

Over the past few years, STA has invested in several initiatives as part of an agency-wide, continuous improvement program called Quality Counts. These efforts have had significant impact including Standardized Customer Service Training for all Fixed-Route Operators and Customer Service employees, Enhanced Vehicle Maintenance Standards, Upgraded Call Center Technology, Annual and Biannual Surveys and more.

Because providing outstanding customer service is such an important priority at Spokane Transit, we're introducing an incentive-based program designed to acknowledge and reward employees offering exemplary customer service.

STA's Quality Counts Survey Program, slated to begin the end of September, is designed to evaluate our customers' experiences at all points of contact with STA employees. In fact, nearly every employee who interacts with the public will be eligible for participation in the program. This includes employees in Fixed Route, Paratransit, Administration, Security and Customer Service, and also Reservationists, Supervisors and Managers.

STA has contracted with TrendSource of San Diego to facilitate the Quality Counts Survey Program.

TrendSource offers customer experience evaluations, market research, compliance audits, reward programs and other services that support an organization's commitment to excellence in customer service.



The process is simple. Each month, TrendSource field agents call on randomly selected STA employees whose jobs require them to interact with the public. They engage in simple interactions with the employees and note the quality of customer service they experience on observation forms specifically designed for each department (your department's observation form is attached).

Information obtained from observations will be used to:

- Measure customer service and quickly identify trends
- Determine what, if any, training should be provided to help us meet our customer service goals
- Recognize and reward employees who are demonstrating exceptional customer service skills
- Validate that we are continually maintaining high performance standards

Additional information, including reports of consolidated results on the Quality Counts Survey Program, will be provided as implementation continues.

The 4-Step Implementation Process

Phase One - Testing: a small number of employees will be participating in a test run of the Quality Counts Survey Program. The purpose of this test is to validate that the questions being asked generated the information necessary to meet our goals.

Phase Two - Pilot: during this four-week phase, definitions will be developed to describe the customer experience from the field agents' perspective. These definitions will be used to create the rating system used on the final observation forms.

Phase Three - Baseline: a larger number of employees will be involved in order to establish a baseline of performance for each of the departments.

Phase Four - Sustained Program Begins: each month a pre-determined number of randomly selected employees will participate in the Quality Counts Survey Program.

PHASE	DATES	DESCRIPTION
TEST	09/29 - 11/13	Two Week Test
PILOT	11/16 - 12/11	Four Week Pilot
BASELINE	02/01 - 02/28	Establish Baseline
SUSTAINED PROGRAM	03/01/2010	Sustained Program Begins

Thank you for your participation and support as we begin this important new program. For more information, contact Patty Talbott at 325-6018 or by e-mail at ptalbott@spokanetransit.com.

Quality Counts Survey Program



Because when it comes to
our customers...

Quality Counts!



Quality Counts Survey Program: *Excellent* **COACH OPERATORS**

The Quality Counts Survey program provides an ongoing method for determining how well we provide service to our customers. From coach and van operators to administrative and executive staff, reservations, customer service and security--we all have the opportunity to shine when an anonymous survey taker calls or visits us or rides in our vehicles.

An employee rated as providing *excellent* service in a Quality Counts Survey will be recognized company-wide, receive a pin that can be worn on a hat or jacket, a certificate, and two dinner tickets to the Annual Safety and Recognition Awards Banquet. In addition, the employees rated as *excellent* will be entered into a monthly drawing for \$50. There will be one drawing for Fixed Route Coach Operators, one drawing for Paratransit Van Operators, and one drawing for Customer Service, Administration and Staff, Security, and Reservations.

If every coach operator surveyed in a given month is rated *excellent, above average, or average* on announcing all stops, the drawing prize will be increased from \$50 to \$100.

Here is what is required for a Coach Operator to receive an *excellent* survey:

- ✓ DON'T BE EARLY



Quality Counts Survey Program: *Excellent* **COACH OPERATORS**

Be rated as *excellent* on

- ✓ Announcing all published stops on your route-clearly and loudly enough so that you can be heard and understood
- ✓ Stopping and starting as smoothly as the conditions will allow
- ✓ Maintaining your professionalism and being courteous at all times
- ✓ Sincerely acknowledging your customers as they board and when they alight

Receive a *yes* on the following

- ✓ Wearing the proper uniform that is neat and clean and having your shirt tucked in
- ✓ Announcing your route number (if you stop at multiple-route stops)
- ✓ Having the schedules and any applicable rider alerts on the bus

If you do all of these things, each and every day, you cannot help but be rated *excellent* on the Quality Counts Survey.

If you have any questions, please see your supervisor or department manager.





Quality Counts Survey Program: *Excellent* **PARATRANSIT VAN OPERATORS**

The Quality Counts Survey program provides an ongoing method for determining how well we provide service to our customers. From coach and van operators to administrative and executive staff, reservations, customer service and security--we all have the opportunity to shine when an anonymous survey taker calls or visits us or rides in our vehicles.

An employee rated as providing *excellent* service in a Quality Counts Survey will be recognized company-wide, receive a pin that can be worn on a hat or jacket, a certificate, and two dinner tickets to the Annual Safety and Recognition Awards Banquet. In addition, the employees rated as *excellent* will be entered into a monthly drawing for \$50. There will be one drawing for Fixed Route Coach Operators, one drawing for Paratransit Van Operators, and one drawing for Customer Service, Administration and Staff, Security, and Reservations.

If the Overall Professional and Courteous score for all Van Operators surveyed in the month is 4.5 or better, the dollar amount of the prize drawing increases from \$50.00 to \$100.00.

Here is what is required for a Van Operator to receive an *excellent* survey:

- ✓ INTRODUCE YOURSELF WHEN YOU PICK UP YOUR CUSTOMER



Quality Counts Survey Program: *Excellent* **PARATRANSIT VAN OPERATORS**

Be rated as *excellent* on

- ✓ Maintaining your professionalism and being courteous at all times
- ✓ Providing a smooth ride

Receive a *yes* on the following

- ✓ Escorting the customer from the van to the door of his/her destination
- ✓ Escorting the customer from his/her door to the van
- ✓ Being responsive to your customer's needs
- ✓ At your customer's destination, being positive with the customer as you depart
- ✓ Wearing the proper uniform that is neat and clean and having your shirt tucked in
- ✓ Making certain your customer's seatbelt is secure

If you do all of these things, each and every day, you cannot help but be rated *excellent* on the Quality Counts Survey.

If you have any questions, please see your supervisor or department manager.

Update: 2015

