



STAFF REPORT INFORMATION ONLY

Q1 – Q2 2017 Customer Satisfaction Survey Results

Date:	September 5, 2017
To:	TTC Board
From:	Chief Executive Officer

Summary

High perceptions of *overall customer satisfaction* with the TTC continue in Q2'17 (82%) and are in line with last quarter (Q1'17: 79%) and last year (Q2'16: 80%). By mode, satisfaction levels of subway (81%), bus (81%) and streetcar (79%) riders are consistent quarter-over-quarter, and year-over-year.

Perceptions of *overall customer satisfaction* across all modes are mainly driven by trip *duration, comfort of ride, wait time, and level of crowding in vehicle*. Overall, these four metrics have remained consistent for all three modes; however, the perceptions of *wait time* for subway riders have declined compared to last year, from 84% in Q2'16 to 80% Q2'17.

The areas of highest customer satisfaction ($\geq 80\%$) include:

- helpfulness of maps and signs at station (subway)
- cleanliness of station (subway)
- cleanliness & freedom from litter in vehicle (subway)
- ease of getting to train platform (subway)
- ease of using or paying for fare (subway, bus, streetcar)
- personal safety during trip (subway, bus, streetcar)
- maps and information inside the vehicle (subway)
- wait time (subway),
- trip duration (subway, bus, streetcar)
- comfort of ride (subway,)
- quality of announcements (subway, bus, streetcar)
- ease of hearing announcements (bus, streetcar)
- helpfulness of announcements (bus, streetcar)
- helpfulness and appearance of operator/station staff (subway, bus, streetcar)

Pride in the TTC and what it means for Toronto (73%) remains consistent quarter-over-quarter and year-over-year (Q1'17: 71%; Q2'16: 73%). Perceptions of *value for money* continue to be high with vast majority of customers (92%) saying they received average or better value for money on their last trip.

Financial Summary

There are no financial implications resulting from the adoption of this report.

Comments

The TTC will continue to conduct the Customer Satisfaction Survey (CSS) and provide the Board with an update on CSS in February 2017.

Contact

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Attachments

Q1-Q2 2017 Customer Satisfaction Survey Results



Q1-Q2 Customer Satisfaction Survey Results

September 5, 2017

Arthur Borkwood, Head – Customer Development



Objectives of CSS

Background

- One of the critical measures of perceptions about the TTC
- Measures the overall level of customer satisfaction with key aspects of service provided by the TTC

Objectives

- Tracking customer satisfaction over time
- Identifying and understanding key drivers of customer satisfaction and customer loyalty
- Identifying and prioritizing critical areas for improvement
- Use insights to develop action plans and improve customer satisfaction

Methodology

Method	10-minute telephone survey
Respondents	City of Toronto residents 13 - 70 years of age Frequent users (once every few weeks or more) Standard industry exclusions
Timing	April 2017 - June 2017
Sample Size	n=1,001



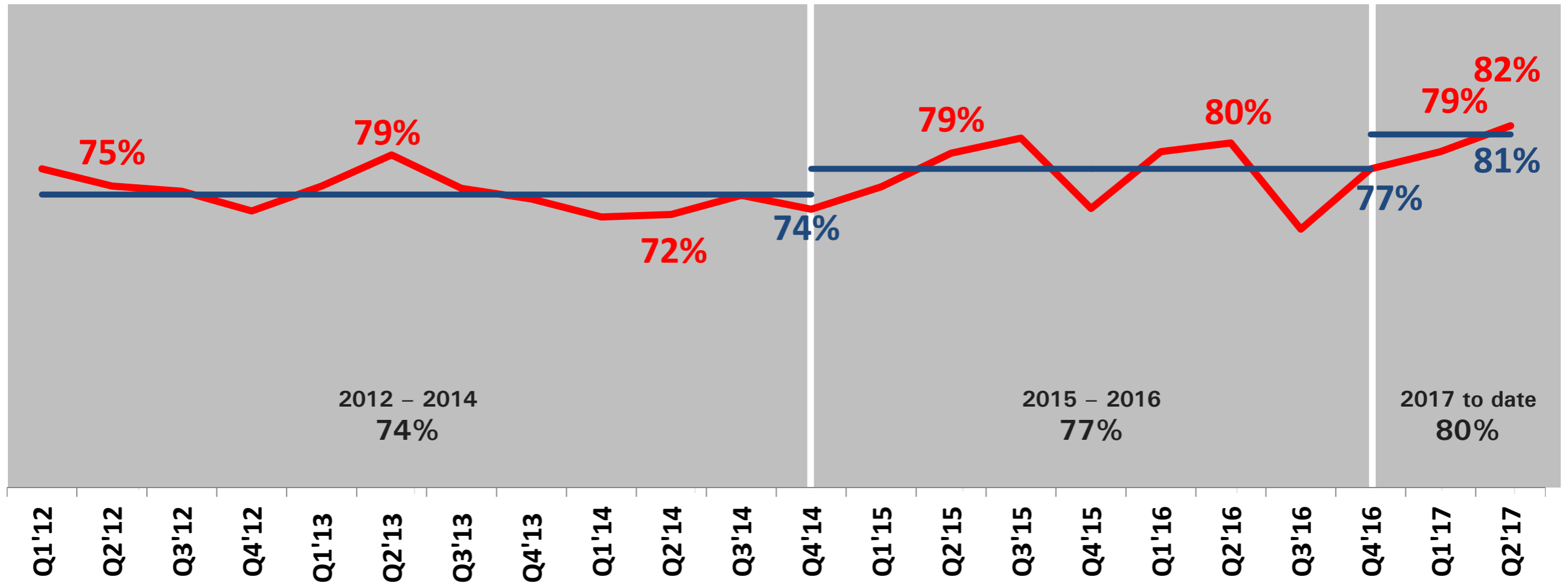
Top line results



Overall customer satisfaction

Yearly
Quarterly

How satisfied were you overall with the quality of the TTC's service on the last TTC trip you took, on a scale of 1 to 10 where 10 is extremely satisfied and 1 is extremely dissatisfied?

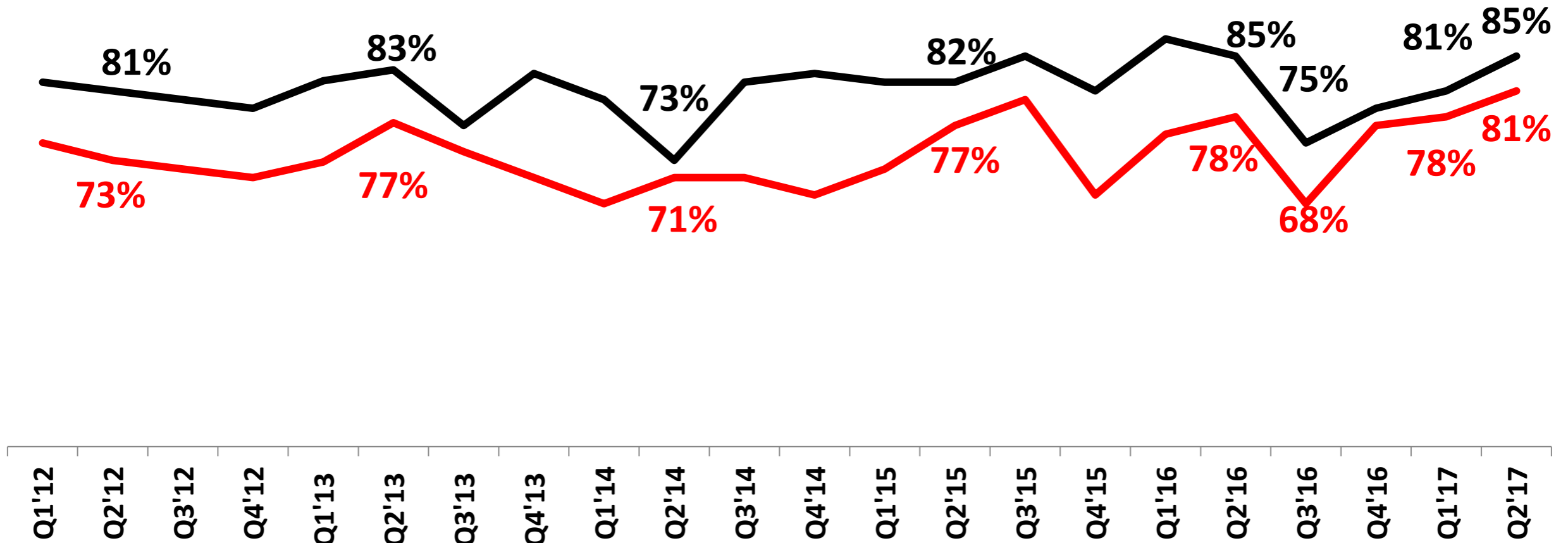


↑ ↓ = higher or lower than previous wave or year at C.I. = .95



Customer satisfaction by frequency of use

— Occasional: Once a week or less
— Frequent: Daily to several times a week

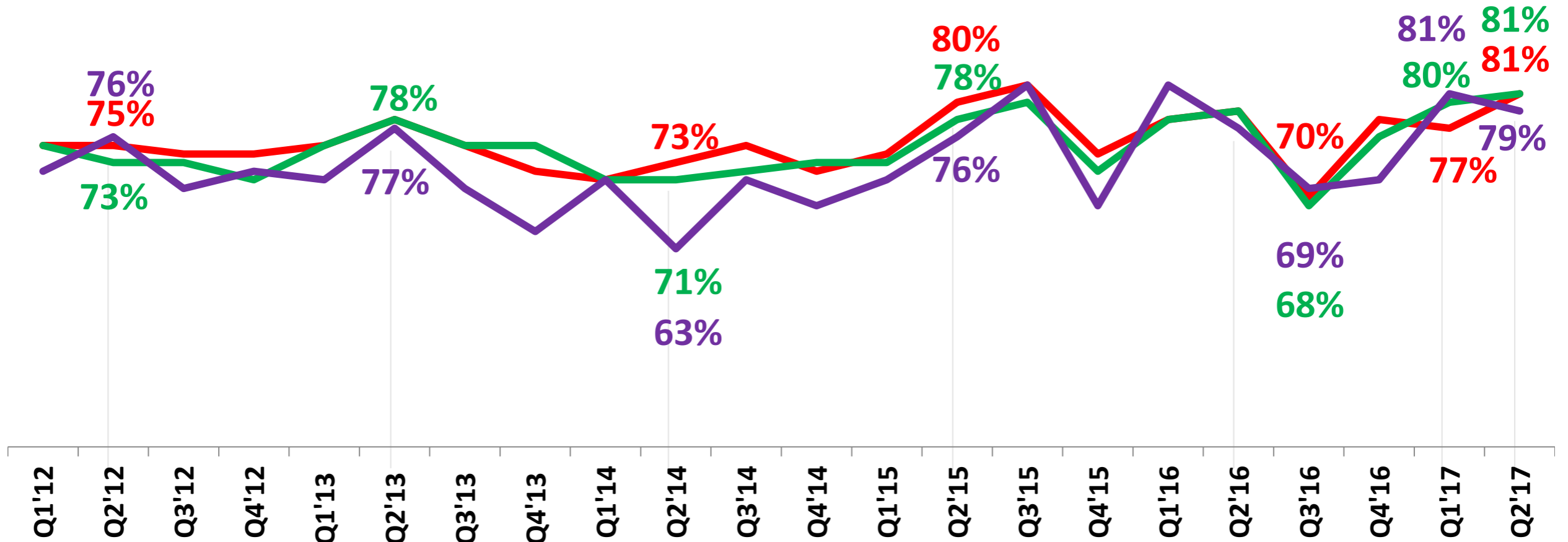


□ □ = higher or lower than other subgroups
↑ ↓ = higher or lower than previous wave or year at C.I. = .95



Customer satisfaction by mode

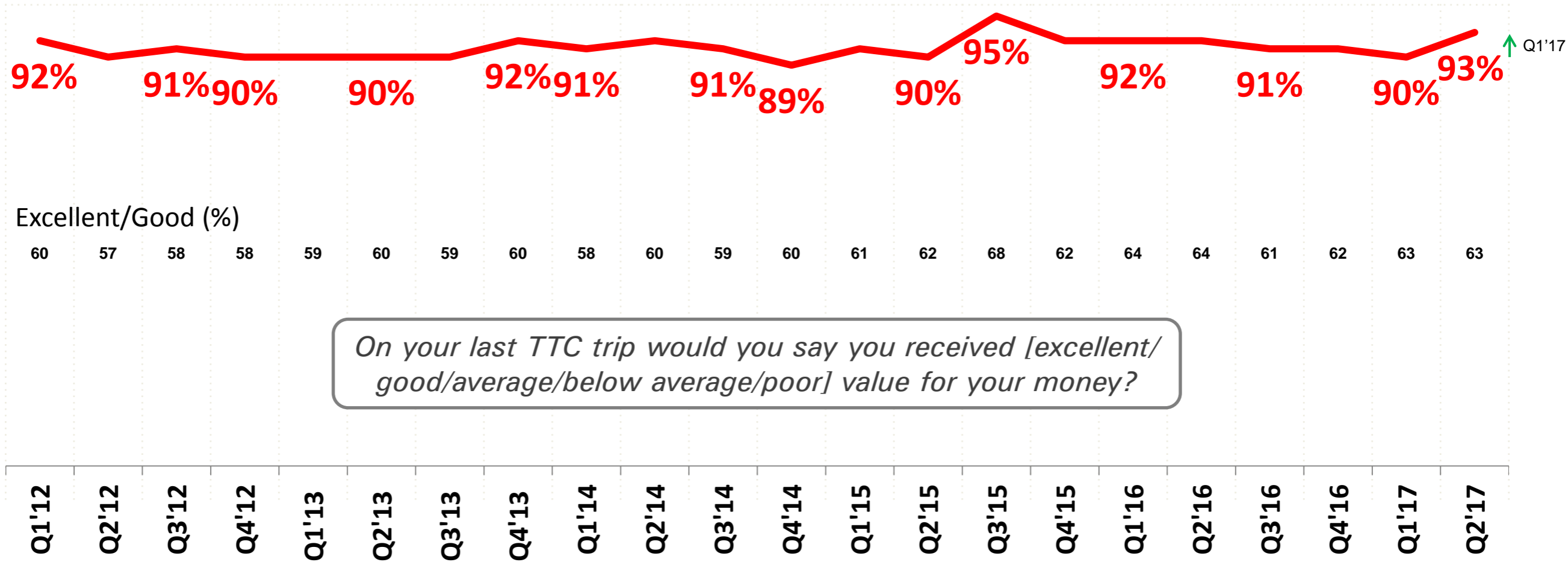
-  — Used subway
-  — Used bus
-  — Used streetcar



↑ ↓ = higher or lower than previous wave or year at C.I. = .95



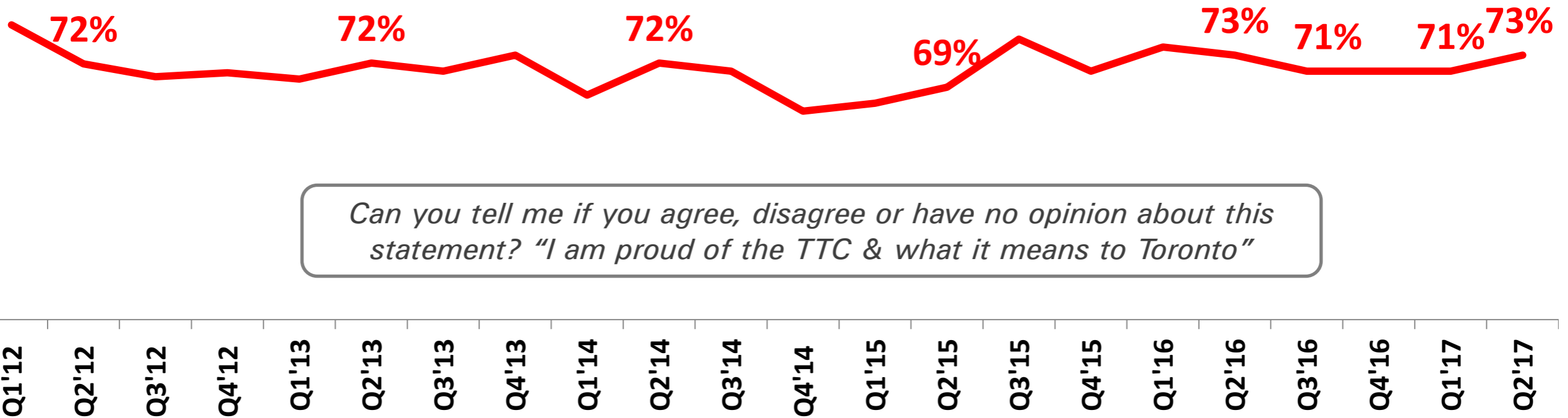
Perceptions of value for money



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Pride in the TTC

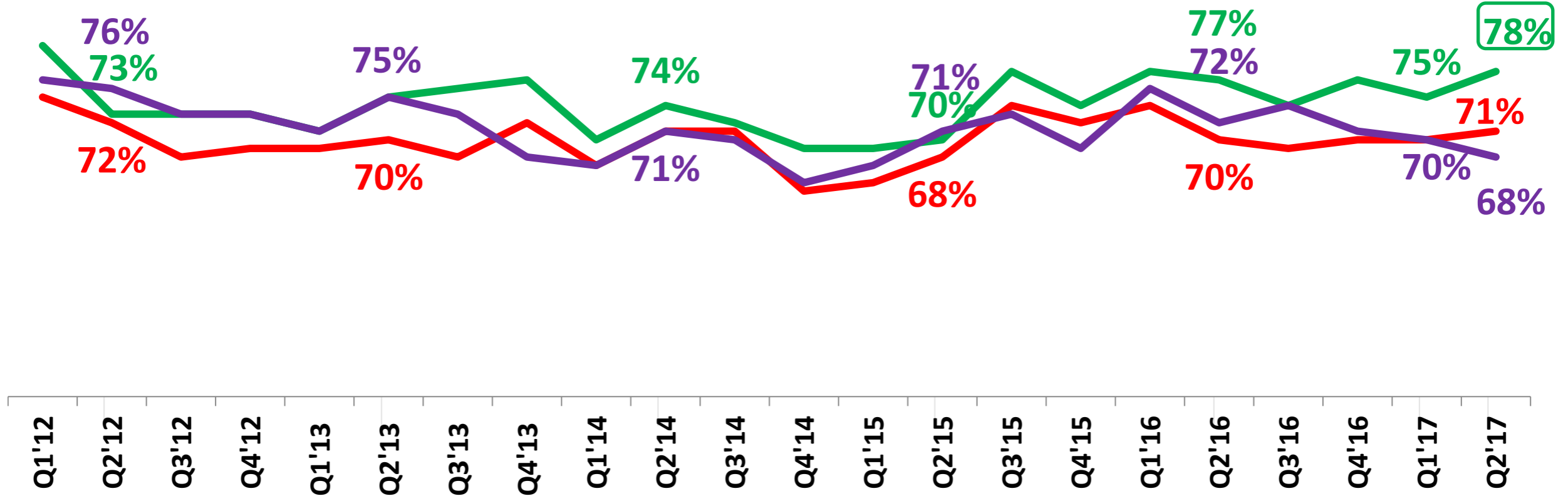


Can you tell me if you agree, disagree or have no opinion about this statement? "I am proud of the TTC & what it means to Toronto"

↑ ↓ = higher or lower than previous wave or year at C.I. = .95



Pride in the TTC by mode



 = higher or lower than other subgroups
↑ ↓ = higher or lower than previous wave or year at C.I. = .95





Key Drivers



What Drives Customer Satisfaction?

Key Drivers 2016

Most Influential Factor

Indicates a metric with ≥80% satisfaction in Q2'17

Less Influential Factor



Subway

- Trip Duration
- Comfort of Ride
- Wait time
- Vehicle Crowding
- Cleanliness of Station
- Trip Smoothness



Bus

- Wait time
- Comfort of Ride
- Trip Duration
- Vehicle Crowding
- Operator Helpfulness
- Frequency of Delay Annc.
- Personal Safety



Streetcar

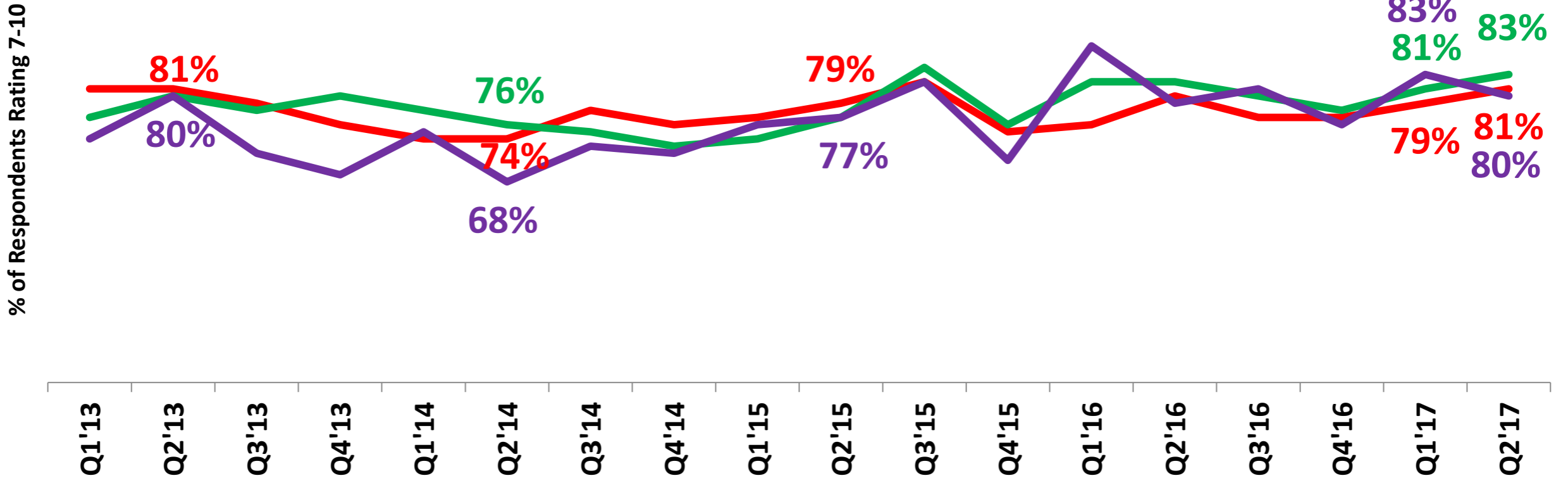
- Wait time
- Comfort of Ride
- Trip Duration
- Frequency of Delay Annc.
- Vehicle Crowding
- Ease of Using Fare

Wheel-Trans

- Driver Punctuality
- Driver Courtesy
- Trip Duration
- Driver Helpfulness
- Personal Safety
- Comfort of Ride
- Driver Appearance
- Smoothness of Trip

Trip duration

-  — Used subway
-  — Used bus
-  — Used streetcar

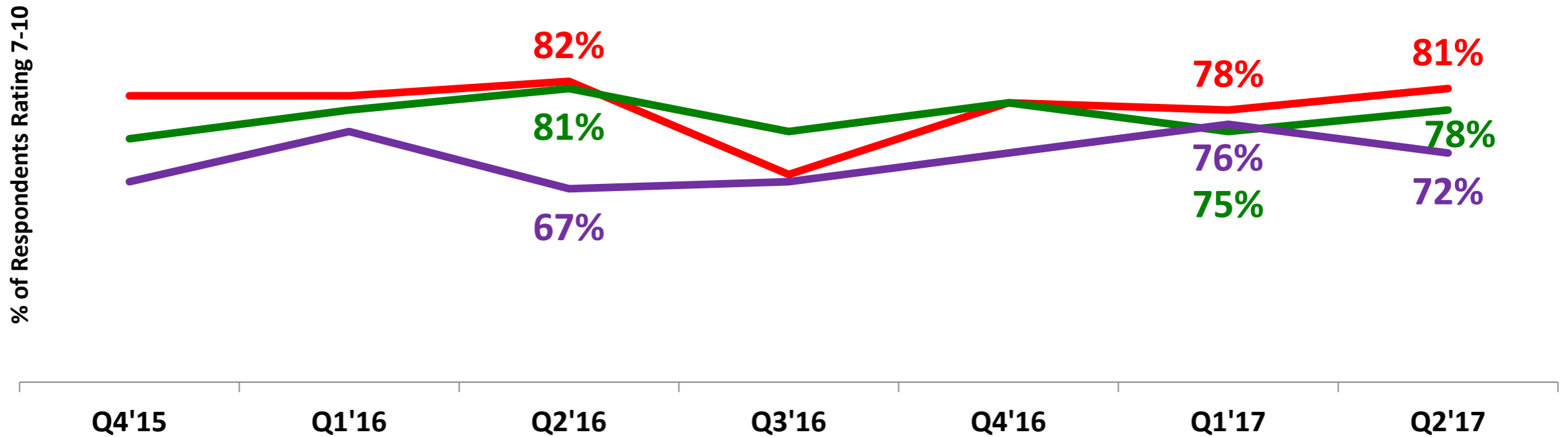


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Comfort of Your Ride

-  Used subway
-  Used bus
-  Used streetcar



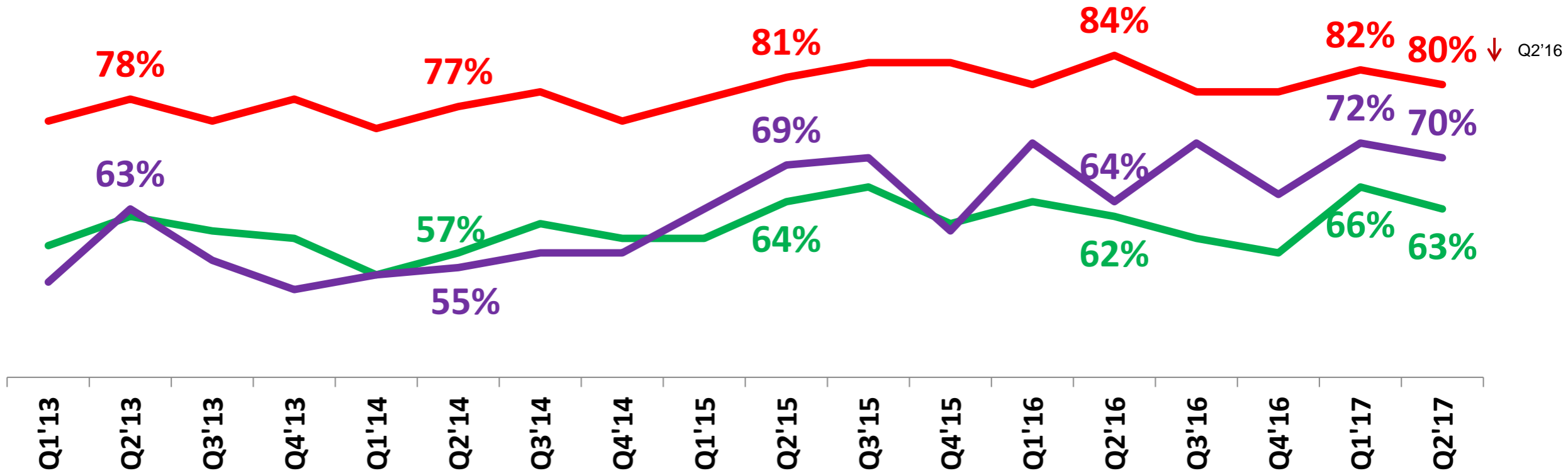
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Wait time

-  — Used subway
-  — Used bus
-  — Used streetcar

% of Respondents Rating 7-10



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Going forward

Continuing our focus on understanding key drivers of customer satisfaction and leveraging insights to deliver a service that meets and exceeds expectations