

CUSTOMER SERVICE PLAN

ADELAIDE METRO OUTER SOUTH

18C205P2 F6.4 CUSTOMER SERVICE PLAN V3 (WEB)

JULY 2020 – JUNE 2021



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1 Introduction

Busways Customer Commitment

Busways believes that people deserve great public transport and we relish the challenge to deliver the best possible experience to our customers.

We want our customers to feel fully informed, knowing exactly what to expect at every part of their journey. It's important to us that everyone who uses our services feels safe, welcome, comfortable and impressed with their experience. This is the goal of our customer commitment - where:

- **Customers feel safe** and secure and trust they can rely on the bus network
- **Customers feel welcome** on services, take up engagement opportunities and participate in service planning and improvement
- **Customers feel comfortable** and become repeat users of the network, justifying increased investment for improvement
- **Customers feel impressed** with our service, recommend public transport and positively influence their peers to do so too.

These goals drive everything we do at Busways and our efforts have been acknowledged with ISO 9001 Quality Management certification for demonstrating leadership and commitment in customer focus.

Scope of the Customer Service Plan

Busways' Customer Service Plan applies to passenger bus services operated by Busways in Adelaide Metro's Outer South contract area on behalf of the South Australian Government.

The Plan outlines:

- Busways' approach to achieving exceptional service delivery through a customer focused culture and training program
- Communication touchpoints and responsibilities for these in compliance with our Contract and Government regulations.
- Busways' customer feedback channels, complaint handling procedure and lost property management process

Plan Objectives

The Plan is focused on the delivery of excellent customer service at all touchpoints, resulting in an innovative and accessible bus network with safe, reliable and comfortable services.

The objectives for the Customer Service Plan are to:

- 1 **Deliver a smooth and positive customer experience**, keeping customer complaints below the Year One key performance indicator (KPI) measure of fewer than 10 per 100,000 boardings
- 2 **Successfully communicate new network changes** when they occur, ensuring customers understand the improvements, know what services are available and can make informed decisions about their journeys, measured by customer complaints
- 3 **Build customer satisfaction figures**, aiming for above 88% (target of 91%) in Year One, as measured through DPTI's annual Customer Satisfaction Survey.

2 Our Team

Meeting our customer commitment is the responsibility of the entire Busways team. To help them fulfil this responsibility, all customer-facing staff receive the support they need to deliver exceptional customer service. From initial training, through to annual programs and regular briefings and updates, content is refreshed annually so that trends in customer experience, and feedback regarding service improvement opportunities, are incorporated.

Leadership Team

When it comes to delivering exceptional customer service, Busways' Leadership Team believes in leading by example.

Customer insights gained from customer satisfaction surveys, customer feedback and complaints, and our community engagement activities are reviewed by Busways' leadership. This inserts the customer voice at the decision-making level of our organisation.

Drivers and Frontline Staff

We believe that effective and memorable training is best delivered through a combination of real-world situations and small group environments. Our program equips team members with the knowledge and skills to assist all passengers while including a particular emphasis on specific passenger groups such as the elderly, people with disabilities, culturally and linguistically diverse individuals and school children.

Customer service modules are included in induction, annual and refresher training programs. Drivers receive specialised training in defensive driving, crash avoidance and passenger comfort.

Customer Service Officers

All Busways Customer Service Officers are dedicated professionals committed to helping our customers. Each Officer holds a Certificate III in Customer Engagement as a minimum

qualification, ensuring our whole team has the required skills to mediate complex customer interactions, respond to requests, resolve complaints and collect appropriate customer data.

3 Service Communications

Information regarding normal service timetables and planned service changes is available on the [Adelaide Metro website](#), [Busways website](#) or by calling 1300 311 108.

Information regarding unplanned service disruptions is communicated via on board announcements and Adelaide Metro's digital platforms. The official metroMATE transport app also provides real-time service updates.

Major timetable changes are advised in advance via marketing campaigns on the network.

4 Customer Touchpoints

Effective and ongoing communication with customers is essential to ensure that we are meeting our objective of providing an excellent service experience. Information about the Adelaide Metro transport network is provided in a multitude of ways.

Adelaide Metro InfoLine

The official Adelaide Metro information service is the 1300 311 108 InfoLine. Customers can make enquiries and provide feedback every day between 7:00am and 8:00pm.

Adelaide metroMATE app

Adelaide Metro's public transport app, metroMate, is available for Android and iOS devices. The app provides real-time trip information, including service disruptions. A 'rate your ride' feature monitors customer satisfaction.

Adelaide Metro Website

The Adelaide Metro website provides comprehensive information about public transport. Customers can access information about transport timetables, planned service changes, unplanned service disruptions, bus stops and trip planning. Customers can make lost property enquiries and provide feedback.

Adelaide Metro InfoCentre

The Adelaide Metro InfoCentre, is open Monday to Friday from 9:00am to 5:00pm (except public holidays) and Saturday 11:00am to 4:00pm and is used for metroCARD, ticketing and travel enquiries.

Printed Timetables

Timetable books are available at locations such as the Metro InfoCentre, metroCARD agents, tourism information centres, councils and some community locations. They are available by request via the Adelaide Metro InfoLine or the Adelaide Metro website.

On Board Communications

Posters on buses are used to advertise service changes, campaigns and special events.

Where an appropriate system is available, drivers will make clear announcements regarding service delays and disruptions.

Media Communications

Busways uses advertising and media platforms to promote transport services, network consultations and changes to services. During major unplanned service disruptions, we keep local radio stations and social media channels updated on the network status.

Information Stalls

Busways runs an information stall program at community locations such as shopping centres, community festivals and other events. Information stalls are held when major timetable changes are introduced or at least once every two months, ensuring at least six appearances community interactions every year.

Customer Satisfaction Surveys

Busways conducts customer satisfaction surveys throughout the year via multiple channels. Our aim is to provide customers with an open and easy method of providing the vital feedback that helps us to improve our services.

Surveys are conducted at transport interchanges and on-board services, and a customer satisfaction survey is available continuously on the Busways website.

5 Customer Feedback

Information provided by passengers using our services is vital to the ongoing improvement of our customer experience and network performance.

Feedback Channels

Customer feedback, complaints and compliments can be submitted to the Adelaide Metro InfoLine on 1300 311 108 or by submitting an online form at adelaidemetro.com.au.

Complaints Handling Procedure

Busways handles customer complaints through a documented process that ensures customer feedback is listened to and reported on. We are committed to investigating every complaint and use investigation outcomes to achieve service improvements where possible.

Response Process

All customer complaints, feedback and requests are responded to within three working days with an aim to have 95% of all matters resolved within 30 working days. If the investigation is ongoing the customer is informed of progress within these timeframes.

6 Safety

Safety is a top priority at Busways and the health and wellbeing of staff and members of the public is of paramount importance. Our commitment is supported by our current Certificate for Occupational Health and Safety Management System under ISO AS/NZS 4801:2001. Our Safety Management System (SMS) meets all regulatory requirements and contains policies and procedures for implementing and monitoring safe work practices.

Transport Safety Workers

Busways is committed to the wellbeing of our employees through our Fitness for Work Policy. We provide systems and procedures to promote and maintain employee physical, mental and emotional ability to perform roles safely.

Policies include a zero tolerance for illegal drugs and alcohol and a comprehensive fatigue management strategy.

Fleet and Infrastructure

Busways ensures the safety and security of our fleet and infrastructure through comprehensive asset management plans and policies. Industry-leading safety initiatives – including advanced fire safety systems, rollaway prevention systems and closed circuit television – maximise the safety of our passengers and employees.

Care of Children

Busways is committed to the safety and wellbeing of children using our services, particularly when they are travelling without the supervision of a parent or guardian. Employees who work regularly with passengers must meet all regulatory requirements and a valid Working with Children Check is a prerequisite for drivers.

Passenger Codes of Conduct

Passengers on our services have a responsibility to behave in a manner that ensures the safety and comfort of other passengers and Drivers. Busways displays our Passenger Rights and Responsibilities Code of Conduct on every vehicle and on our website.

7 Fares and Ticketing

Ticketing products are managed by DPTI, with fare prices set and regulated by the Government. Fare and ticketing information is published on the Adelaide Metro website.

Revenue protection

Busways is responsible for fare revenue protection to ensure the network is fair, valued and sustainable.

Busways Drivers are appropriately trained in the metroCARD ticketing system and fare collection on the Adelaide Metro network. They fulfill their responsibilities in ensuring all passengers pay a correct fare, validate an appropriate metroCARD and show appropriate proof of eligibility of concession or free travel when required.

Busways supports the revenue protection activities of Authorised Transit Police, Prescribed Officers and SA Police, including deployment of Busways personnel, trained and accredited as DPTI Prescribed Officers.

8 Consultation on Service Improvements

We undertake community consultation for network and timetable change projects. Considering stakeholder needs and interests, community impact of changes and scope to influence outcomes of the project, we tailor activities to get relevant input from the community and other stakeholders.

Activities include surveys, information stalls, stakeholder meetings and data analysis. Submissions and feedback are reviewed and directed to the appropriate departments to be considered in service planning.

9 Transport Service Integration

As part of the wider Adelaide transport network, Busways appreciates that many of our customers connect with other services after travelling with us. Our timetables are designed to co-ordinate with other available transport options to allow for the smooth integration of connections for ongoing journeys.

On-time running is a major priority and every effort is made to ensure timely arrivals at inter-modal connections, such as train stations, and major hub interchanges for other bus services. Schools serviced by Busways are consulted regarding morning and afternoon bell times to align with class commencement and homeward journeys.

10 Lost Property

Busways adheres to the Adelaide Metro's lost and found system and our lost property procedure. Any item found on the bus, whether handed in to the Driver or found by the Driver while completing the end-of-shift sign-off procedure, is considered lost property.

All lost property is logged into a lost property register and kept at the depot the bus returns to. Every effort will be made by depot staff to identify and contact the owner of a lost item. Lost property that isn't identified and returned to its owner is stored for three months before disposal. Perishables and items in used condition will be disposed of.

11 Accessible Transport

Busways is committed to providing all members of the community with access to our public transport network. We continually monitor and adapt services in consideration of the needs of those with physical, comprehension or navigation challenges. This includes the elderly, people with a disability, physical injury or sensory impairment, pregnant women, people with language barriers, and passengers travelling with prams.

Our Accessible Transport Action Plan, available on the Busways website, outlines the measures we are taking to improve transport accessibility and ensure our compliance with all regulatory and legislative requirements.