

ALAMEDA-CONTRA COSTA TRANSIT DISTRICT



STAFF REPORT

MEETING DATE: 4/28/2021

Staff Report No. 21-172

TO: AC Transit Board of Directors
FROM: Michael A. Hursh, General Manager
SUBJECT: Responsiveness to Customer Feedback Tickets

BRIEFING ITEM

RECOMMENDED ACTION(S):

Consider receiving a report on the District's responsiveness to customers regarding their feedback tickets.
[Requested by Director Shaw - 1/27/2021]

STRATEGIC IMPORTANCE:

Goal - High-Performing Workforce
Initiative - Service Quality

Board Policy 421 Customer Contact Policy was amended on October 28, 2020 to include a service level agreement to allow District Departments five (5) business days to acknowledge customers' feedback submission. This is a crucial piece in providing customer service and maintaining the public's trust in improving service.

BUDGETARY/FISCAL IMPACT:

There is no direct budgetary/fiscal impact associated with this report.

BACKGROUND/RATIONALE:

Customers may submit feedback to the District through various communication channels, such as the Customer Service Call Center, phone, website, mobile app, email, or letter, and all feedback is recorded and tracked in the Customer Relations (CusRel) system.

On October 28, 2020, Board Policy 421 Customer Contact Policy was amended to include a service level agreement where an initial response must be given within five business days upon submission to confirm receipt and/or provide resolution. Customers submitting feedback via website, mobile app, or the Customer Service Call Center receive an automatic response with a ticket number immediately upon ticket submission. However, those submitting via email or letter will receive a response from the respective department within five business days.

To evaluate six months of data, this report covers activities between July 28, 2020 and January 28, 2021 where the District received a total of 2,889 feedback tickets: 43% (1,282) requested a response while 57% or 1,647

did not. Additionally, 61% of tickets were received via phone, primarily through the call center, and 36% were via website.

Results indicate that 78% of tickets received a response within five business days prior to the amendment and 85% were after the amendment. Certain feedback may require additional research or external agency contact resulting in delayed responses. Various departments were conducting research and/or providing status to the customer without registering their actions into the ticket resulting in the false appearance that no actions were being taken.

As a reminder, department queue managers receive email reminders on a daily basis of pending tickets via the "Daily Digest". In addition, Customer Relations will email queue managers when there are tickets approaching five days without an initial follow up response, and Department Directors may access the Customer Relationship (CusRel) system's Open Age Report to view the number of pending tickets in their department's queue.

To ensure departments met the turnaround, Customer Relations will offer refresher training to departments on Customer Relations (CusRel) system ticket handling procedures. Training will include research documentation and the process to close a ticket. Thereafter, staff can review current processes and implement changes to improve on-time response. By registering all activities and following the established routines, departments are more likely to meet or exceed the service level agreement.

ADVANTAGES/DISADVANTAGES:

There are no notable advantages or disadvantages associated with this report.

ALTERNATIVES ANALYSIS:

This report does not recommend an action, therefore, there is no alternative analysis.

PRIOR RELEVANT BOARD ACTION/POLICIES:

Board Policy 421 - Customer Contact Policy

ATTACHMENTS:

1. Ticket Overview Before and After Board Amendment
2. Top Five Departments Productivity
3. Sample of The Daily Digest
4. Open Age Report

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