

RTA CUSTOMER ADVOCACY GROUP

MEETING MINUTES

October 13th, 2016

8am - 9:30am

Wright Stop Plaza (Cooper Building) – 2nd Floor Meeting Room
4 South Main St., Dayton, OH 45402

ATTENDING: Melody Burba, , Jean Denney, Nozipo Glenn, Tracey Hanlin-Rohr (RTA), Tonya Mathis, Jessica Olson (RTA), Nathan Owens (RTA), Brandon Policicchio (RTA), Wanda Slone, Mark Stankiewicz (RTA), and Keith Steeber

UNABLE TO ATTEND TODAY:

Brenda Alexander, Bruce Barceló, Kjirsten Frank, Abir Hagar, Laura Heitz , Shari Hignite, Kiya Patrick, Ted Sampson, Eric Sauer, Sandra Speed, and Michelle Zarembo

HANDOUTS: August CAG Meeting Minutes and the October 13th Agenda.

WELCOME

- CAG President welcomed the group to the August CAG meeting.

UPDATES & REPORTS

- RTA Call Center: Customer Service Process Presentation – Special guest Mark Stankiewicz, RTA Quality Service Supervisor, provided the CAG members a look at how RTA processes the customer calls and complaints. He was also on hand to answer any questions that CAG members had about the RTA Call Center.

He discussed the *RTA Comm System* software which allows RTA Call Center representatives to take down customer's complaints or accommodations. In the case of a complaint, a feedback number is issued. This complaint is then assigned to a supervisor within the appropriate department at RTA. The supervisor then has up to five business days to complete the investigation of the issued complaint. The investigation could include a few different methods or a combination of different methods. This can include pulling tape from a bus or transit center, talking with RTA employees if involved in incident, and talking with the customer. Once the investigation is concluded, the supervisor will put his or hers conclusion and actions taken to rectify any issue into the *Comm System*. Once this is done, the ticket would be closed.

Mr. Stankiewicz did ask the CAG members to remind those that they represent that it is always best to report any issue or incident as soon as possible. The quicker an incident is reported, the quicker it can be investigated and followed up on. He also asked that customers get all the information that possibly can when reporting an issue. For example, if an incident happened with a bus, its best to report as much info as possible: i.e. date, time, bus number, route number, direction of bus, etc. This information can be

called into the Call Center at 937-425-8300 (M-F: 7am – 7:30pm / Sat – Sun: 8am – 5pm) or sent via email to customerservice@greaterdaytonrta.org.

CAG member, Melody Burba, reminded the group that the customer can request the feedback number and it will be sent after completion.

CAG members asked how many calls they receive a day. Mr. Stankiewicz said that they receive to upwards of 2,000 calls a day. He did state that the vast majority of these calls are regarding bus schedules/scheduling. He said that 5 – 10 of them may be complaints.

RTA STAFF UPDATES

- Real Time - RTA Marketing Manager, Jessica Olson, let the group know that RTA is on target with for an early December roll out of its real time product, RideTime. Customers will be able to track their buses in real time via phone, text, computer, or through an app. There will also be new display boards at the transit center that will report in real time as well. They are being installed and tested this month.

CAG member, Tonya Mathis, asked what type of promotions would be done to get the word out to customers. Jessica Olson said that advertising would be don't on the buses (audio & print), transit centers, mobile ads, social media advertising, on the new RTA Holiday bus, and other traditional print advertising as well.

Nathan Owens, with RTA marketing department, said the CAG members would receive training on the products during the December meeting if RTA hits all their testing goals with the new real time products.

NEW BUSINESS

- CAG member, Melody Burba, has some concerns that the general public may not have enough input with CAG. Jessica Olson, RTA Marketing Manager, encouraged all CAG members to take concerns and comments from public to the CAG meeting and/or send the concerns directly through to RTA staff. Ms. Olson did remind members that it may be more beneficial to have customers call their issue in immediately for a more timely response as opposed to waiting for the next bi-monthly CAG meeting.
- CAG member, Melody Burba, is concerned that people utilizing Project Mobility are no properly educated on the pick-up time procedure. She doesn't think people are properly educated and therefore not ready at the 10 minute pick-up window. RTA's Mr. Stankiewicz did say that the customers are reminded of this when they make their appointments with the RTA Call Center representative. Mr. Stankiewicz did ask Ms. Burba and other CAG members to please report to him if there is ever a time when an RTA call representative does not remind the customer of their pick-up window. RTA's Planning & Marketing Director, Brandon Policicchio, said that one of RTA's next technology project they are working on will allow customers to sign-up for a new feature that will allow the get 10 minute reminders for their vehicles arrival.

ACTION STEPS

- As always, please email Bruce at BBarcelo@phdmc.org to share contact information of other nominations that you have for individuals to invite to join RTA CAG.

NEXT MEETING DATE

8:00 am - 9:30am on Thursday, February 9th, 2017

Please share any corrections/changes/updates with the RTA CAG representative, Nathan Owens, in the absence of RTA CAG Communications Coordinator, Sandra Speed.