

Item #7



# Guaranteed Ride Home Customer Satisfaction Survey

Fiscal Year 2015 Preliminary Results

Washington DC Region

Regional TDM Marketing Group

December 15, 2015

**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.

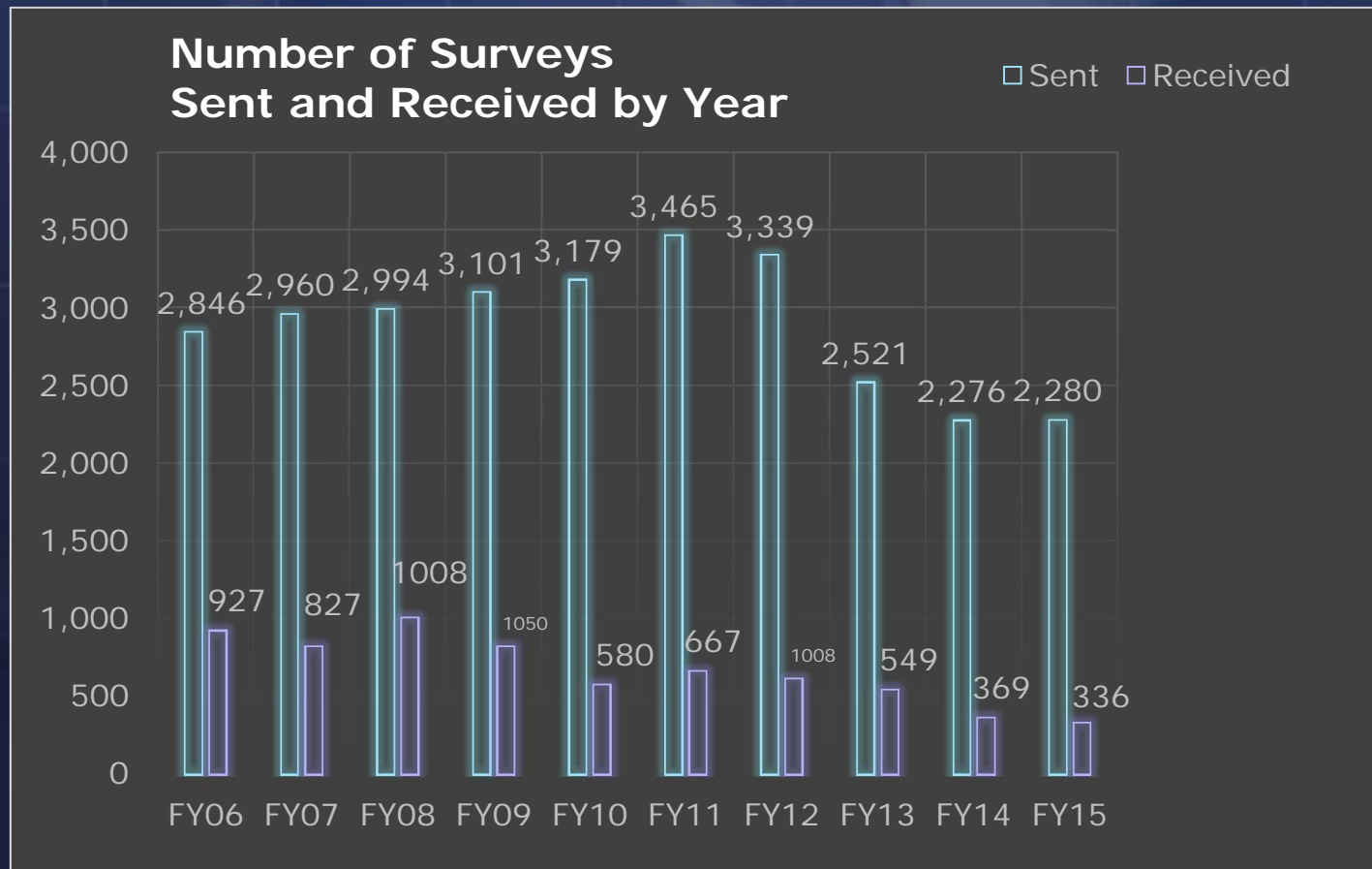
- |  | Poor                     | Fair                     | Good                     | Excellent                |  |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--|
| 1. How would you rate the service you received from our GRH trip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

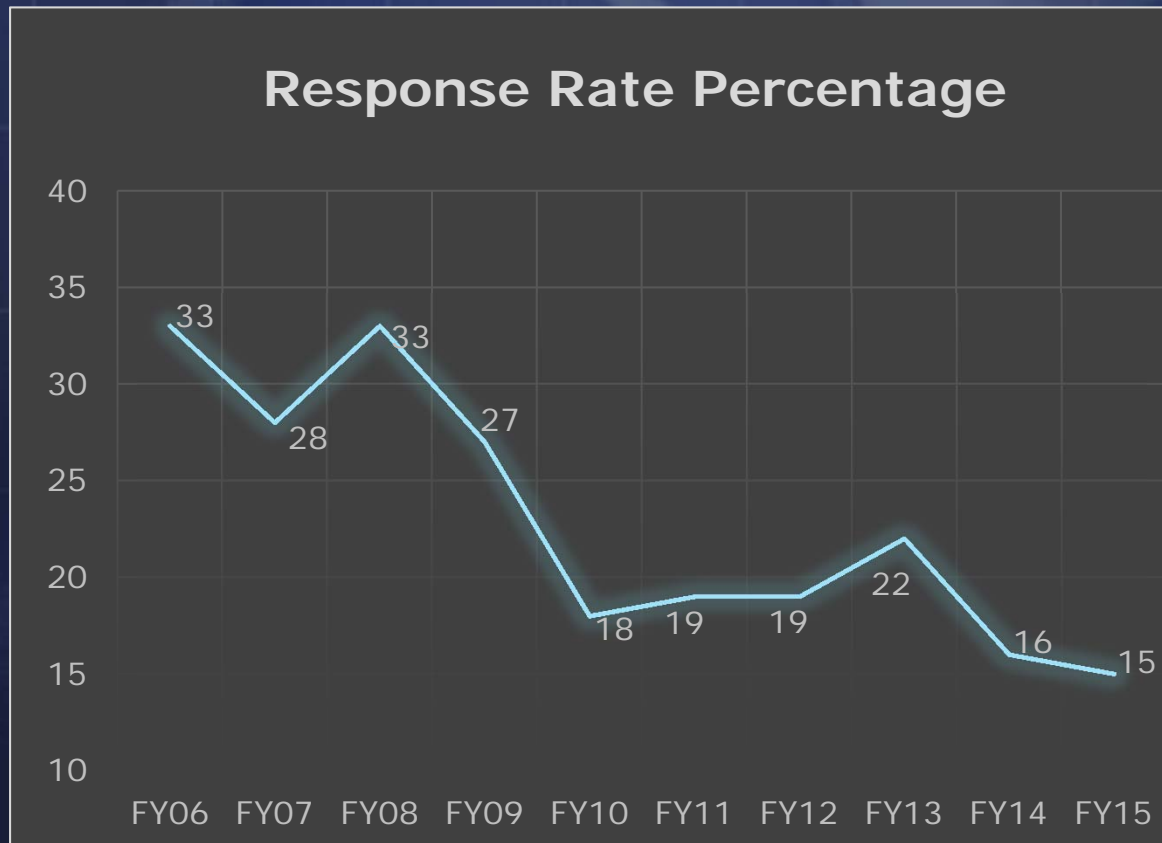


**We'll get you home. Guaranteed.**

# Survey Response Rate

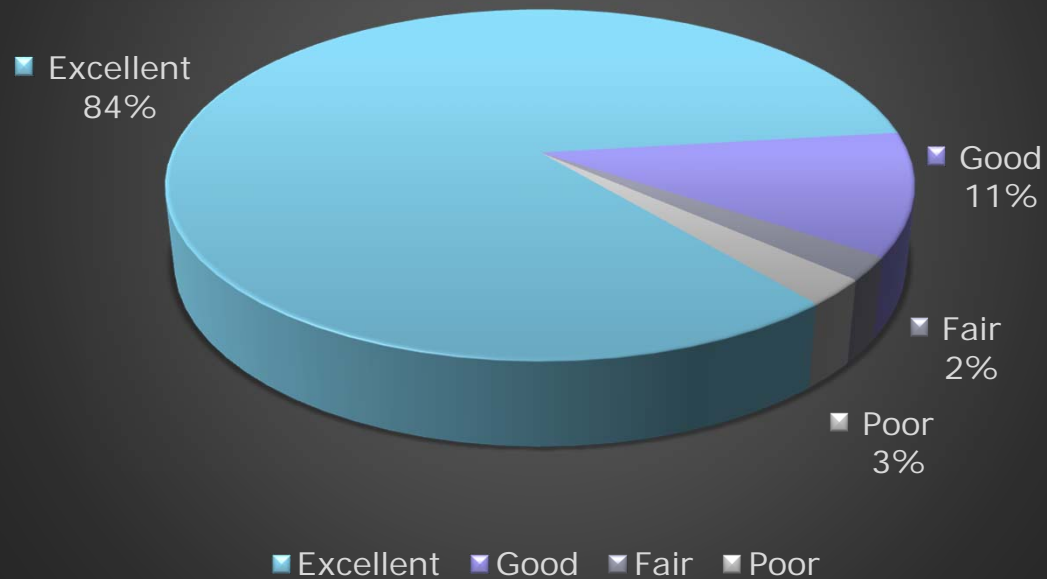


# Survey Response Rate

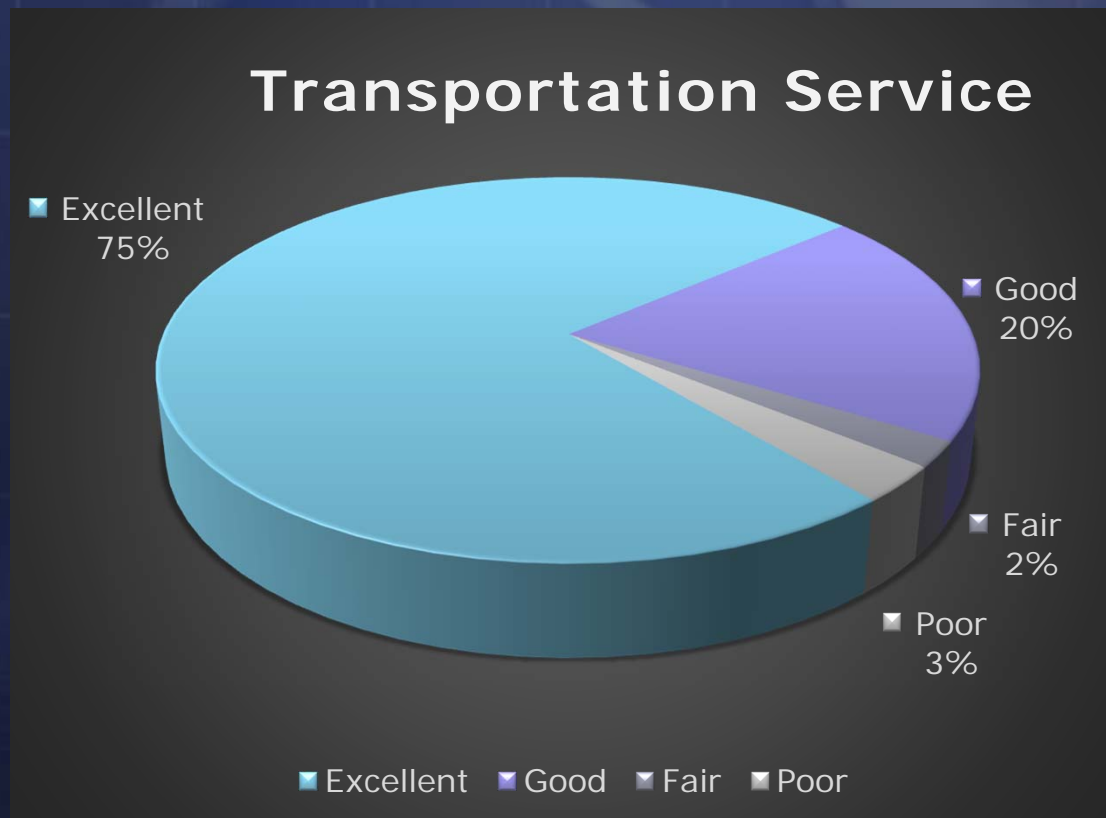


# Reservations Staff

## GRH Trip Reservations Staff



# Transportation Service





# Response Time Rating





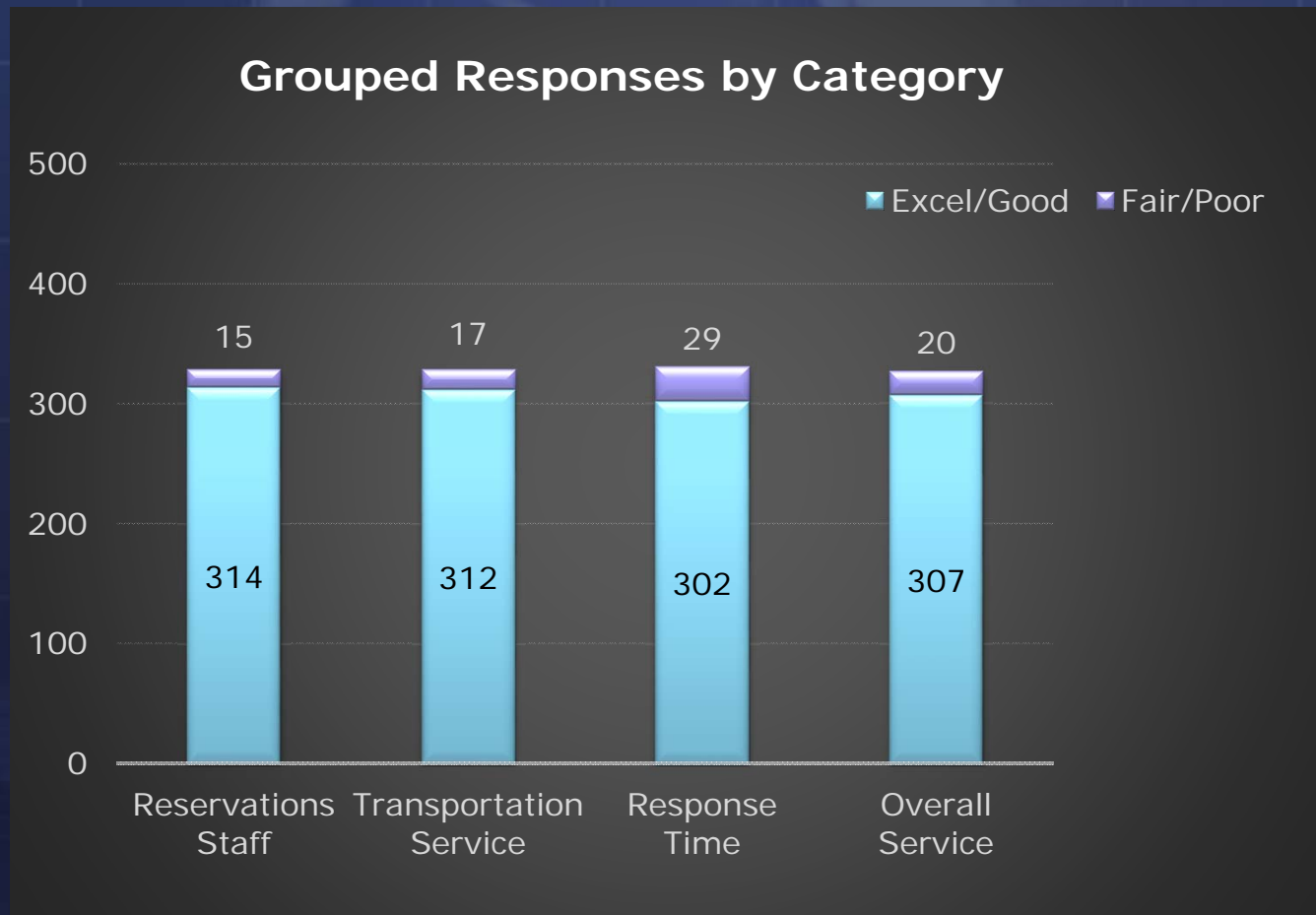
# Response Time Minutes



# Overall Service



# Combined Satisfaction Levels

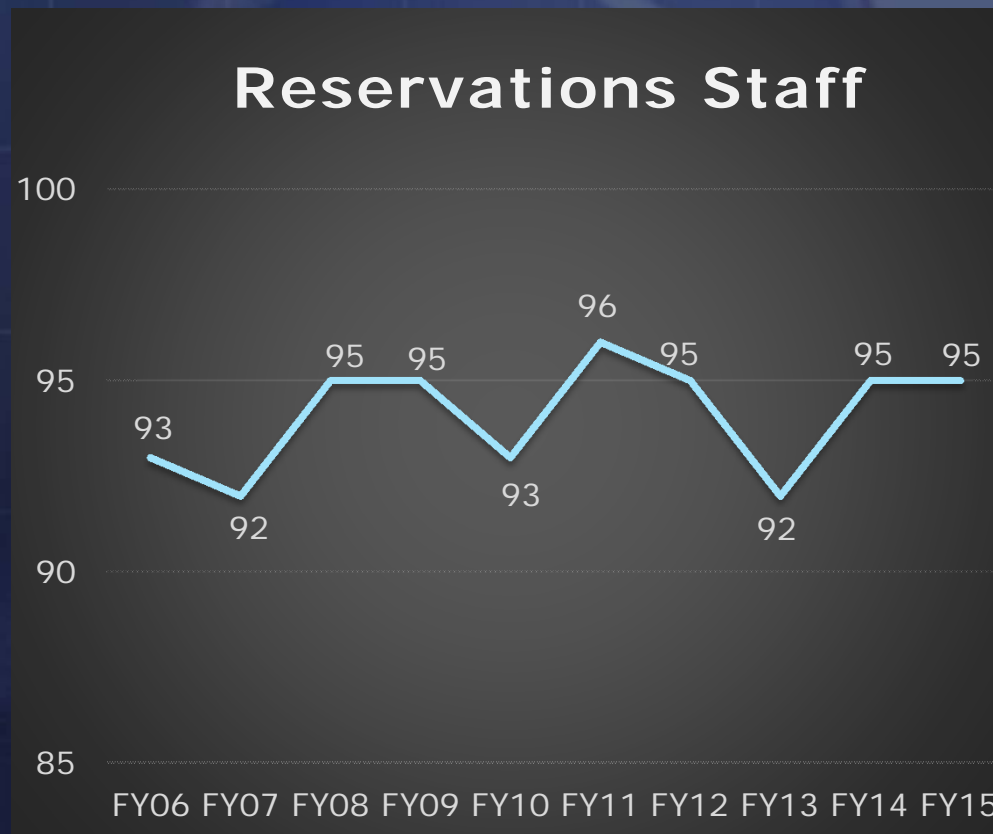


Combined Excellent & Good Ratings

# Trip Reason

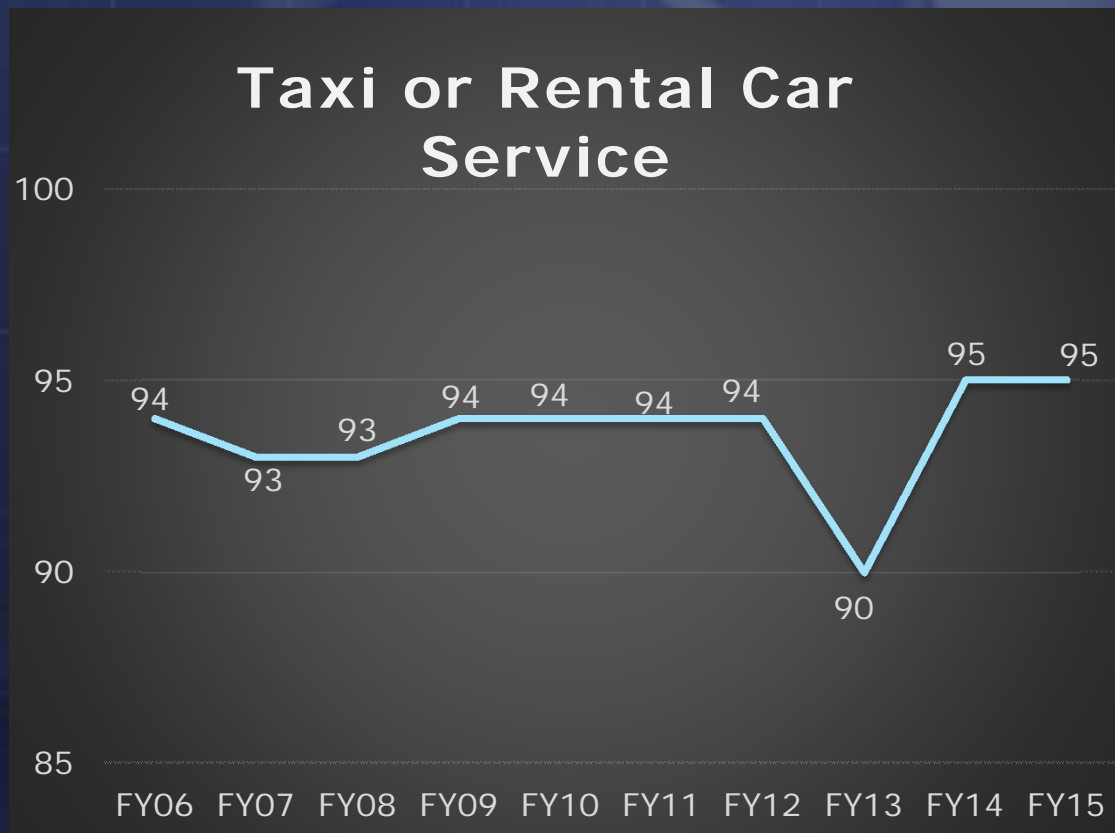


# Comparison to Previous Decade



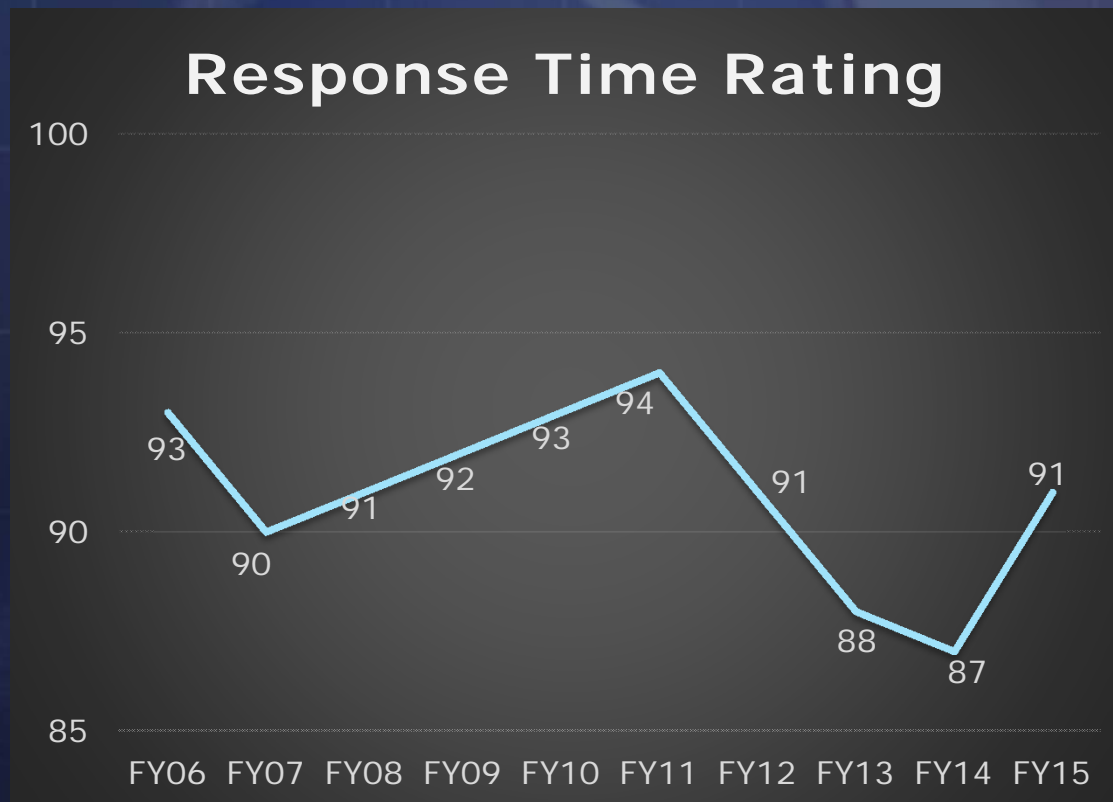
Combined Excellent & Good Ratings

# Comparison to Previous Decade



Combined Excellent & Good Ratings

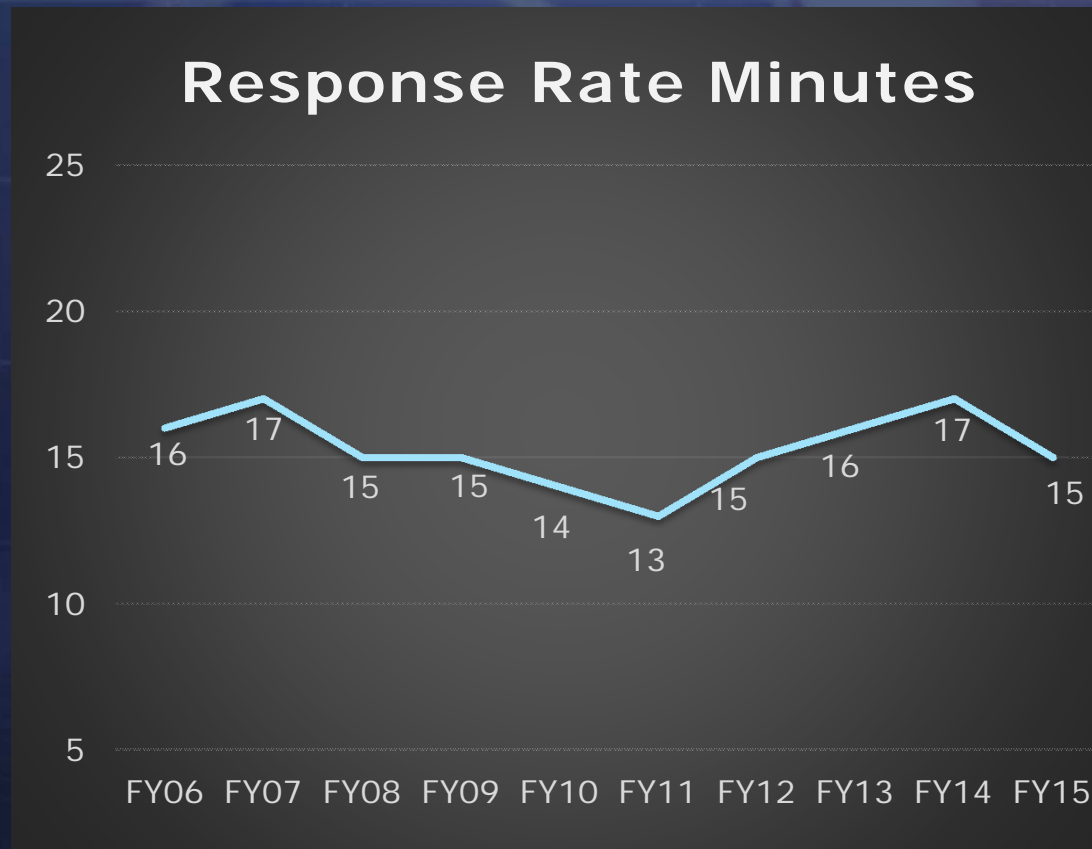
# Comparison to Previous Decade



Combined Excellent & Good Ratings

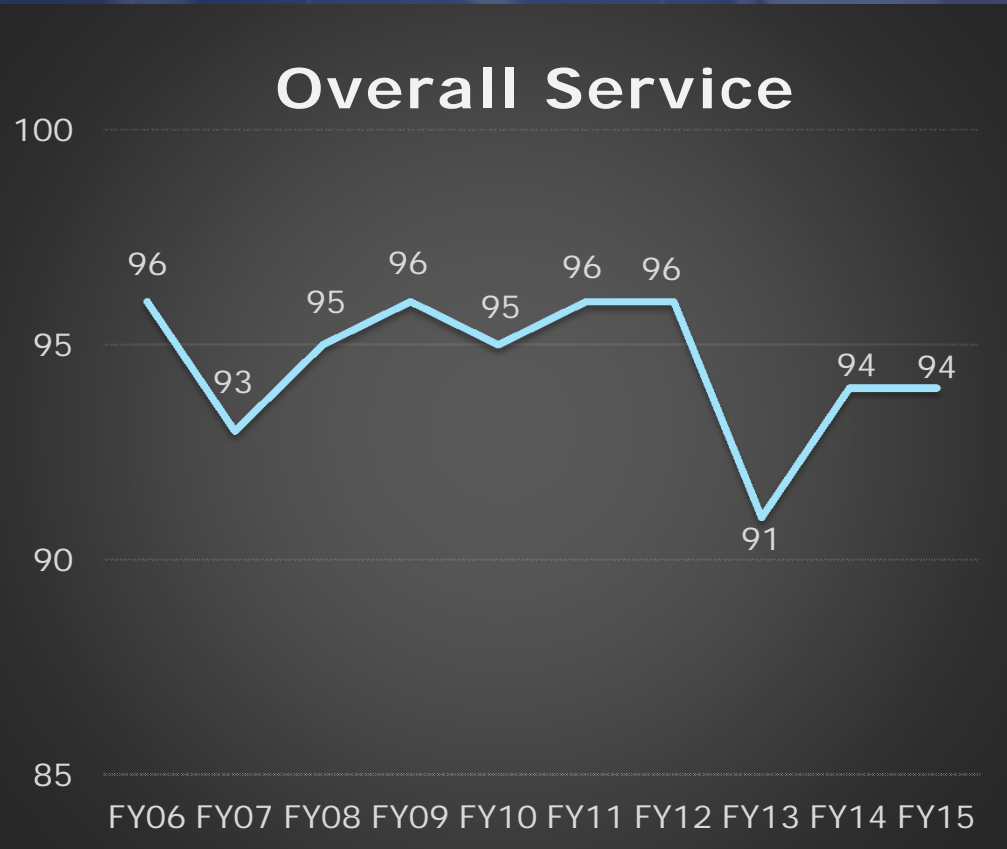


# Comparison to Previous Years



Combined Excellent & Good Ratings

# Comparison to Previous Decade



Combined Excellent & Good Ratings

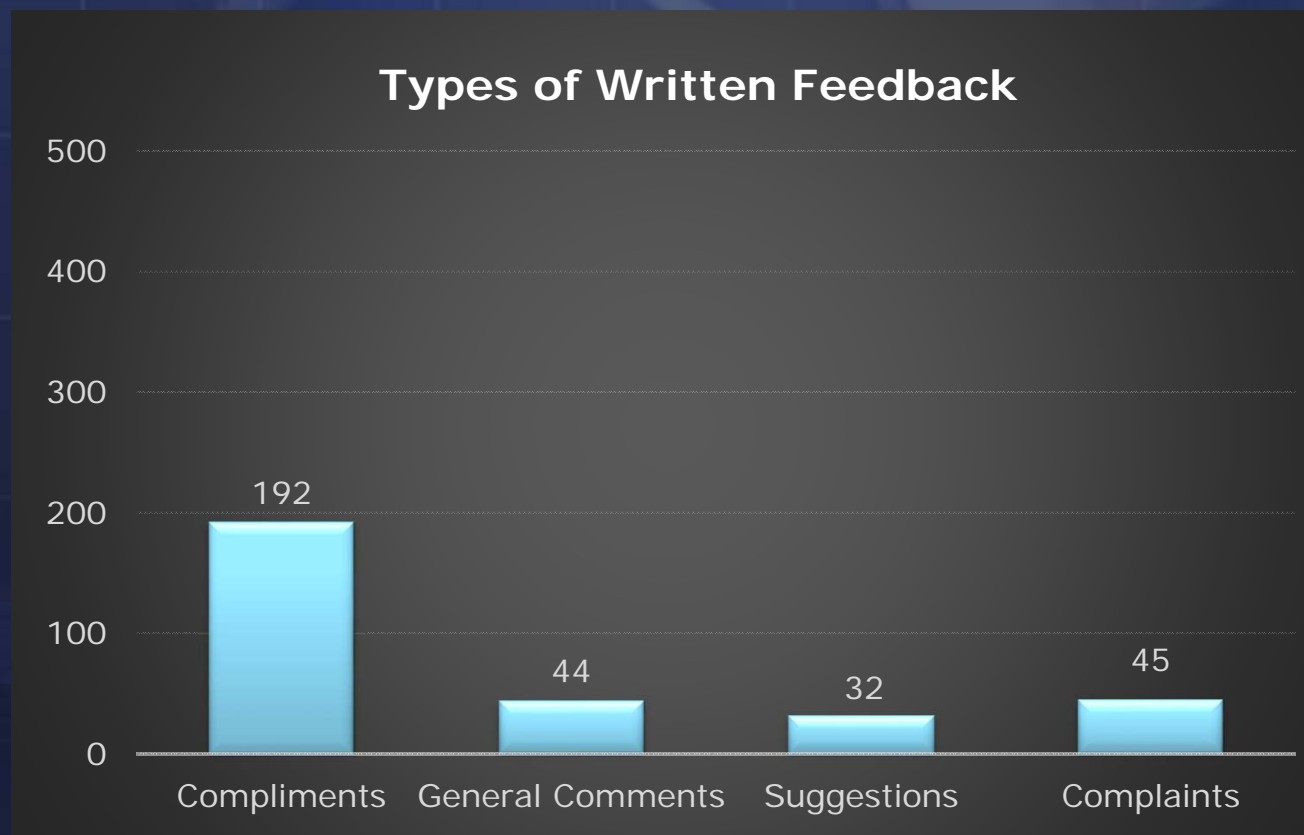
# FY15 Customer Feedback



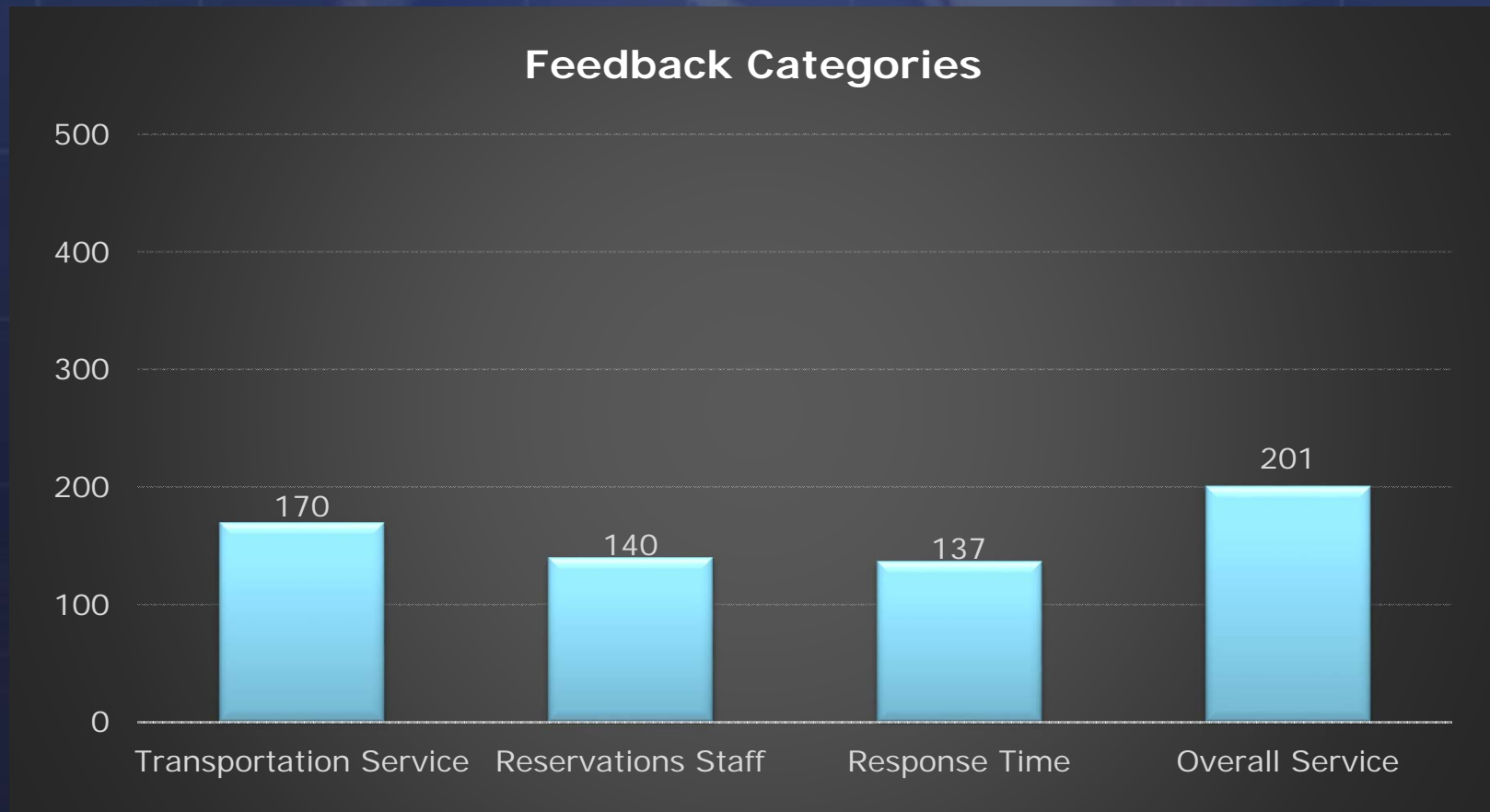
# FY14 Customer Feedback

- 73% of respondents provided written responses
  - 81% provided positive comments
  - 19% needs improvement

# Written Responses - Types



# Written Response Categories



# FY15 Customer Compliments : )

- 1st time using it, I didn't think it was going to be use easy and faster. I'm so thankful for the service
- As usual, it was a very pleasant experience -- from the phone call to the drop off at my commuter lot. Two thumbs up! :)
- Driver was very friendly, and arrived very timely. Outstanding service to promote folks to commute. Staff helped me complete my registration over the phone to enable me to use the GRH immediately.
- Fantastic texting feature telling me how long until the taxi would arrive, the number of the cab, and that it was actually pulling up. When I was feeling ill, this really put my mind at ease. Thank you for a superior system. PS, my driver was wonderful, too, with a very positive spirit.
- Father-in-law collapsed, and eventually died. Had to run to hospital. This service was critical to being there to support my wife and family during this tragedy. Thank you!
- Great experience and wonderful program especially when you have to work late unexpectedly or have another emergency. Everyone is very professional and courteous. I really appreciate the excellent service.



# FY15 Customer Compliments : )

- Helpful and friendly GRH staff who took call, almost immediate confirmation call from taxi co., and nice taxi waiting for me immediately. Excellent service overall!
- I am incredibly grateful to the GRH program for allowing me the hassle-free opportunity to get home to care for a sick child. The ride home was the calm in the midst of a chaotic situation, and I can't thank you enough.
- I am very appreciative of this service. The phone call came to alert me my mom needed to go to the emergency room and the next bus was not leaving for another 2 hours. This ride to my car when I needed it, made a great deal of difference to me as well as my family. Thank you!
- I arrived at work feeling great and within 2 hours, I was feeling miserable. A taxi arrived shortly after calling for GRH. The poor driver had to pull over a few times as I was sick. I was so dizzy that he helped me out of the car and walked me to the front door. I so much appreciated the GRH and the driver's patience and understanding.

# FY15 Customer Complaints : (

- Driver wasn't clear on whether or not you covered his tolls, so I paid for the tolls. Not complaining about it, just suggesting the drivers be more educated on all of the rules/conditions of service. I appreciate the service!
- Taxi didn't know how to get to my building despite it being a large building that says Dept of Labor. Then he asked me how to get to 95 South. I wasn't too happy with him but I do love and am grateful for the program.
- Having to travel from NIH to Shady Grove to meet the taxi seems unnecessary.
- I had to walk from the Navy Yard to the Metro, then take the Metro all the way to Franconia-Springfield to catch the cab. Not certain if this is standard practice, but that would be my only complaint.
- I think the delay in the taxi's arrival was too long and not as promised. otherwise, the GRH was good experience
- I was very displeased with the taxi response time. However, very pleased with how GRH respond to the situation.

# Recap

- 2,280 surveys distributed
- 15% return rate
- Overall satisfaction rating 94%
- Positive rating of 91 and above for all categories
- Average response wait was 15 minutes
- 92% waited 30 minutes or less
- Written responses from 73% of survey participants
- Compliments out weighed criticism 4 to 1

# Questions

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