



Q1-Q2 Customer Satisfaction Survey Results

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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



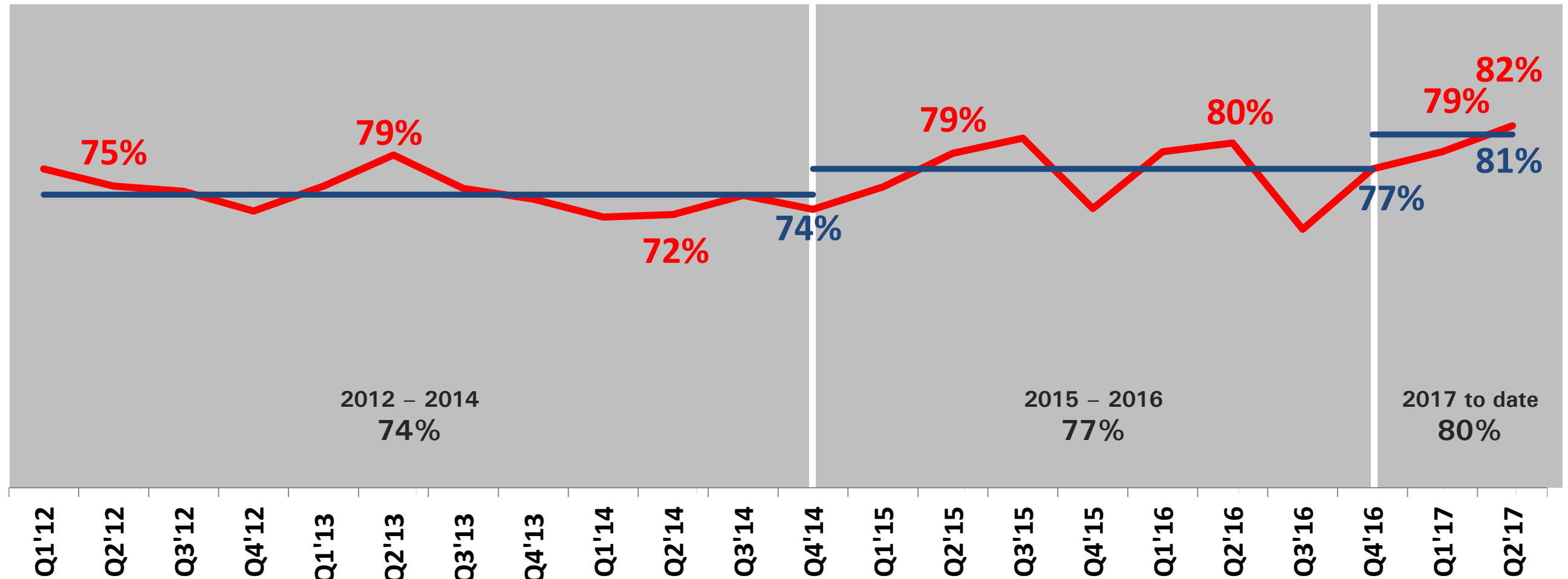
| Top line results



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?



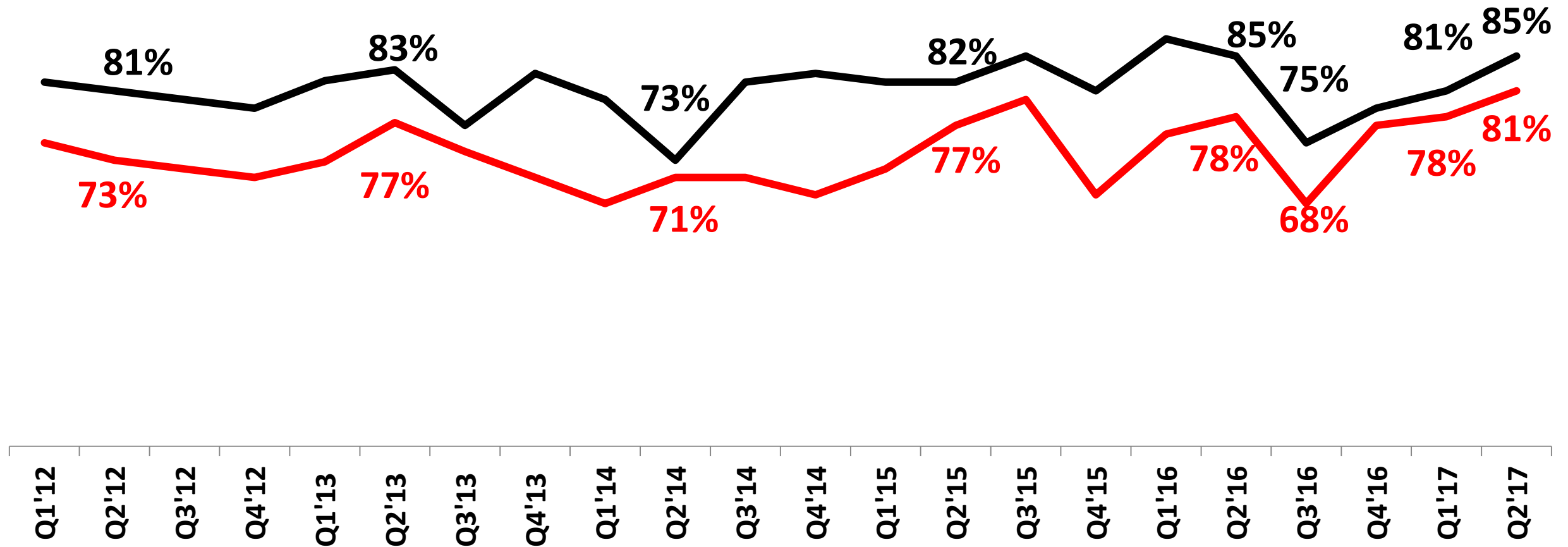
↑ ↓ = higher or lower than previous wave or year at C.I. = .95



Customer satisfaction by frequency of use

Occasional: Once a week or less

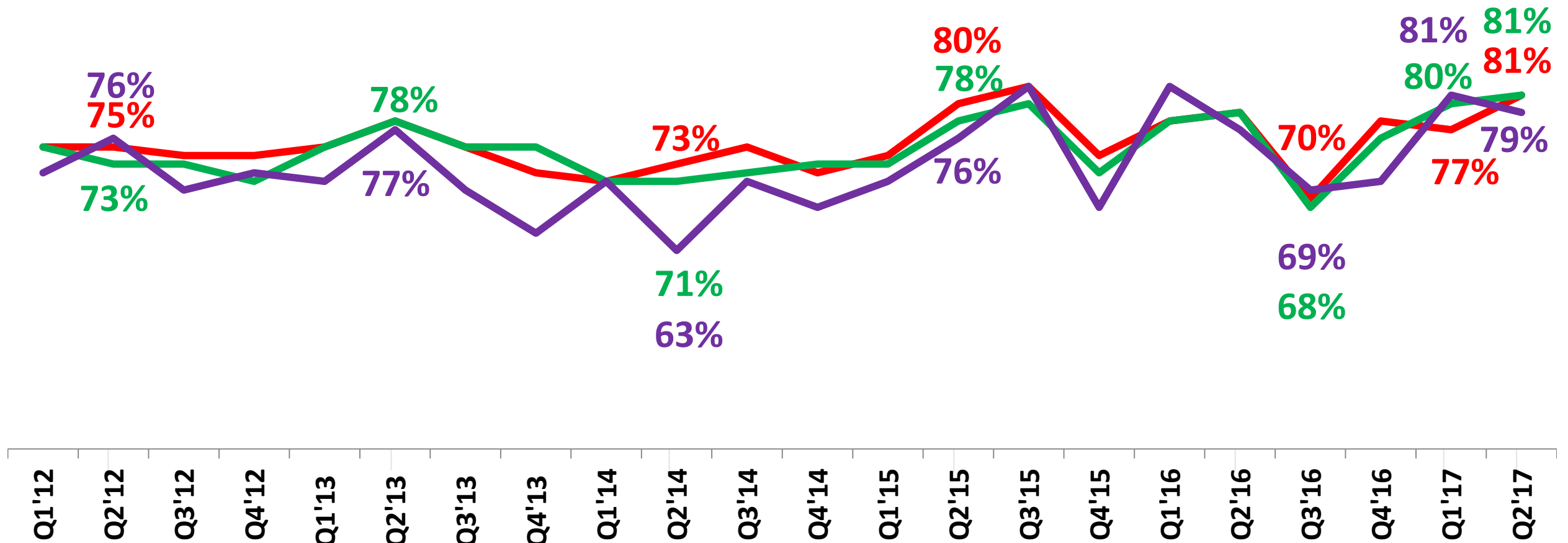
Frequent: Daily to several times a week



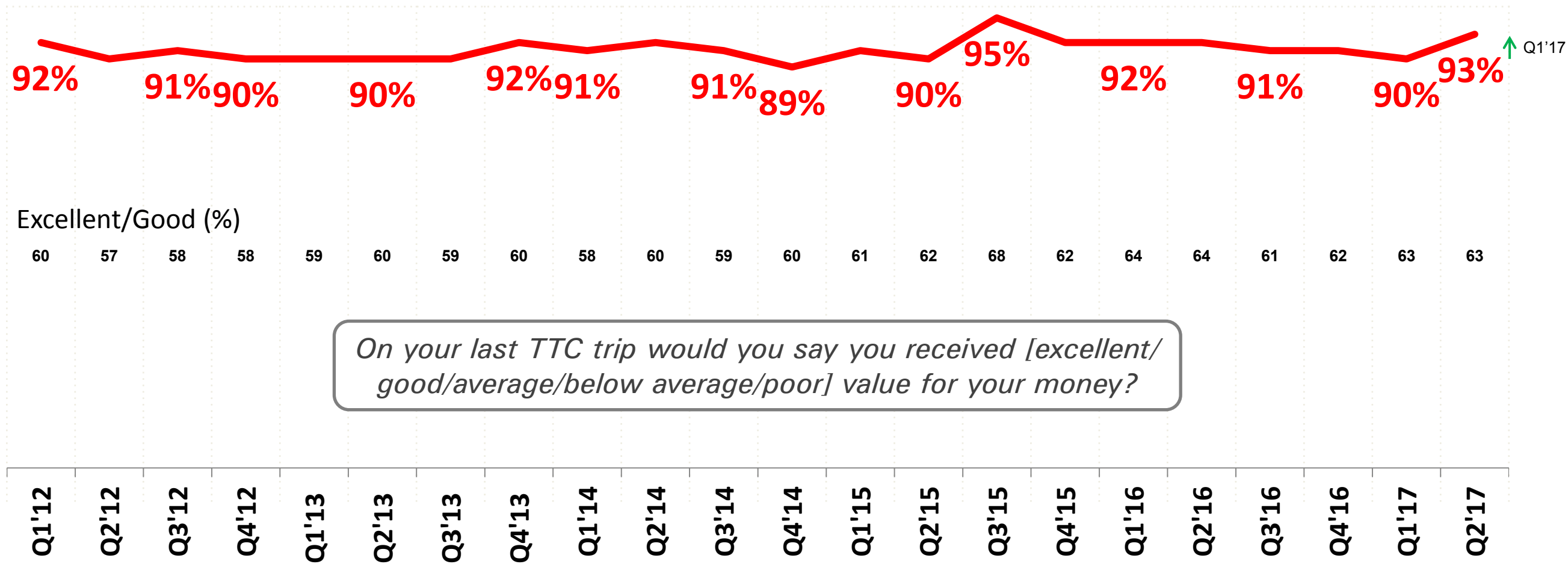
□ □ = higher or lower than other subgroups
↑ ↓ = higher or lower than previous wave or year at C.I. = .95



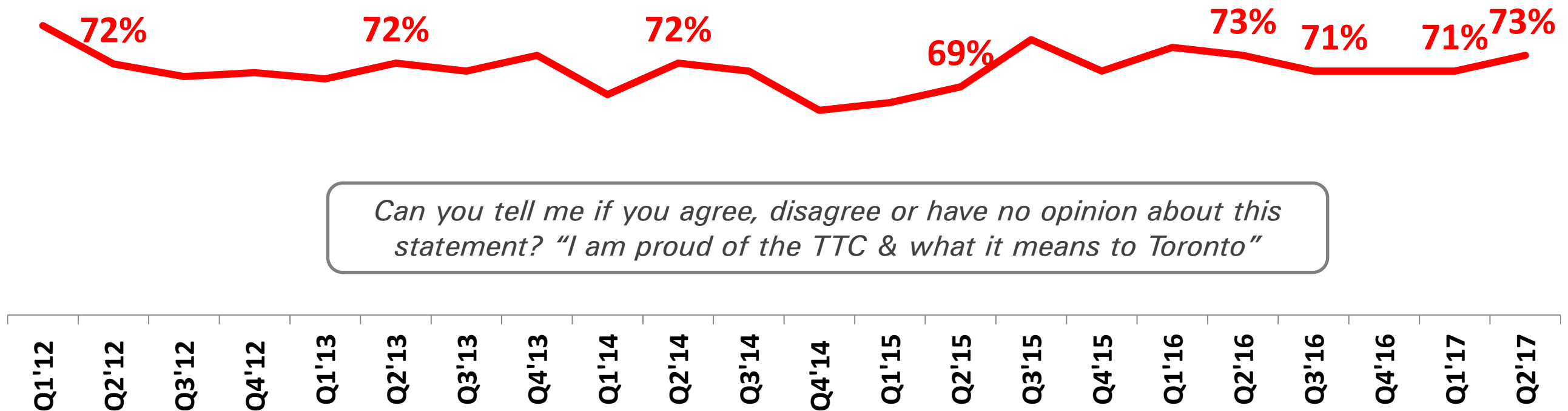
Customer satisfaction by mode



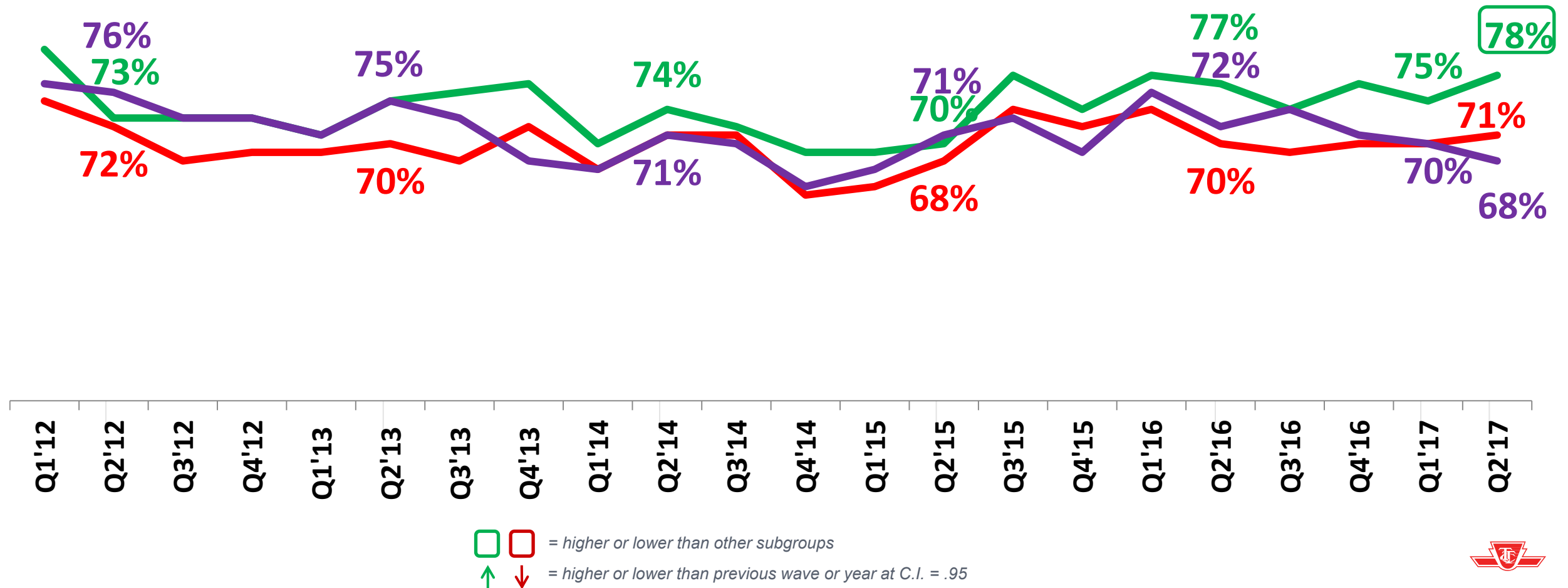
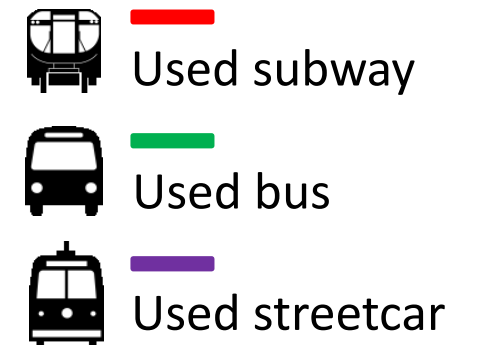
Perceptions of value for money



Pride in the TTC



Pride in the TTC by mode





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

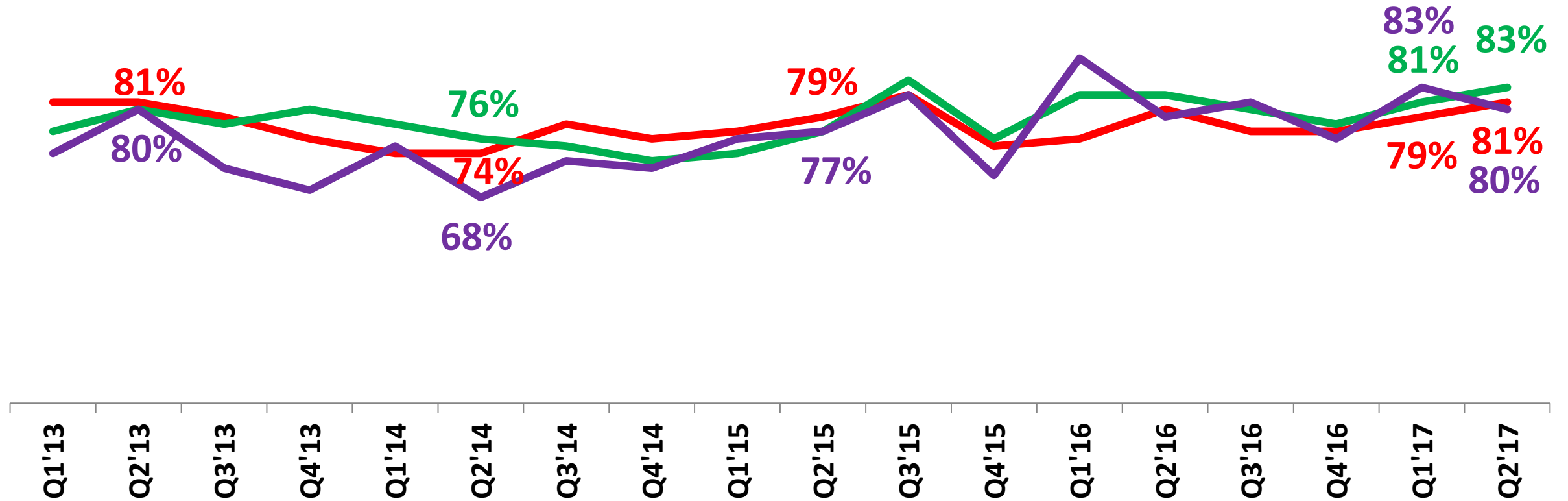
Driver Appearance

Smoothness of Trip

Trip duration

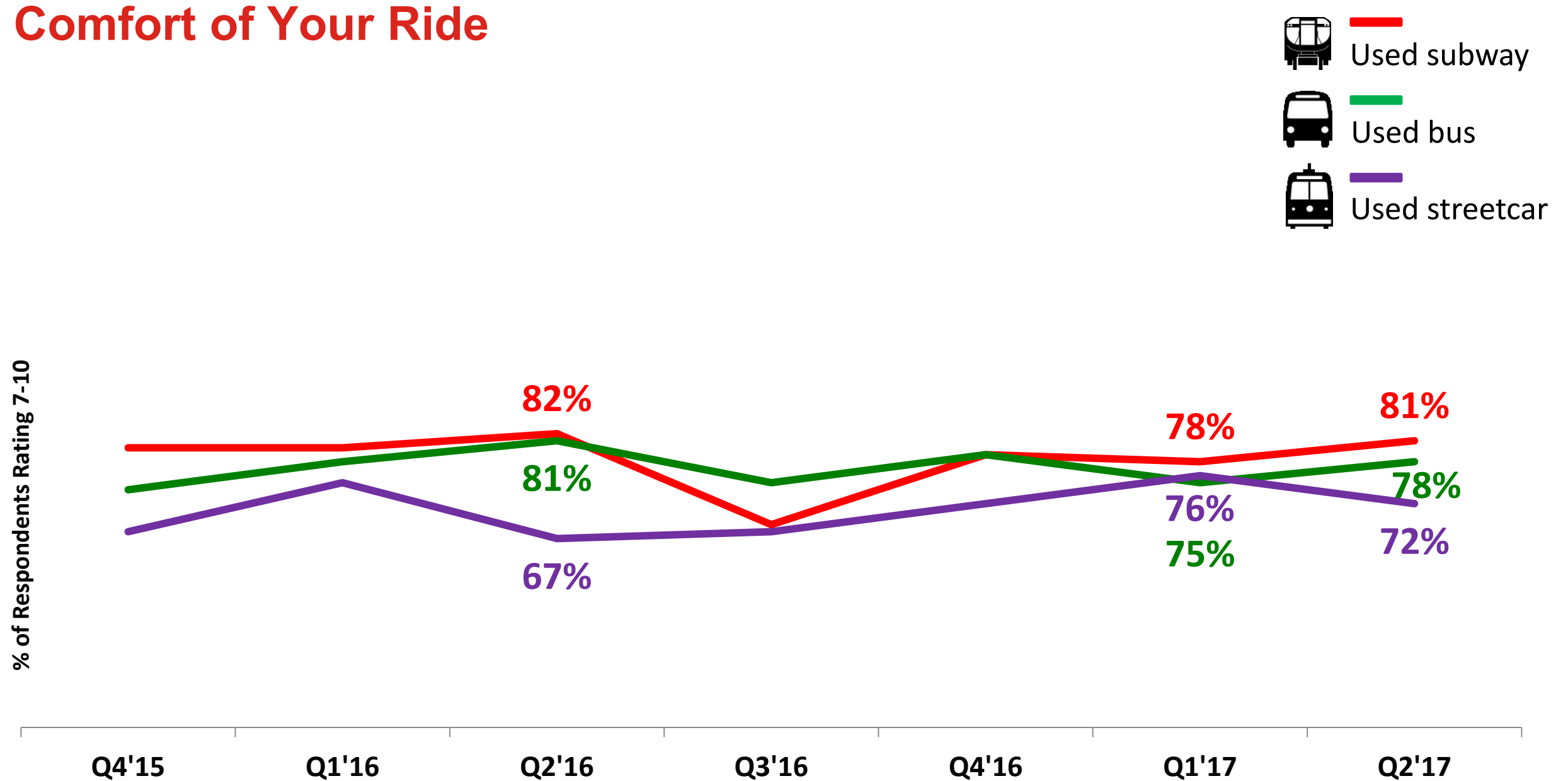
% of Respondents Rating 7-10

-  Used subway
-  Used bus
-  Used streetcar



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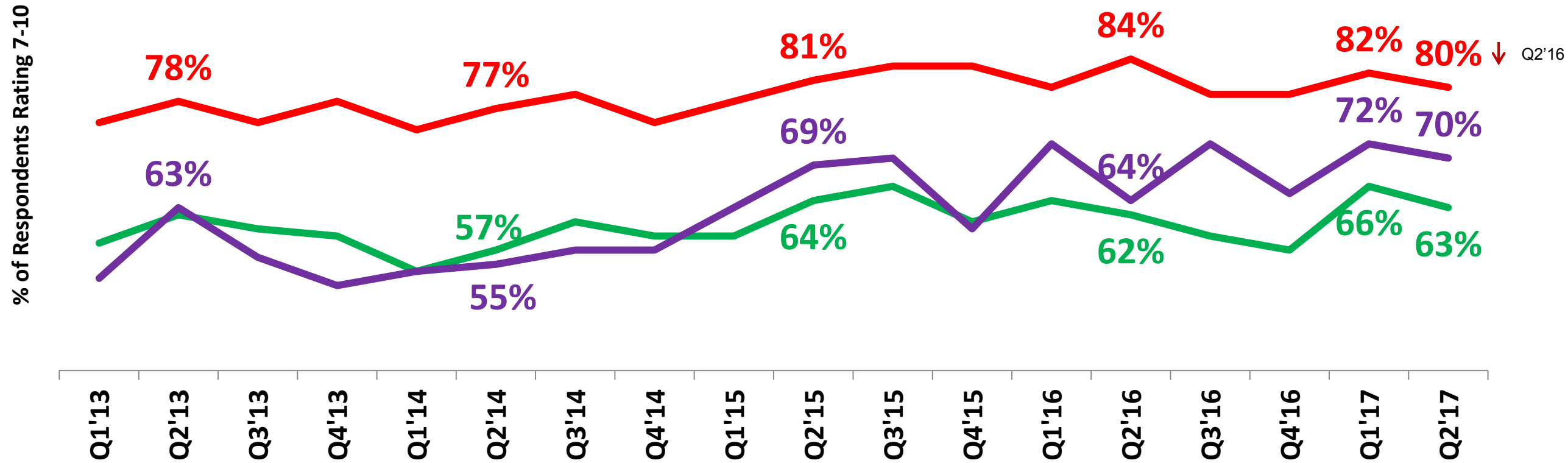
Comfort of Your Ride



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



Wait time



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



| Going forward

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