



Board Policy No. 421

Customer Contact Policy

ADOPTED: 06/00

RECENT AMENDMENT: 10/28/20

SEE ALSO: 518

SUBJECT CATEGORY: SECTION 400, OPERATIONS

SUBSECTION: CUSTOMER SERVICE

CONTROL DEPARTMENT: EXTERNAL AFFAIRS MARKETING & COMMUNICATIONS

I. PURPOSE

The purpose of this Policy is to ensure that all feedback and responses are managed in a consistent and timely manner, as this feedback is crucial to the improvement and success of the District. Feedback is received from various channels, including but not limited to phone calls, social media, letters, in-person events, and includes feedback regarding the American with Disabilities Act, Title VI, and Environmental Justice considerations. riders have an easy and accessible way to provide feedback to the District as their feedback is crucial to the improvement and success of the District. AC Transit is open to all customer feedback including complaints, commendations, comments, suggestions, or questions as well as those associated with Americans with Disabilities Act, Title VI and Environmental Justice considerations.

II. PERSONS AFFECTED

This policy is applicable to all District employees ~~at all divisions~~, members of the Board of Directors, and Board Officers ~~that have a direct or indirect role in providing customer service.~~

III. DEFINITIONS

“CusRel” means the former Customer Relations (CusRel) ~~system~~database, a centralized system for tracking all customer contacts.

“CRM” means the Customer Relationship Management (CRM) Tool, a centralized system for tracking all customer contacts.

~~“Customer Comments Form” means a paper instrument in which customer feedback is obtained.~~

~~“Customer Service Call Center” means an office with staff that fields incoming customer phone calls.~~

~~“Feedback Online” means a dynamic tool used to capture customer feedback via websites and web-based applications or mobile apps.~~

“Ticket number” means the assigned unique number in CusRel and the CRM which is used to track that tracks a particular ticket ~~i- including that includes~~ feedback such as complaints, commendations, comments, suggestions, or questions.

IV. POLICY

A. Submission of Feedback and District Response

1. ~~Riders~~ Customers can submit feedback via various channels, including but not limited to: ~~can~~ contact AC Transit in the following ways:
 - a. Telephone: Customers can contact the AC Transit Call Center at (510) 891-4777 to speak with a representative seven days a week.
 - b. Website: Customers can submit feedback online on the AC Transit website.
 - c. Mobile app: Customers may complete and submit feedback via AC Transit's mobile app.
 - d. Customer Comments Form: Available at the Customer Service Center located at 1600 Franklin Street.
 - e. U.S.P.S.: Customers can mail their feedback to AC Transit, Attn: Customer Services, 1600 Franklin Street, 8th Floor, Oakland, CA 94612
- a. Customer Comments Form shall be available at the Customer Service Center located at 1600 Franklin Street.
 - b. US Mail: Riders can mail their feedback to AC Transit, Attn: Customer Services, 1600 Franklin Street, 8th Floor, Oakland, CA 94612
 - c. Telephone: Riders can contact Customer Services at (510) 891-4777 to speak with a representative 7 days a week.
 - d. Website: Riders can submit feedback online at www.actransit.org/feedback.
 - e. Mobile app: Riders may complete and submit feedback via AC Transit's official mobile app.
2. ~~Customers submitting feedback online or via the Customer Service Call Center will receive acknowledgment and a ticket number upon submission for tracking purposes. Departments shall respond to the customer within five (5) business days. Customers submitting feedback via U.S. Mail will receive a post-card acknowledging receipt and a ticket number. Customers will receive a formal response via their preferred method of contact. As feedback is recorded in the CRM, customers will automatically receive an acknowledgment and a ticket number. Customers submitting feedback through the U.S.P.S. will be sent a postcard acknowledgment that includes a ticket number.~~
3. District employees responding to a ticket must respond via the customers' preferred method of contact within five (5) business days.
- 3.4. _____ If additional research time is needed, the response shall indicate the estimated number of days needed to provide relevant information via their preferred method of contact, thus assuring customer confidence in the District's feedback process.

B. Departmental Collaboration/Responsibility

Questions concerning interpretation of this Policy are to be referred to the General Counsel.

All feedback is recorded and tracked in the CRM and historically in the CusRel system. All departments/divisions handling customer feedback shall work closely together and share information with each other in a cooperative and timely manner.

C. Reporting

As administrators of the CRM, Customer Services ~~shall compile~~ summaries ~~a summary~~ of customer comments ~~on a monthly basis~~ by type and category for ~~the Transportation and Planning internal~~ Departments to use in reviewing and evaluating service with the goal of identifying and addressing recurring problems related to service or personnel. Additionally, Customer Services will provide reports to the Board on a biannual basis.

V. AUTHORITY

A. General Manager's Authority

The General Manager is directed to implement Administrative Regulations and controls regarding this policy as necessary.