

# AC Transit Customer Services

Customer Services Department  
Rev 10/21/2021

# Customer Services Department

Customer Services Department oversees:

- Customer Service Center (CSC), aka Clipper Customer Service Center, where fare media are sold to riders and customers as well as manages lost and found
- Institutional Pass Programs – Administration of the Clipper card and institutional pass production aspect of the EasyPass program and Student Transit Pass Program
- Customer Relations – Manages customer feedback and encourages opportunities for bi-directional feedback between the District and AC Transit riders and stakeholders
- Call Center Services – Provides individualized and personal customer service for travel, trip planning as well as to provide essential feedback to the District.

# Call Center Key Performance Indicators (KPIs)

American Customer Care (Call Center) is monitored daily, including random monitoring of live calls. Some KPIs, which are recorded daily, and reported monthly, include:

- Number of calls (Incoming, Accepted, Handled, Abandoned)
- Average Call Time (on hold, talk time, speed of answer)
- Type of call (trip planning, complaint, fare questions)
- Use of Language Link/Caller Language Use
- Use of Interpreter / TTY

Information is provided to the Board of Directors via External Affairs, Marketing, Communications (EAMC) Quarterly Report. Last [report](#) provided 09/08/2021

# Providing Excellent Customer Service

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# Providing Excellent Customer Service

All customers deserve excellent customer service and should be treated with individual respect and courtesy. When assisting individuals with disabilities, whether visible, hidden, self identified, and/or cognitive in person, or over the phone, remember to:

- Be patient and treat everyone with respect, and as a valued customer.
- Speak normally, clearly and directly.
- Don't worry about how their voice sounds. Concentrate on what's being said.
- Don't treat people with disabilities with pity or disrespect.
- Speak directly to persons with disabilities; don't avoid eye contact or speak only to their companions.
- Speak using a natural conversational tone and speed. Do not speak loudly and slowly unless the individual requests that you do.
- If you don't understand someone, don't pretend you do; ask questions that will help you understand.

# Providing Excellent Customer Service (continued)

- When you offer assistance, wait for the individual to respond; don't make assumptions, listen, ask for instructions, and respect the individual's wishes.
- Be patient, don't interrupt and don't finish your customer's sentences/thoughts. Give your customer time to explain him/herself.
- If you're not certain what was said, repeat or rephrase what you've heard.
- If a customer is using an interpreter or a TTY line, speak normally to the customer, not to the interpreter.
- If your telephone customer has great difficulty communicating, ask if there is someone who can assist. If need be, make arrangements to call back when it's convenient to speak with someone else.
- Use the preferred term in which the individual identifies (i.e. if they identify as deaf, use “deaf”. If they identify as hearing impaired, use “hearing impaired.”)

# Tips on Assisting Customers with Specific Disabilities



# Deaf / Hearing impaired

People who have hearing loss may be deaf or hard of hearing. Like other disabilities, hearing loss has a wide variety of degrees.

- When speaking with a person who is deaf or hard of hearing, speak clearly, face the person, and don't cover your mouth.
- If speaking through an interpreter, direct your attention to the individual with a disability, not to the interpreter.
- Keep paper and pen handy for exchanging notes with persons who are deaf, hard of hearing, have speech disabilities, or other disabilities that affect communication.
- Know about any other communication aids we may have on hand (large print materials, assistive listening devices, etc.).



# Blind / Visually impaired

Customers who are blind/visually impaired may not be able to read signs, locate landmarks, see hazards, etc. In some cases, it may be difficult to tell if a person is blind/visually impaired. Some may use a guide dog or white cane. Remember to:

- Identify yourself and others who are with you.
- Let the person know if you are leaving.
- Offer to read printed material out loud, if necessary.
- Speak about a person with a disability by first referring to the person and then to the disability. You should, therefore, refer to "persons who are blind" rather than to "blind persons."

# Blind / Visually Impaired (continued)

- Use specific words to give information or directions (remember the person may not be able to see you pointing, nodding, etc.)
- Feel free to use words that refer to vision during the course of conversations. Vision-oriented words such as *look*, *see* and *watch* are a part of everyday verbal communication. The words *blind* and *visually impaired* are also acceptable in conversation.
- Feel free to use visually descriptive language. Making reference to colors, patterns, designs, and shapes is perfectly acceptable.
- DO use words such as "straight ahead," "turn left," "on your right."
- DON'T point and say, "Go that way," or, "It's over there."

# Physical/Mobility Related Disabilities

There are many types and degrees of physical and mobility related disabilities, and not all require the use of a mobility device. People who have arthritis, heart or lung conditions, or amputations may also have difficulty with moving, standing or sitting. It may be difficult to identify a person with a physical disability. Be patient. Customers will identify their needs to you.

- A mobility device is considered part of an individual's personal space; do not lean on it or move it without permission.
- When speaking to someone using a mobility device, it is not necessary to bend over or squat to have a conversation.
- People with physical and mobility related disabilities often have their own ways of doing things. **Ask before you help.**

# Cognitive / Mental Health Disabilities

You may not know that an individual has a cognitive or mental health disability unless you are informed of it. Remember to:

- Treat people with cognitive / mental health disabilities with the same respect and consideration you have for everyone else.
- Be confident, reassuring, and listen to the customer and their needs. If you don't understand, don't pretend you do. Ask for clarification.
- Take your customers with a mental health disability seriously, and work with them to meet their needs.
- Use your normal tone of voice, cadence when speaking to your customer. Do not condescend to the individual.

# People with Disabilities are not a Monolith

Remember that these are basic tips to provide excellent customer service. Meet your individual customer's needs by:

- Being patient
- Showing respect
- Listening
- Asking
- Understanding

# At Your Service: A Film about Engaging Customers with Disabilities

# At Your Service: A Film about Engaging Customers with Disabilities

The Mid-Atlantic ADA Center has partnered with Storyline Motion Pictures, filmmakers of the critically acclaimed PBS documentary Lives Worth Living, and curators of the Disability Rights Museum on Wheels, to produce this dynamic 20 minute film addressing best practices, tips, and insights on how to provide exemplary customer service to individuals with disabilities.

<https://youtu.be/fUiQM240eT0>



