



# ALAMEDA-CONTRA COSTA TRANSIT DISTRICT

## Master Minute Order

File Number: 21-172

Report ID: 21-172

Type: Regular - Operations

Status: Received

Agenda  
Section:

Meeting Body: Board of Directors -  
Regular Meeting

Report Created: 02/25/2021

Final Action: 04/28/2021

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

Sponsors:

Enactment Date:

**Attachments:** STAFF REPORT, Att.1. Ticket Overview Before and After Board Amendment, Att.2. Top Five Departments Productivity, Att.3. Sample of The Daily Digest, Att.4. Open Age Report

Enactment Number:

Hearing Date:

Effective Date:

### History of Legislative File

Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
Board of Directors - Regular Meeting	04/28/2021	Received				Pass
<b>Action Text:</b>	MOTION: YOUNG/ORTIZ to receive a report on the District's responsiveness to customers regarding their feedback tickets and to direct General Manager to provide the customer service data in a quarterly report. The motion carried by the following vote:					
<b>Notes:</b>	Customer Services Manager Margaret Tseng presented the staff report.					

#### Public Comment:

There was no public comment offered.

#### Board Discussion:

President Ortiz was concerned that riders who log complaints or feedback are not receiving acknowledgment from customer service. President Ortiz detailed the distinction between an acknowledgment and a response, and asked staff to clarify whether they provided acknowledgments to all complaints. Ms. Tseng advised that the customer service staff has an automated process that sends out an immediate acknowledgment to electronic complaints. She added that postcards with acknowledgment are mailed to senders who mailed their complaints. General Manager Hursh further clarified that an automated response is sent out thanking the

customer for providing feedback and advising them how to track their complaint.

Director Shaw appreciated the work that the Customer Service Department was doing and asked what staff's goal was in terms of the number of resolved tickets, what types of complaints or feedback are received, and whether it was possible to track the frequent issues or frequent complainants. Ms. Tseng advised that the customer service policy had been updated in the past year and since then, her staff has established baseline responsiveness at 85%. She further advised that training will be provided to all departments involved with responding to customers' feedback with the goal of reaching the standard of 100% responsiveness. She added that she would report on the progress in three to six months. General Manager Hursh suggested that the customer service report with details about complaints be provided to the Board with the Quarterly Operations Performance Report.

Director Walsh concurred with a suggestion to report on customer complaints data quarterly. Director Walsh also commented on the feature on AC Transit's official app to collect complaints, compliments and lost-and-found entries, which she believed was limited and asked staff to allow the riders to provide other types of feedback. Acting Director of Marketing and Communications Nichele Laynes advised that staff is looking into expanding the capability of the customer relations software to include and offer different channels of communication with the customers and collect various types of feedback.

Director Walsh further mentioned another transit agency that responds promptly to social media complaints in real-time and asked how staff responds to social media complaints; and how they respond to email complaints that do not directly ask for a response. Ms. Tseng explained that until a recent software update, the social media complaints were logged manually into the customer relations program by staff and were not tagged as social media complaints. With the latest system update, the team has an option to log the social media complaints directly. To the question about responding to feedback received via email, Ms. Tseng explained that staff would send an acknowledgment; however, any questions would warrant a follow-up response from staff.

Ayes: 7 President Ortiz, Vice President Young, Director Walsh, Director Beckles,  
Director Williams, Director Shaw, Director Peeples

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