Transportation Professionals Advisory Committee

Developing Customer Survey Topics

Thursday, September 10, 2020
Background

- Customer Satisfaction Surveys – A method to determine if Access is meeting customer needs
- Traditional biennial survey
- More focused surveys (ex. Free Fare usage)
Value of Customer Surveys

- Surveys help identify how customers feel Access is performing

- This is only one of many tools to identify Access performance (including complaints, commendations and KPI performance)

- Surveys also draw from a sample of customers who may not always be heard from

- Surveys can also educate whether launching a program will be used by Access’ customers
A Survey for This COVID-19 Period

• Opportunity for more focused surveys

• Requesting possible topics for a future survey.

• Questions and specifics can be shared at September CAC meeting
Survey Topic Ideas

- Survey focused on customer technology access and ability to expand existing services;
- Survey of customers using Access now, and impressions of Access during this pandemic;
- Survey of customers who have stopped using Access and why;
- A tool to communicate pandemic service changes.
CAC Discussion Highlights

• Presentation to CAC on August 11;

• Discussion to expand options for reaching customers

• Preference for a technology-focused survey at this time
Questions

Thank You