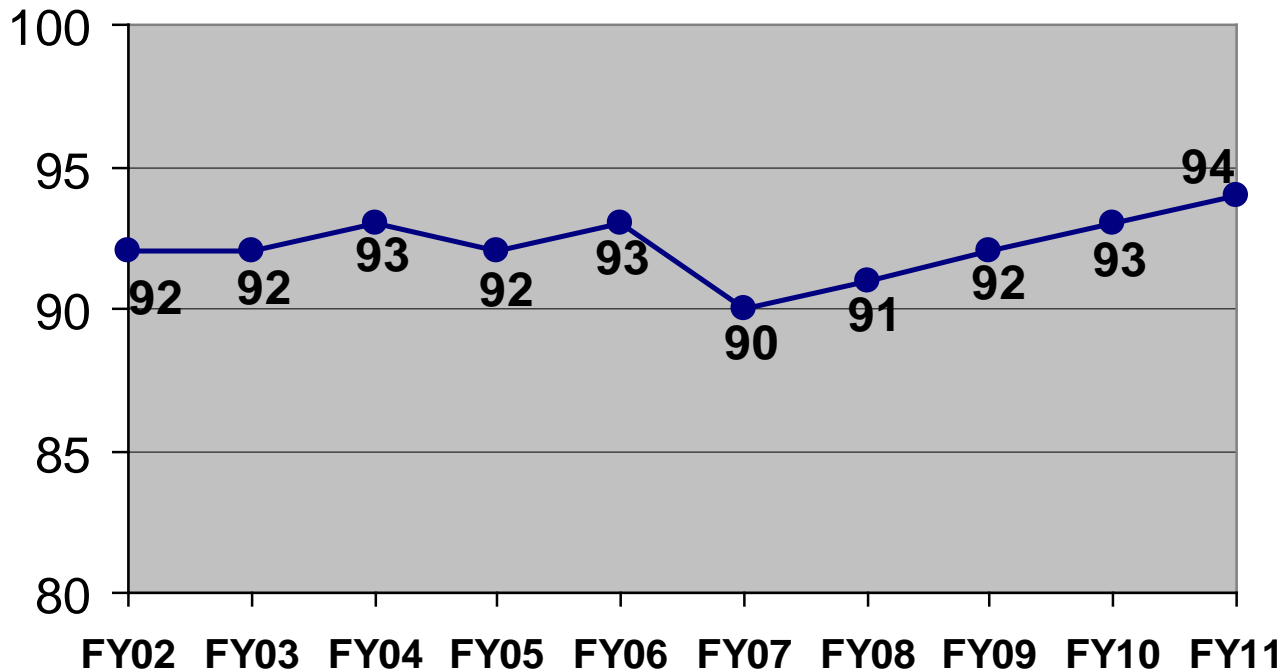
# Comparison to Previous Decade

How would you rate the taxi or rental car service?



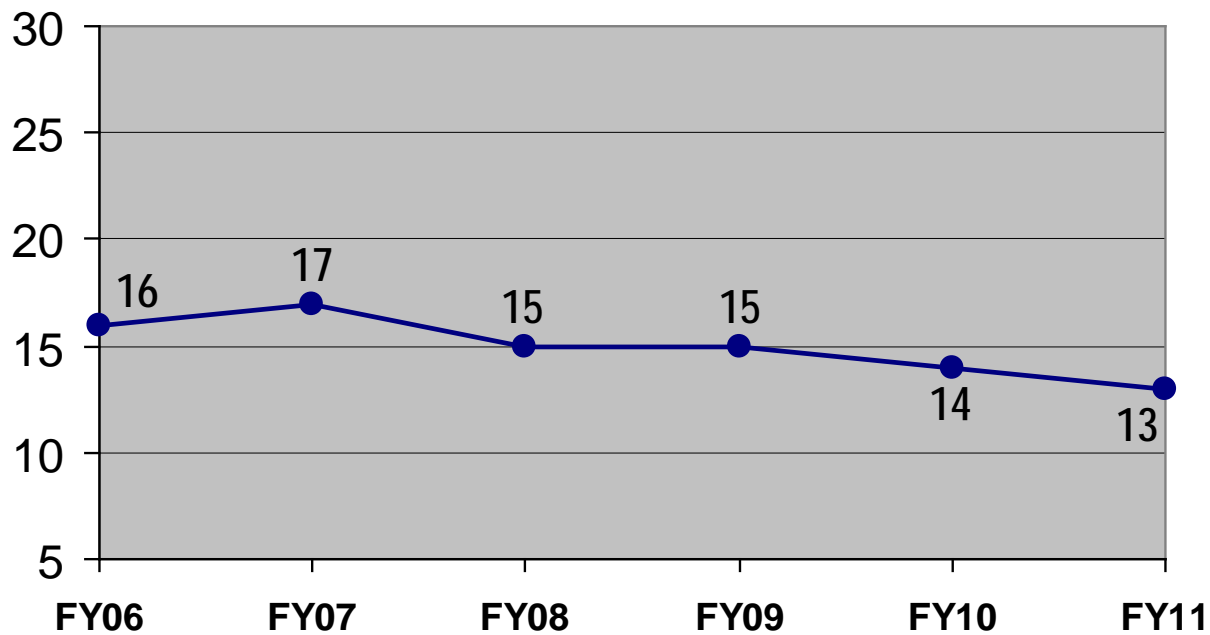
# Comparison to Previous Decade

How would you rate our response time?



# Comparison to Previous Years

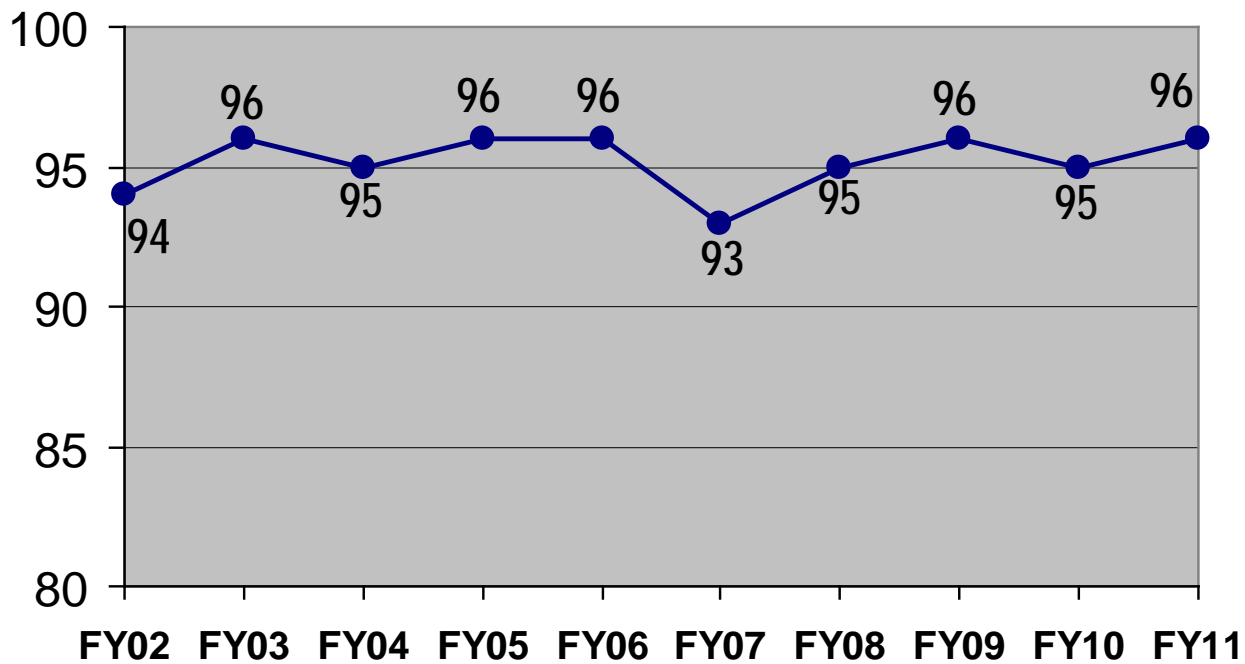
Average response time in minutes





# Comparison to Previous Decade

Overall, how would you rate our GRH service?



# FY11 Customer Feedback



# FY11 Customer Feedback

- 69% of respondents provided written responses
- Individual responses are sometimes a combination of positive and negative comments
- 99% made positive comments
- 9% made negative comments

# FY11 Customer Compliments

- *I was truly impressed with this service. I couldn't believe the cab came so quickly and I had the best treatment by the phone personnel and the cab driver was excellent.*
- *I was totally pleased. Taxi was waiting when I got there. Hopefully I won't need to use it again but feel confident that if I need to, the experience will again be uneventful.*
- *The phone representative was very helpful. The cab was waiting for me at the Metro and the driver was very courteous.*
- *This service is incredible-I was able to get home quickly and the driver was great. I could not believe how smoothly it went.*
- *This was a terrific program when my son needed me to pick him up at school because he was sick.*
- *My wife became suddenly ill and rushed to the hospital. The rep who took my request was great. Within 5-minutes the cab driver called to say he was outside my building. I will highly recommend this service - you're the greatest.*

# FY11 Customer Compliments

- *This was my first experience with GRH and I was blown away. The taxi was very clean and air conditioned and he was an excellent driver and courteous.*
- *This was the first time I used the program and I was very impressed. This is a great program for anyone that uses other means of transportation.*
- *What a blessing! The taxi was waiting for me and the gentleman driving took me right up to my car. You have no idea how much stress you took out of my day yesterday.*
- *My husband was in the emergency room, when the hospital called me, I called you and it was great, I'm very grateful.*
- *This taxi cab was very clean and actually smelt great. Driver was very friendly and made me feel relaxed.*
- *As a single parent working overtime, I cannot say enough positive things about this service.*

# FY11 Customer Complaints

- *I had to explain to him [cab driver] why I wasn't going to be charged a fare and he then had to call his taxi company to find out.*
- *The cab smelled musty and that made my illness worse.*
- *I was disappointed that I was told to metro before I could get a ride.*
- *Taxi had to stop to get gas and "Check Engine" light was on.*
- *The cab driver did not have a GPS and was not following directions very well. It took an extra 15 mins to get to my car.*
- *I spent 5 minutes or more standing next to the taxi wondering where the driver was. He had to run to a restroom.*
- *The phone operator was somewhat curt because I did not have my card number.*
- *The cab was rather dirty, even a cigar butt on the floor!*
- *Cab had bad shocks, it was a very bumpy ride and I was nervous about his speed.*

# FY11 Customer Suggestions

- *Please be sure taxi drivers do not joke with patrons in an emergency situation.*
- *Since distance to travel was known, taxi company should be aware of mechanical and fuel status before dispatching.*
- *Please remind your phone consultants that the people they are dealing with are in many cases going to be stressed, not thinking clearly, and distracted.*
- *I think the payment method should be clearly explained to the cab driver before they pick up the rider.*
- *Very good service but the tip should be included.*
- *It would have been more helpful to get a more specific time frame for pick up.*
- *It would be nice if Fed workers can use this program more (may be 10 times or no limitation?) a year.*

# Recap

- 3,465 surveys distributed
- 19% return rate
- Overall satisfaction rating 96%
- Positive rating of at least 94% in every category
- Average response wait was 13 minutes
- 94% waited 30 minutes or less
- Written responses from two-thirds of survey participants
- Compliments out weighed criticism 11 to 1



# Questions?

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