

Item #7



# Guaranteed Ride Home Customer Satisfaction Survey

Fiscal Year 2012 Preliminary Results  
Presented to Regional TDM Marketing Group  
December 18, 2012

**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            |                          |                          |                          |  |

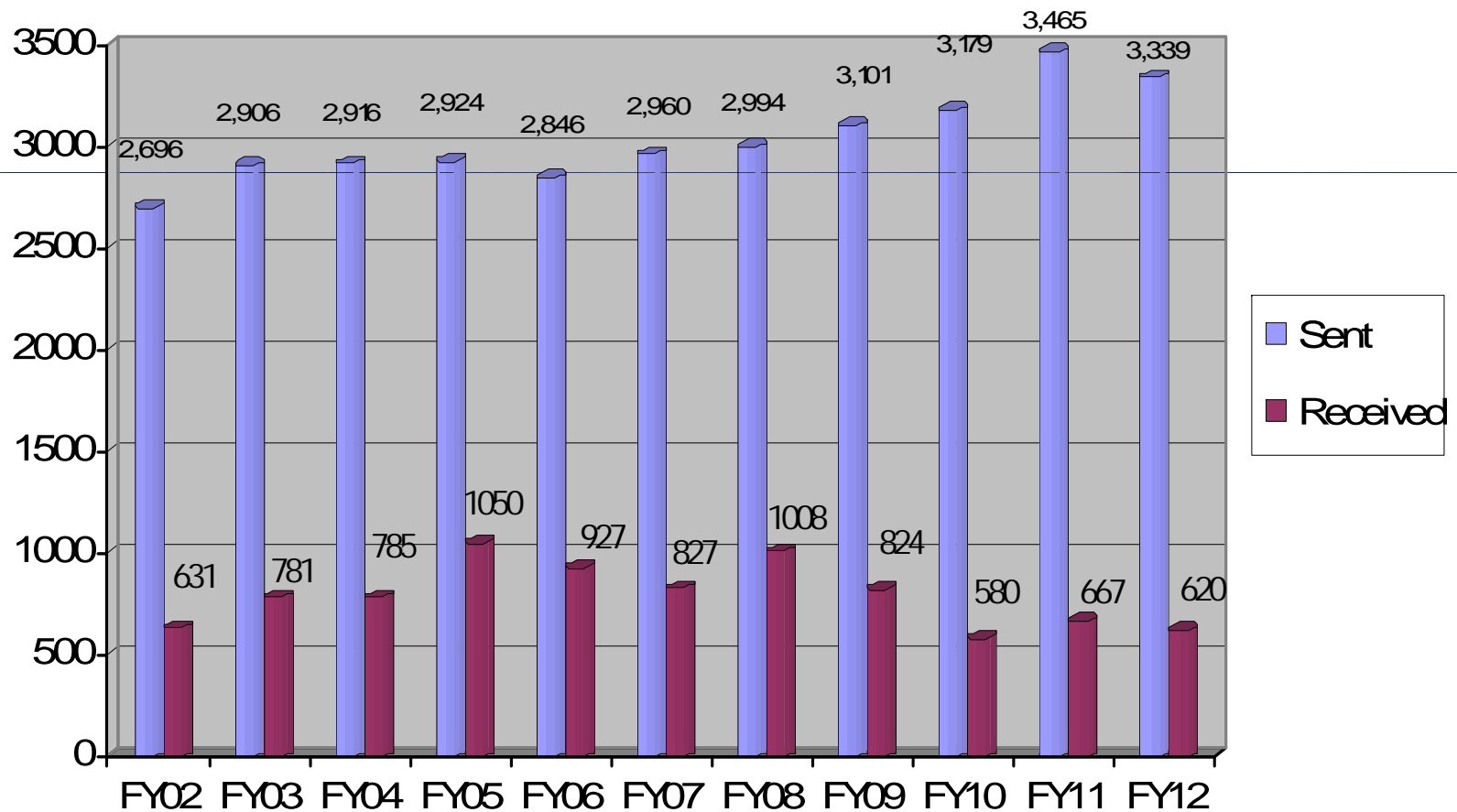
1-800-745-RIDE • [www.commuterconnections.org](http://www.commuterconnections.org)



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

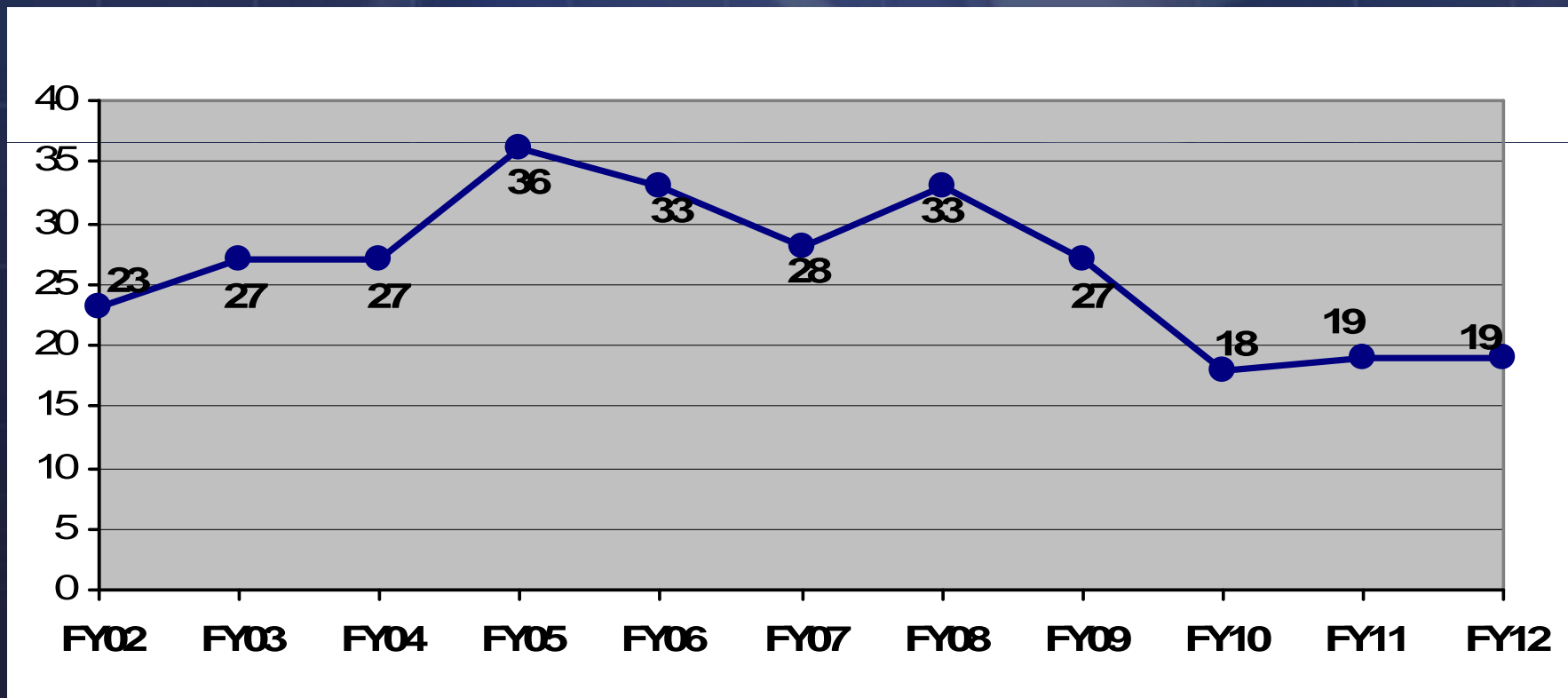
# Survey Response Rate

## Number of Surveys Sent and Received by Year



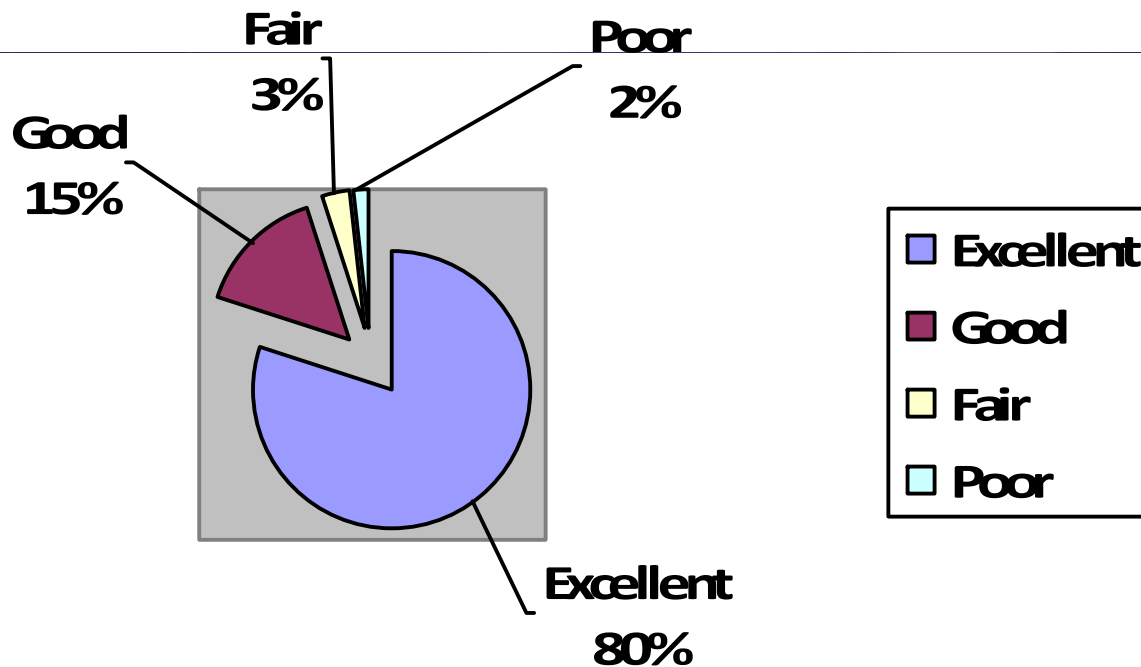
# Survey Response Rate

Response Rates in Percentages by Year



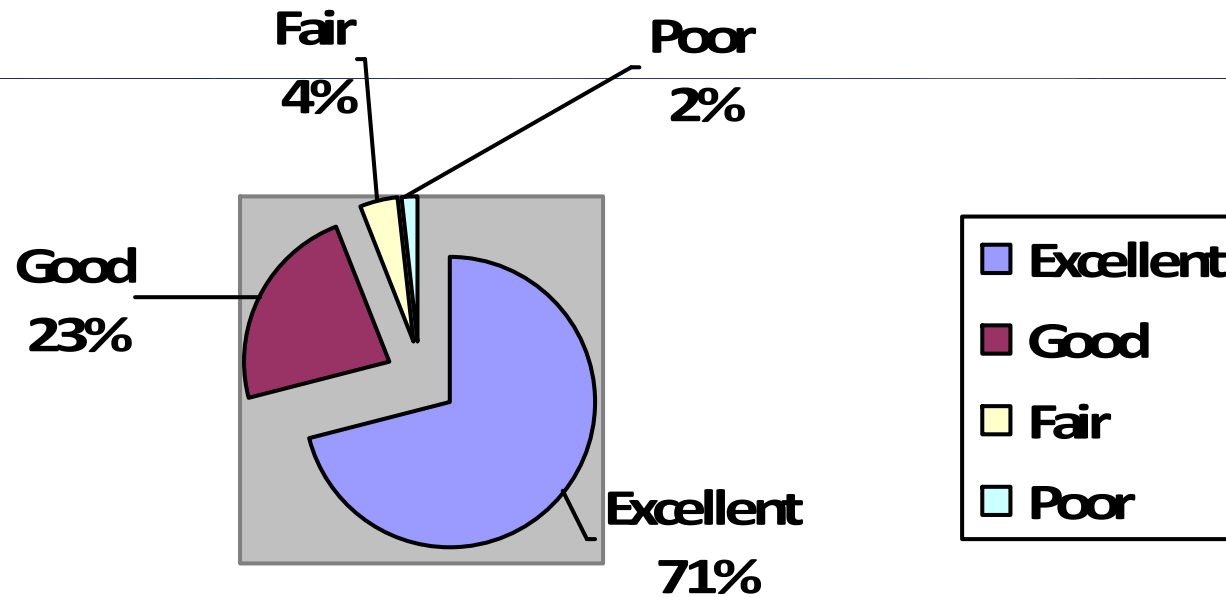
# Reservations Staff

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



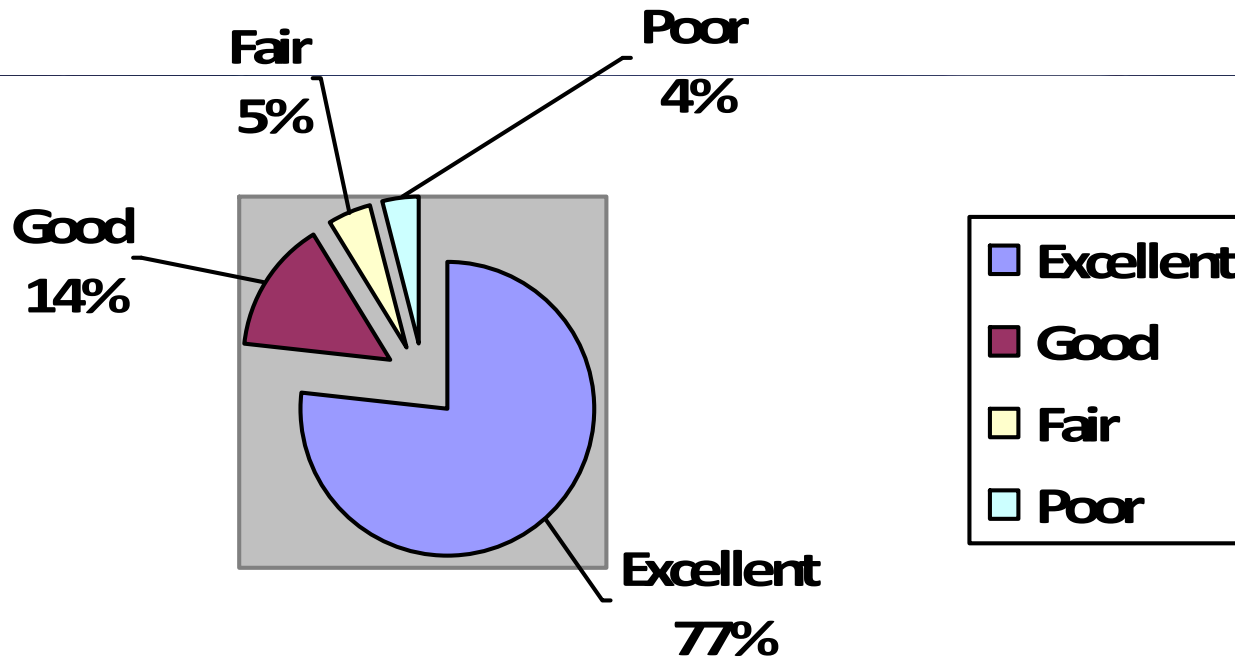
# Transportation Service

How would you rate the taxi or rental car service?



# Response Time Rating

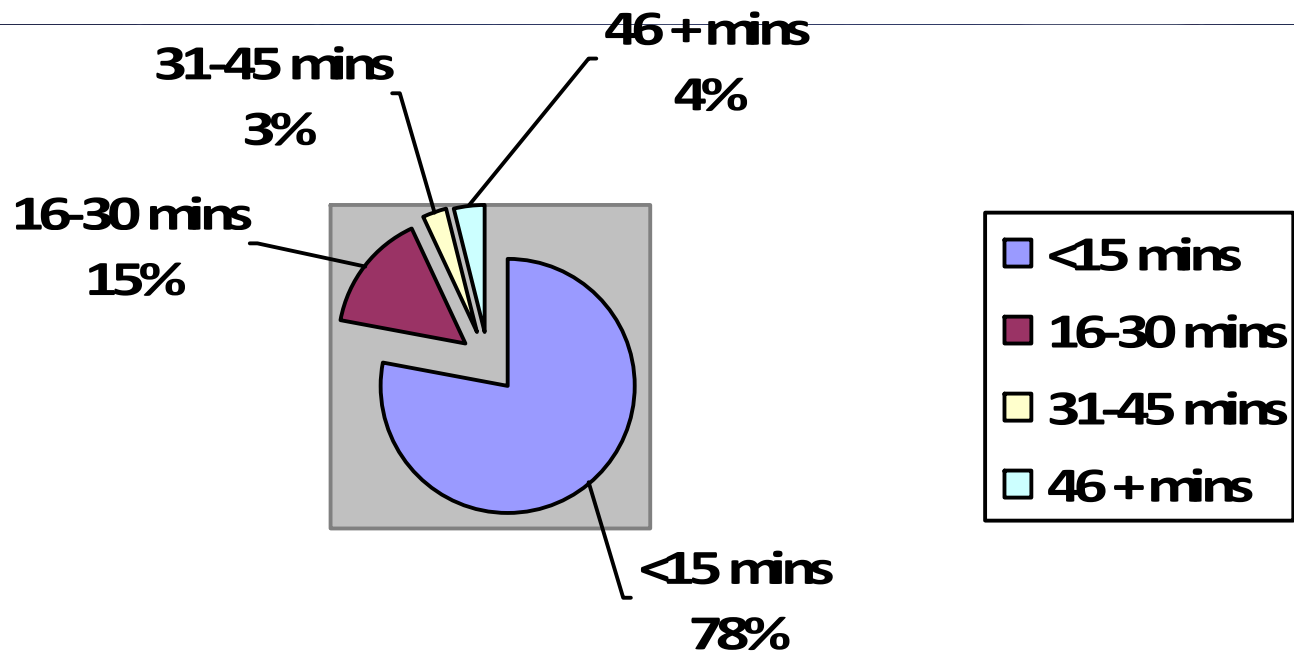
How would you rate our response time?





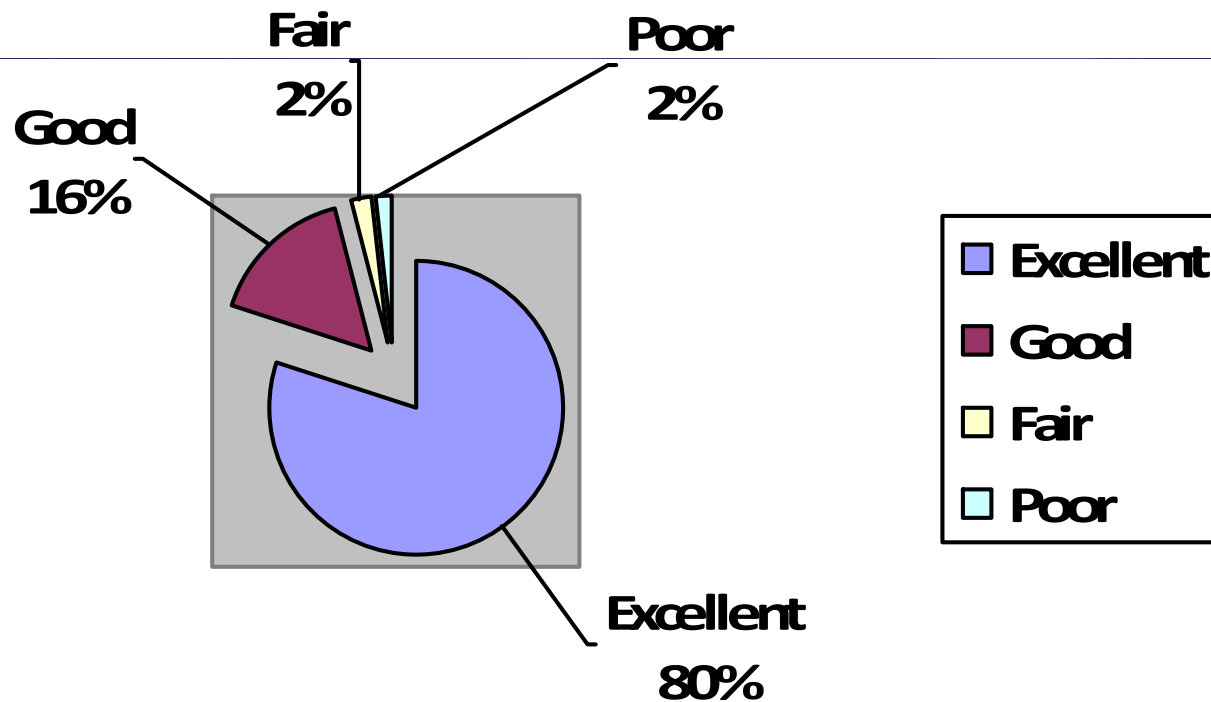
# Response Time Minutes

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



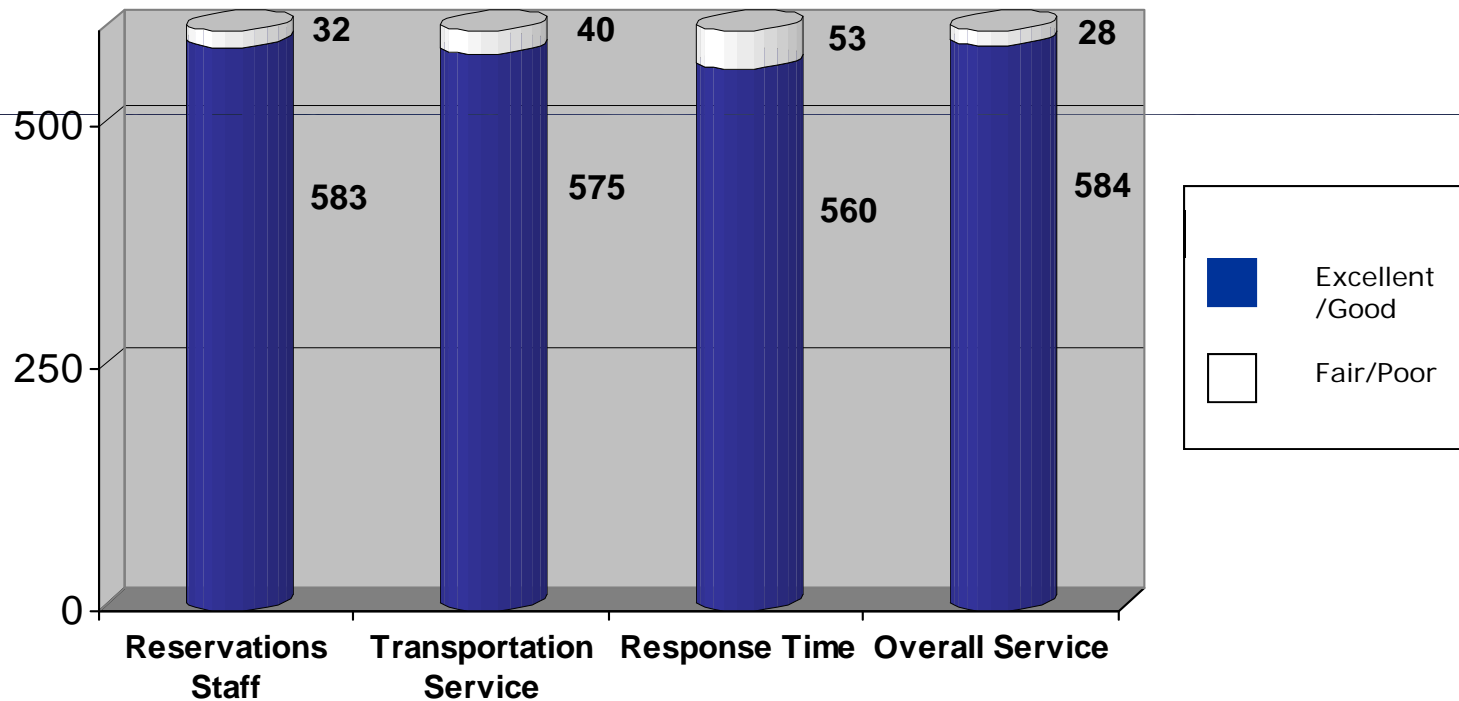
# Overall Service

Overall, how would you rate our GRH service?



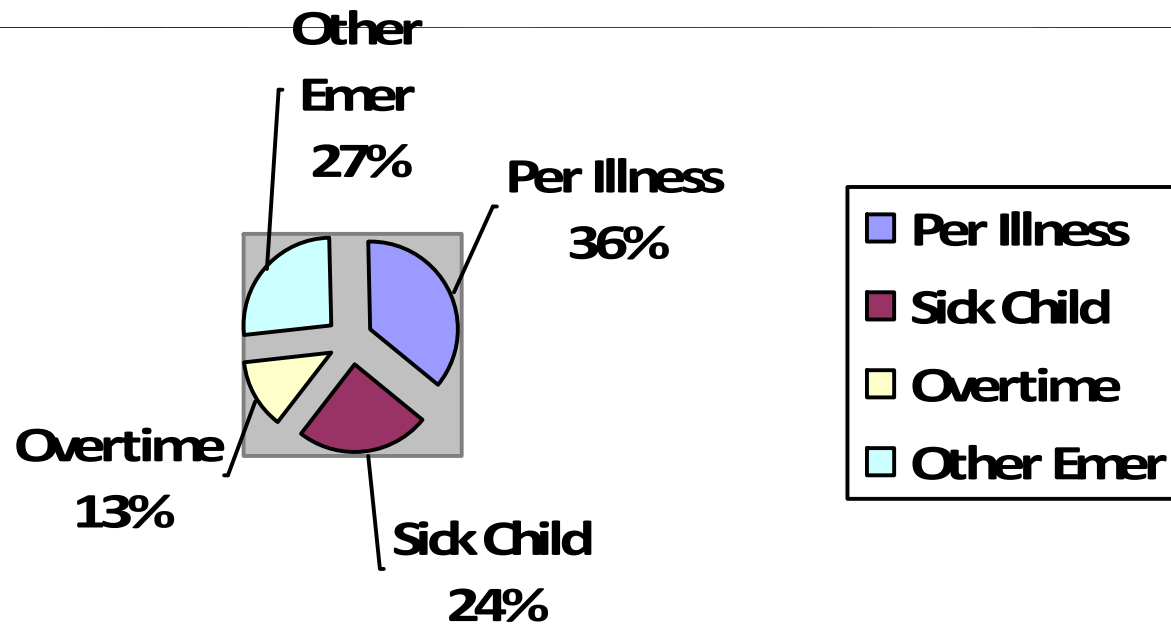
# Combined Satisfaction Levels

Number of Responses Based on Combined Satisfaction Levels



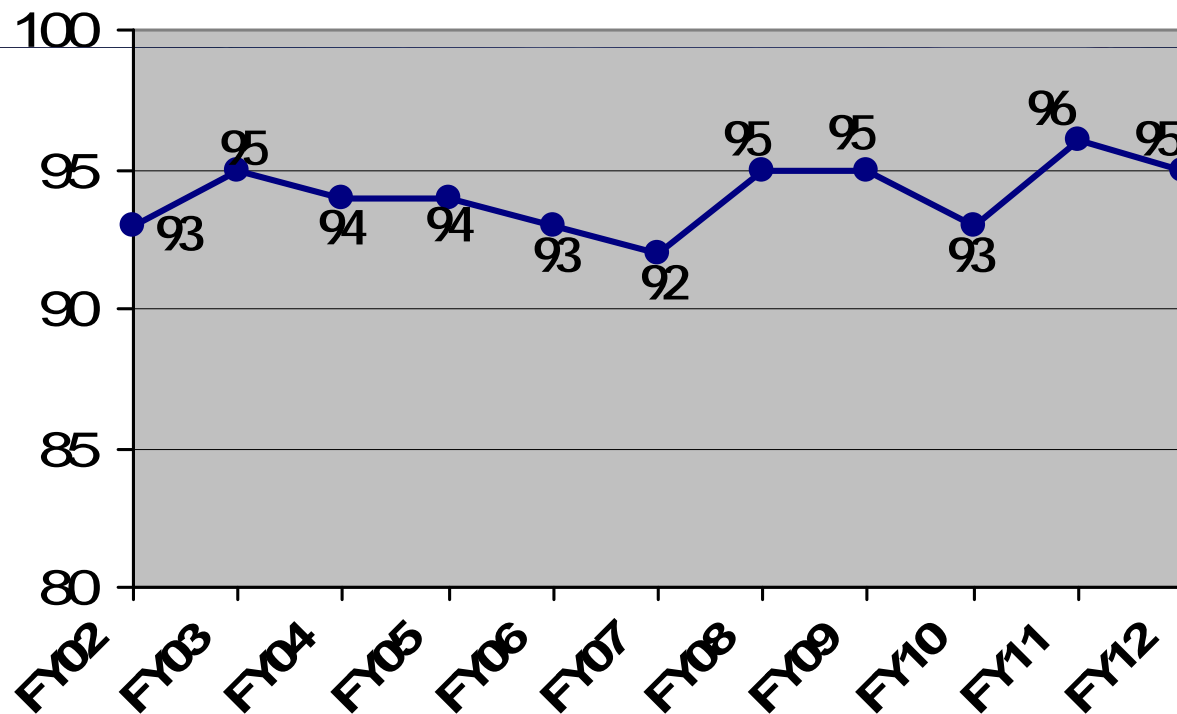
# Reason for Trip

What was the reason for your GRH Trip?



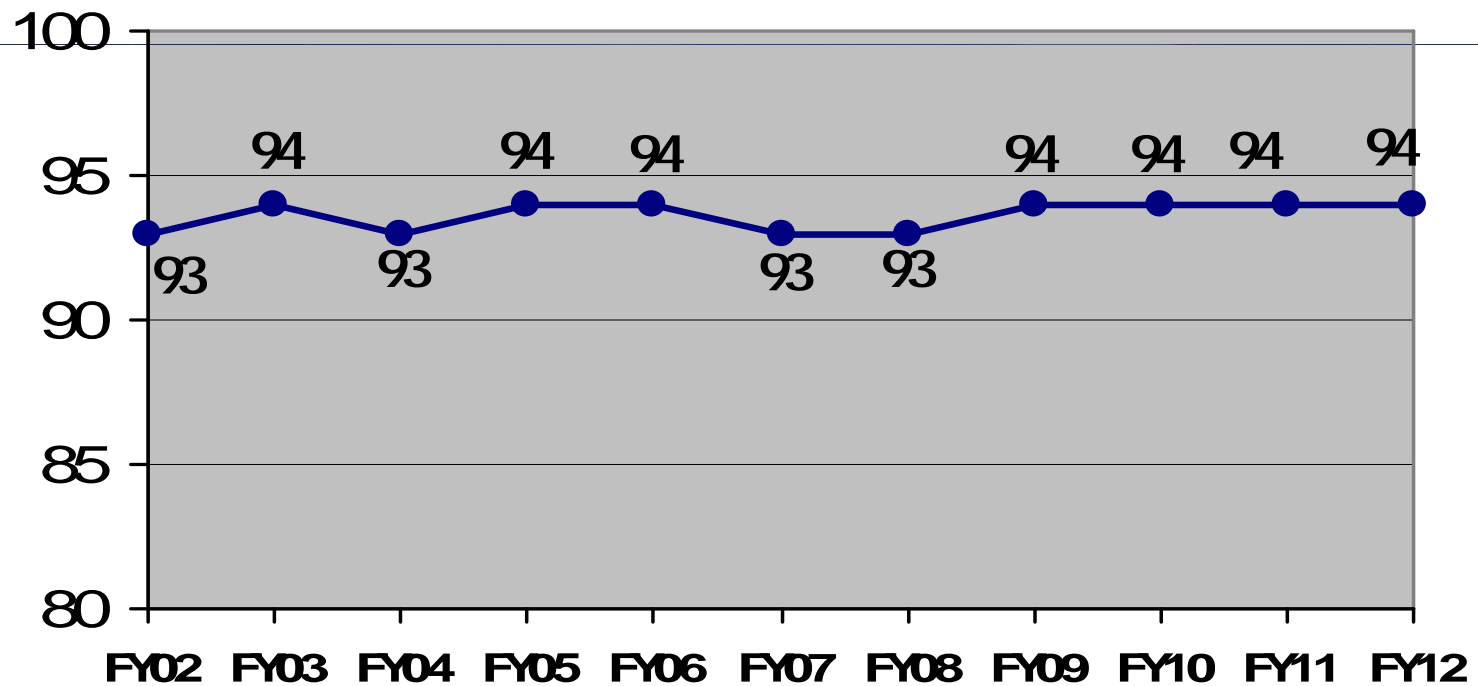
# Comparison to Previous Decade

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



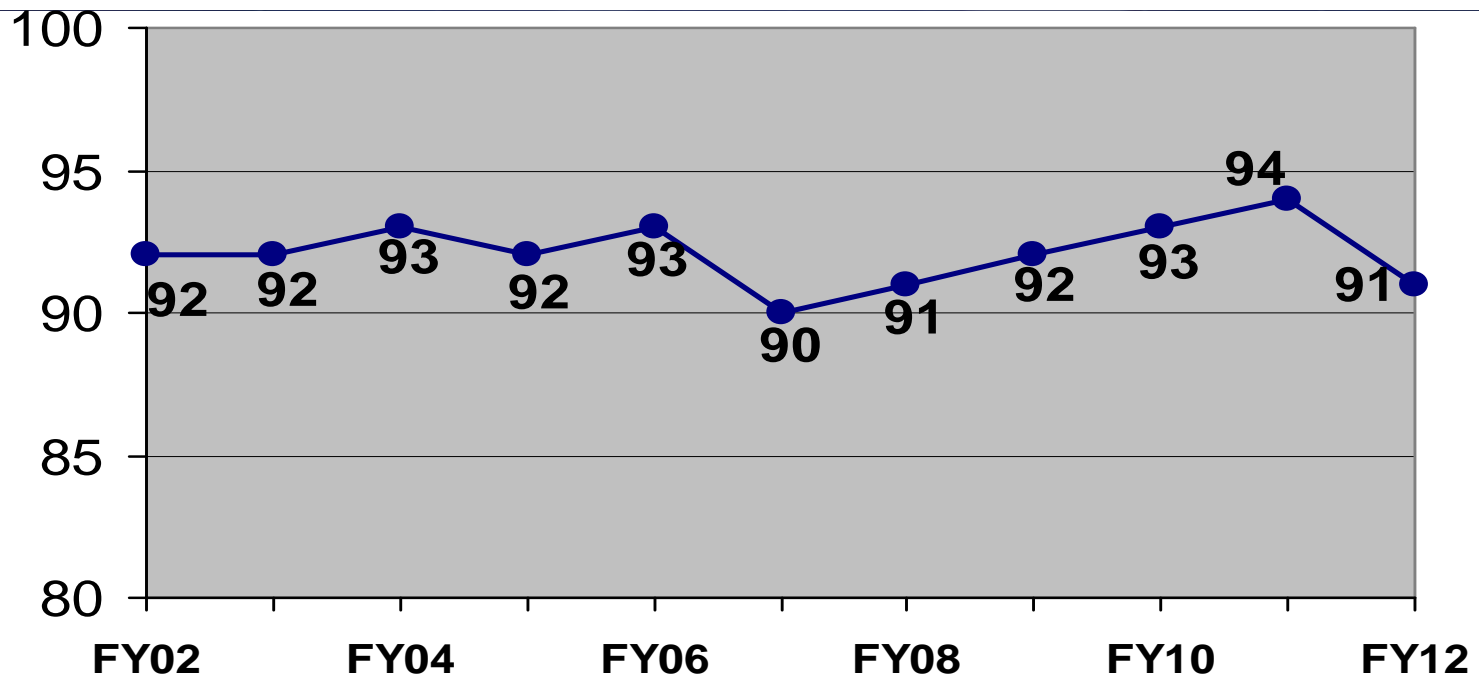
# Comparison to Previous Decade

How would you rate the taxi or rental car service?



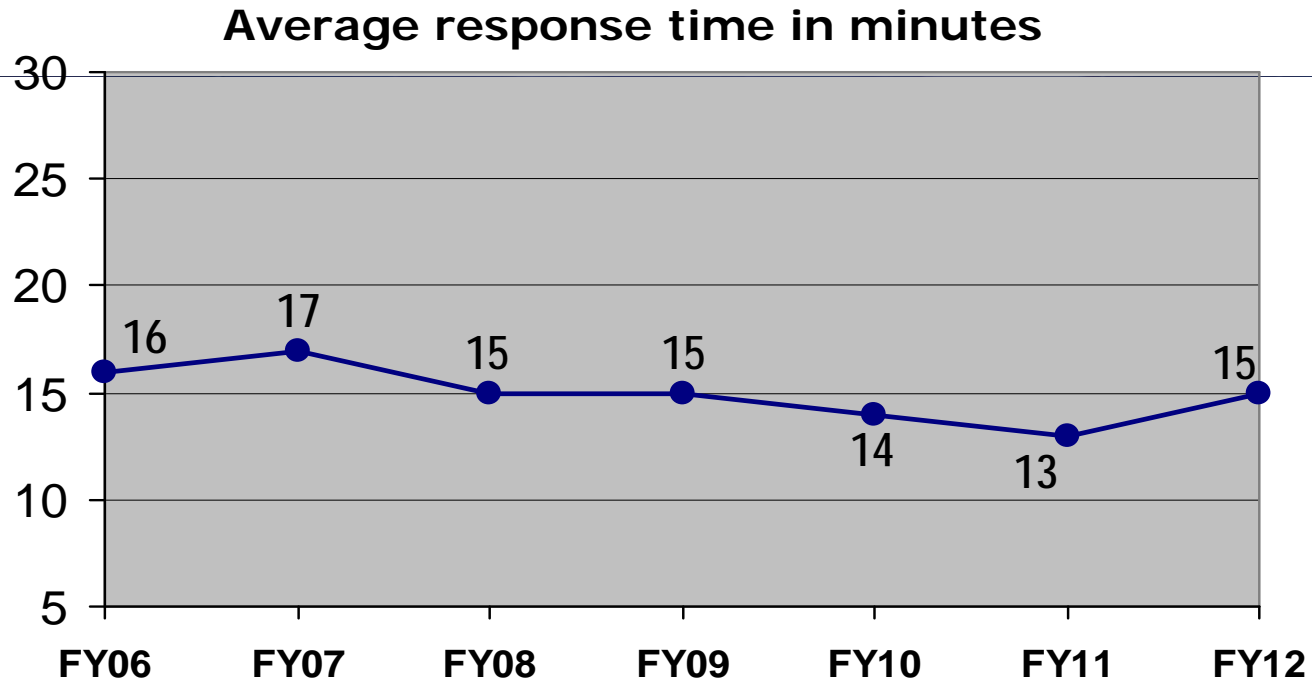
# Comparison to Previous Decade

How would you rate our response time?



# Comparison to Previous Years

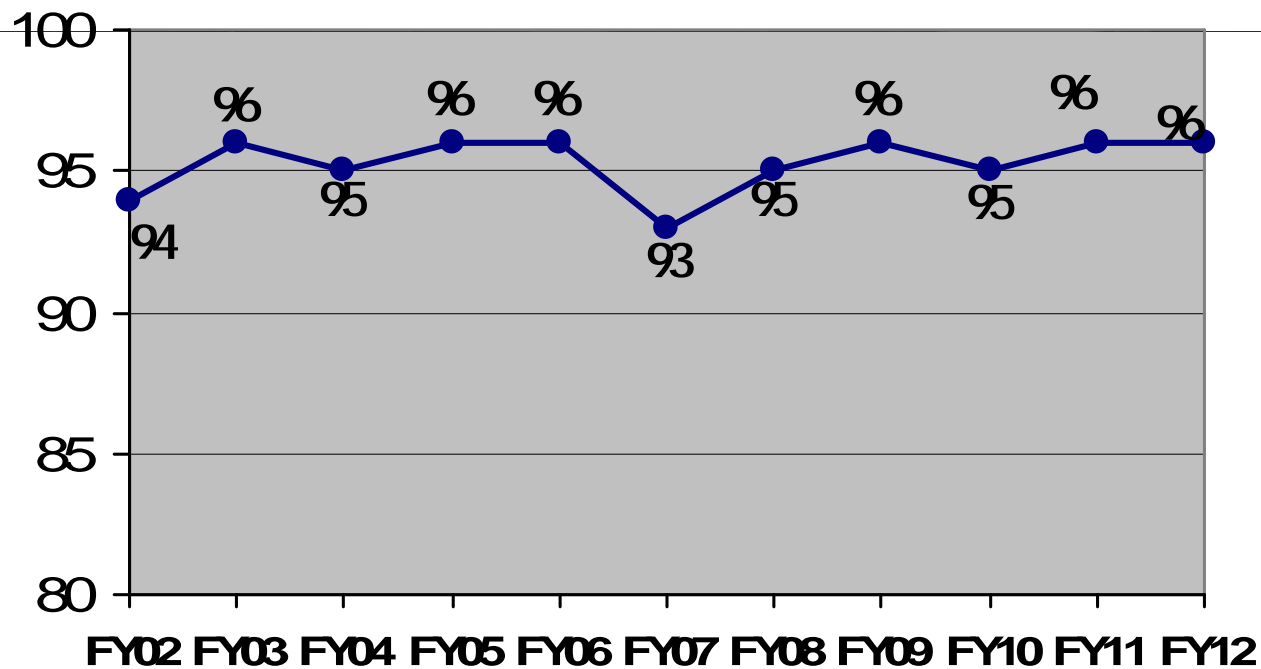
Approximately how many minutes did you wait until receiving your ride?





# Comparison to Previous Decade

Overall, how would you rate our GRH service?



# FY12 Customer Feedback



# FY12 Customer Feedback

- 69% of respondents provided written responses
- Individual responses are sometimes a combination of positive and negative comments
- 96% made positive comments
- 10% made negative comments

# FY12 Customer Compliments

- Fast, friendly and efficient service! Taxi Driver was respectful of my ill nature.
- GRH is the only reason I commute. Every time I am sick or have an emergency it responds as promised. Thank you
- I was amazed at how well this service worked! This was the first time I'd ever used GRH--and the cab arrived outside of my office building in 10 minutes.
- From the moment I called to the end of the ride, I had a very positive experience.
- I feel truly blessed with the service provided (which otherwise would have been a financial hardship).
- The GRH program is a great incentive for using mass transportation for commuting. Keep up the great work.
- Love, love, love your service. From the friendly responder who took the initial call to the pleasant cab, it was all good!

# FY12 Customer Compliments

- I could not have asked for a faster, more considerate response. Thank you so much.
- Amazing! My dad was taken by ambulance. Thanks for everything. You take the worry out of my commute!
- Y'all really saved my butt (twice!). Thanks.
- This is an excellent service that provides "a peace of mind" if an unexpected emergency comes up.
- Best thing since sliced bread.
- I'm extremely pleased. Everyone was very helpful and prompt. Thanks for making this service free and so easily accessible.
- I am truly grateful, I arrived to work and soon became very ill. Thank you so much for the excellent service.
- This was my first use of this program and I had an excellent experience.
- I could not have asked for better ANGELS than your service!1

# FY12 Customer Complaints

- Driver detoured through Chinatown to pick his brother up from the bus. Added about 15 minutes to travel time.
- Taxi was dirty and smelled.
- Enterprise Car Rental wasn't prepared to deliver on this emergency, I had to wait for a car be washed. Several days later they called on the whereabouts of the car I returned.
- I think there could be some improvement in the response time.
- The evening receptionist told me I would be receiving a call within 15 minutes from cab company. That call never came. After 25 minutes of waiting I called back.
- It was unclear as to whether or not to tip the driver.
- It took an extra 30 minutes as I was asleep in the back and did not realize that we were going in the wrong direction.
- The taxi drove like a bat out of hell, honking and swerving. I thought I was going to die. After we made it home, he said, "Boy, we made good time!"



# FY12 Customer Comments/ Suggestions

- GRH should allow the individual to contact the car service if it is after 10PM.
- Would be useful if GRH staff provided some guidance -- how long the wait would be, what taxi company, etc.
- More advertisement need to be made about this program.
- Ask the cab company to send a driver who knows how to get to a location or who at least has a working GPS.
- "Requests to use the GRH program because of unscheduled overtime must be made before the commuter's registered work end time" should be made more prominent and not be buried in the middle of a page of dense text.

# Recap

- 3,339 surveys distributed
- 19% return rate
- Overall satisfaction rating 96%
- Positive rating of at least 91% in every category
- Average response wait was 15 minutes
- 93% waited 30 minutes or less
- Written responses from two-thirds of survey participants
- Compliments out weighed criticism 10 to 1



# Questions?

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