Building a Better Customer Experience

Safety & Operations Committee
September 14, 2023

Strategic Transformation Plan

Service Excellence: Modernizing and enhancing end-to-end customer experience to keep and grow ridership

- Build a **Customer Experience** practice

- Improve **wayfinding**

- Focus on **technology upgrades** and digital infrastructure

Expand **customer-centric regional mobility** to streamline customer information across services
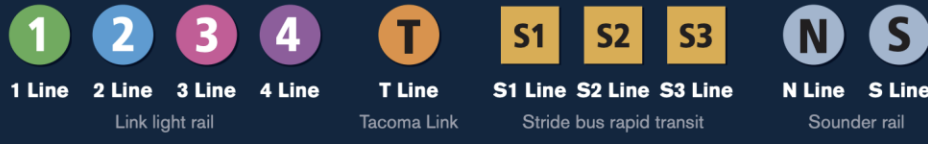
Proactively engage with the **community** and with regional transit partners

Industry Trends

Industry peers are re-thinking how they present their systems to customers

Clear, unified information builds a more inclusive transit network

Your transit service lineup.
Information for Sound Transit employees and transit partners

1 Line 2 Line 3 Line 4 Line   T Line   S1 Line S2 Line S3 Line   N Line S Line
Link light rail   Tacoma Link   Stride bus rapid transit   Sounder rail

Sound Transit service is growing, and to keep up with the growth we have a new and simpler way of naming our train and bus rapid transit lines. Beginning in Sept. 2021, Sound Transit will begin augmenting branded names with lettered and numbered line names.

LA, meet our new lineup.

Metro has updated rail and busway line names. We've added a letter to help our riders choose their journey.

Metro is growing.

That's great news for LA, because we have big plans for new rail and busway lines. We've updated our names so it's easier for everyone, including riders with visual impairments, to get where they need to go. So, what's new? We added letters to the color and symbol for rail and busway lines

Look for line letter signs.

You will see the addition of letters to line colors on station signage, maps, timetables, posters, our website, other digital platforms and everywhere else you find our colored dots and squares.

A Line   B Line   C Line

D Line   E Line   G Line

J Line   K Line

Together: As A Region

Metro is at the **center** of a comprehensive regional mobility network

Support growing regional transit ridership

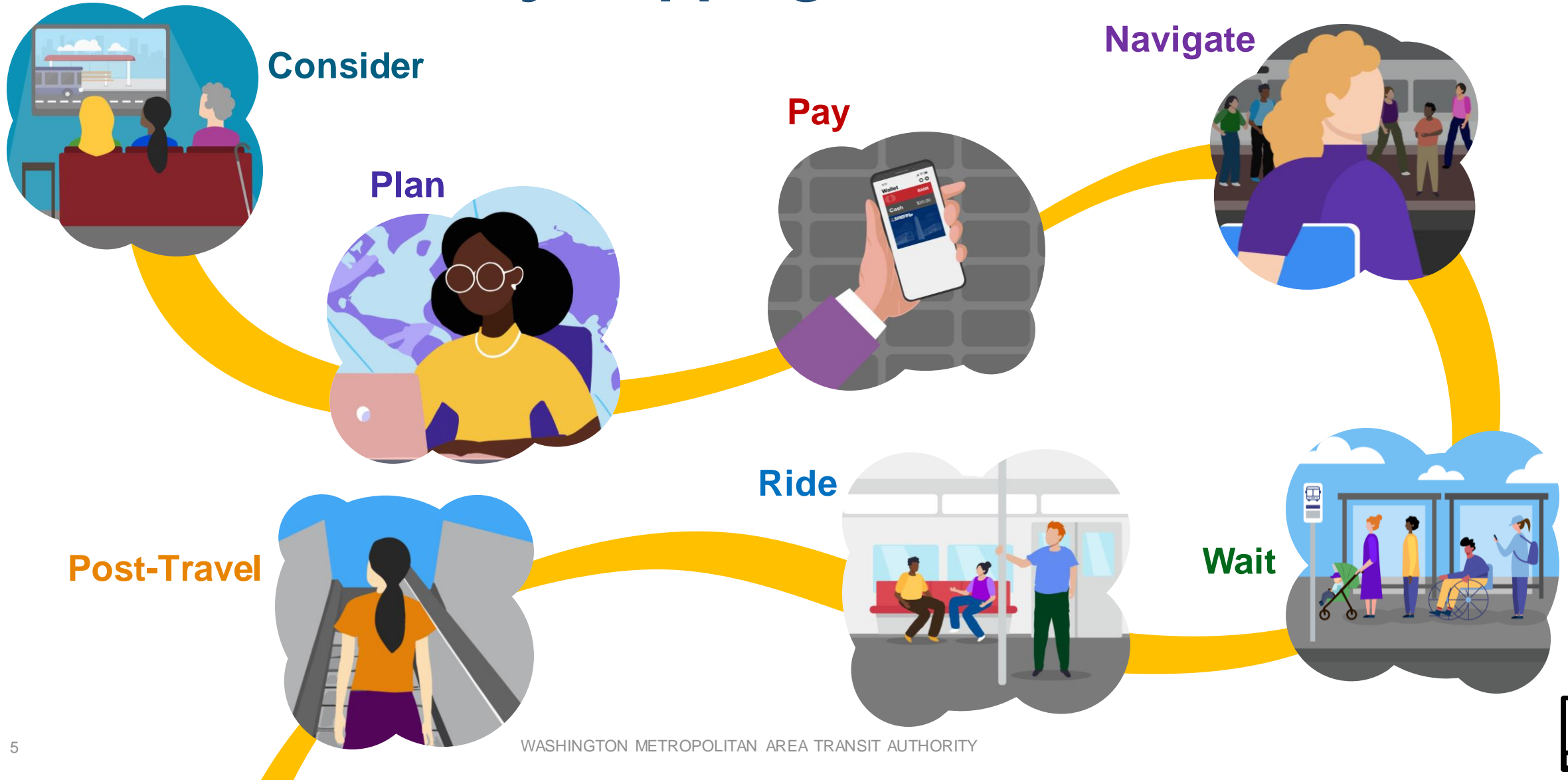Attract **new** or **infrequent** riders by making transit easier to navigate and access

Invitation to participate in a regional **workshop** to improve customer information & wayfinding

Increase region's value to residents, businesses, visitors and event organizers

Customer Journey Mapping

Consider

Plan

Pay

Navigate

Ride

Wait

Post-Travel

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Customer journey: CONSIDER

| CONSIDER | PLAN | PAY | NAVIGATE | WAIT | RIDE | POST-TRAVEL |

OUR GOAL

We need people to choose Metro

Market with these brand propositions:

Transit is **faster,**

safer, cheaper, and

more **sustainable** than other modes

OUR CHALLENGE

In our digital world, rare negative incidents often overamplified

Competing with 1-click transportation options

Winning lapsed customers back

Customer journey: PLAN

CONSIDER ▶ PLAN ▶ PAY ▶ NAVIGATE ▶ WAIT ▶ RIDE ▶ POST-TRAVEL

OUR GOAL

Showcase our bus and rail network; regional partner connections

Build confidence in frequent services

Announce loudly when service changes occur

OUR CHALLENGE

Today's maps are outdated, not region-first... route-to-route instead of point-to-point travel
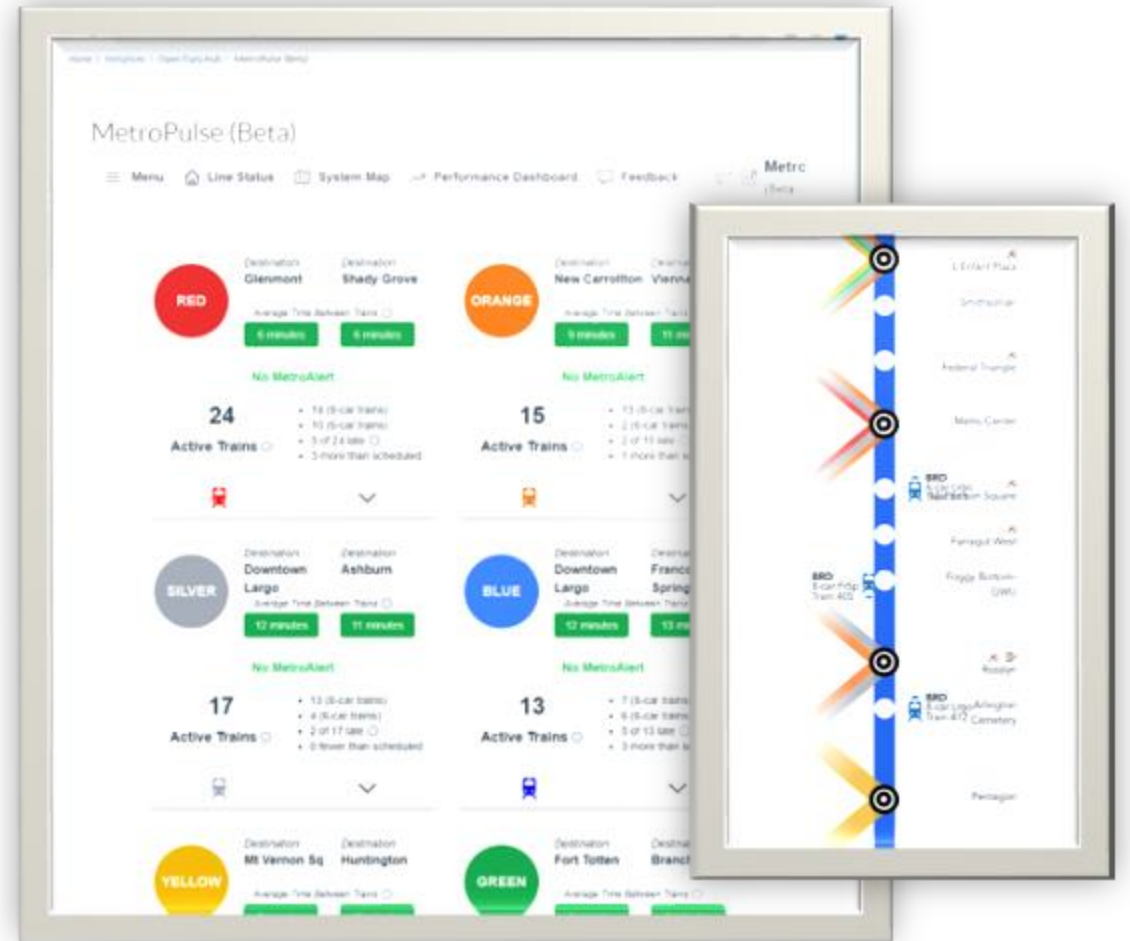
Metrobus & Metrorail siloed

Technology is antiquated, preventing **One Metro** voice for customer information

New Trip Planning Technologies

MetroPulse launched to provide real-time updates for Metrorail and increase transparency

ROADMAP

- Add Metrobus **this fall**

- Mobile app & real-time customer service interactions in **2024**

- Real-time MetroAccess vehicle tracking **in 2024**

The Plan for Planning

Re-imagining how we showcase the Metrobus & Metrorail network together **this winter**

(online, app, in-station, bus stop)

ROADMAP
Establish clearer connections to MARC, VRE, regional buses, airports, Purple Line and bikeshare **in 2024**

Customer journey: PAY

CONSIDER → PLAN → PAY → NAVIGATE → WAIT → RIDE → POST-TRAVEL

OUR GOAL
Easy, mobile-first payments

Establish more customer friendly policy like fare capping

Treat SmarTrip like a regional currency, beyond transit

OUR CHALLENGE
SmarTrip app is too cumbersome

Fare vending machines are outdated

"Card Based" system vs "Account Based System" limits customer features, regional partnerships
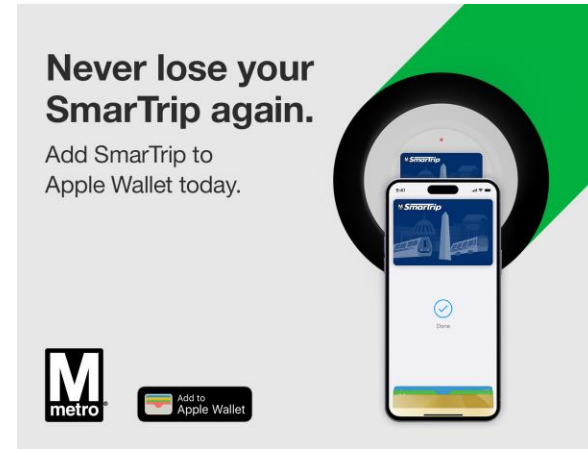
Ⓜ metro

Customer journey: PAY

| CONSIDER | PLAN | PAY | NAVIGATE | WAIT | RIDE | POST-TRAVEL |

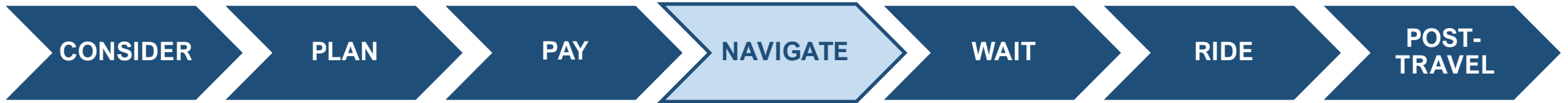Market SmartTrip in Wallet, encourage buying fares before arriving **this fall**

New Metrobus fareboxes, rear-door boarding **this year**

ROADMAP
Fare Modernization to include credit cards, fare capping, next-gen account management, friends & family

Never lose your SmarTrip again.

Add SmarTrip to Apple Wallet today.

Ⓜ metro

Add to Apple Wallet

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

Ⓜ metro

Customer journey: **NAVIGATE**

| CONSIDER | PLAN | PAY | NAVIGATE | WAIT | RIDE | POST-TRAVEL |

OUR GOAL

Becoming the transit provider of choice in a world of 1-click options.

Create signage/wayfinding systems inclusive to all our riders

Thinking as a region, not a sole provider

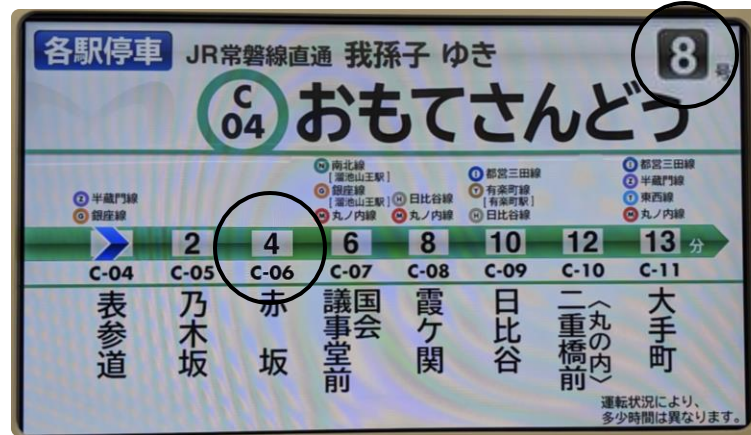## OUR CHALLENGE

Large scale stations

Can't hang signs from ceiling

Long history of "patches" & "pilots"

Bus & Rail historically siloed

Incorporating worldwide best practices

New York: real-time arrivals screens with next stations for trains

Norway: through stations, train platform boarding locations

Tokyo: route breakdown with upcoming station stops, line/station numerical labeling

Tokyo: line number designation

Incorporating worldwide best practices

Stockholm: Lots of strong iconography
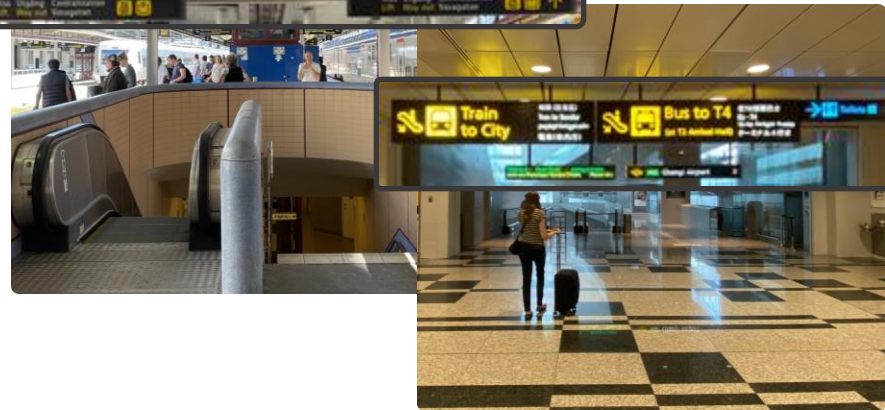
Tokyo: Floor decals & color coding to categorize amenities, destinations
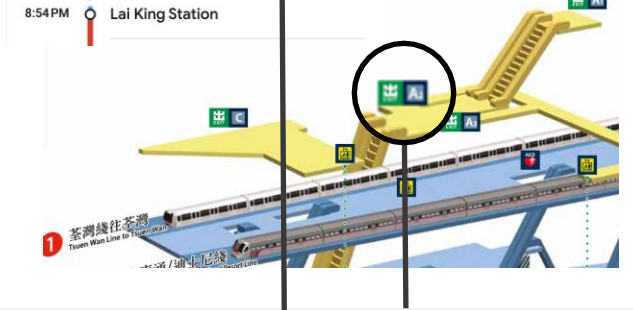
Hong Kong: entrance/exit labels aid online navigation

Reducing customer journey time and uncertainty

Where is my train?

Am I on the right platform?

Is this the right track?

When is the train coming?

Did I get on the right train?
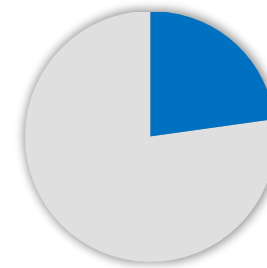
Where is the exit?

Which exit can I take?

Which exit should I take?

Turning insights into action

39% of registered SmarTrip customers say they took the **wrong** rail station **exit** in the past year

23% boarded a train in the **wrong direction**

29% went to the **wrong platform**

17% took the **wrong** train **line**

Metro Customer Survey, March 2023

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Street level entrance/exit "pylon"

Today

Pilot

Stripes represent
service at station

No visual direction element

More pronounced
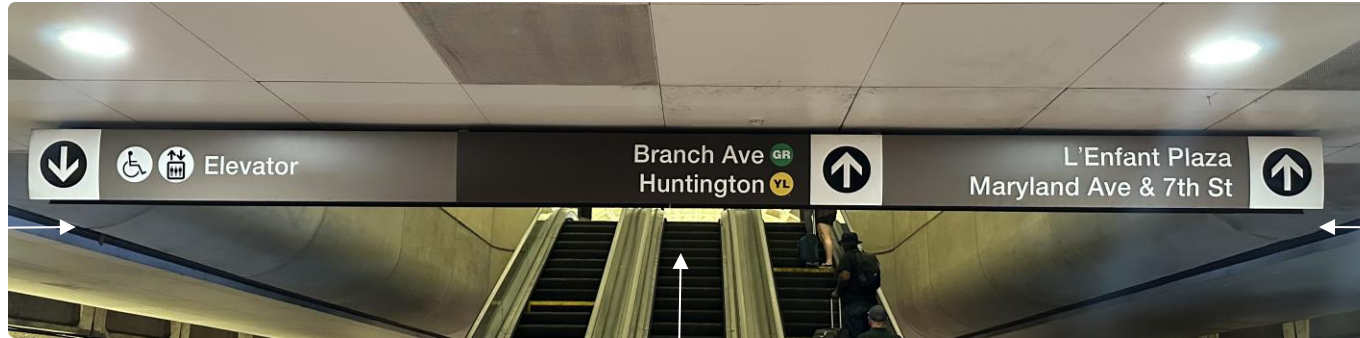service labels

Entrance path label

More arrows added
to aid visual direction

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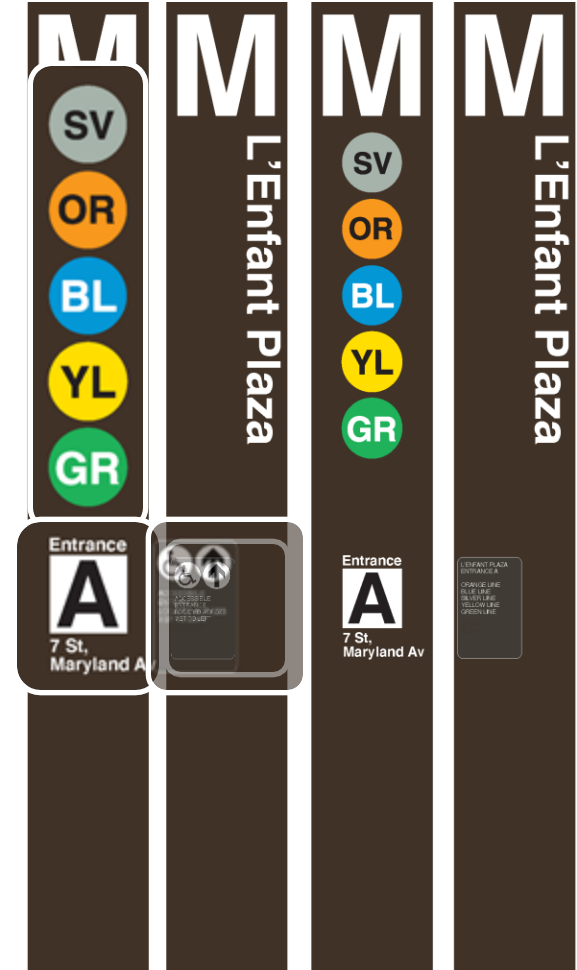
Station exit signs

Today

Limited accessibility direction

Limited sense of place

Train direction wayfinding

Pilot

Exit path labeling

Regional connections

Improved accessibility directions

DRAFT

Trackside wall/pylon; station-ahead

Today

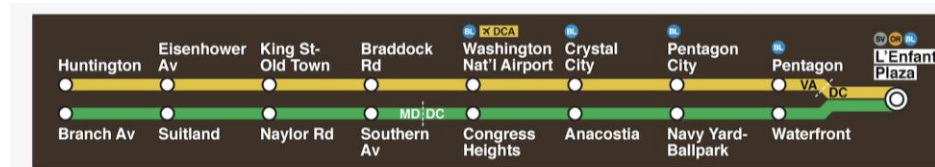Train destination wayfinding

Complex station ahead listing

Limited sense of place

Pilot

More pronounced elevator labels

Cardinal travel direction

DRAFT

Regional connections

DRAFT

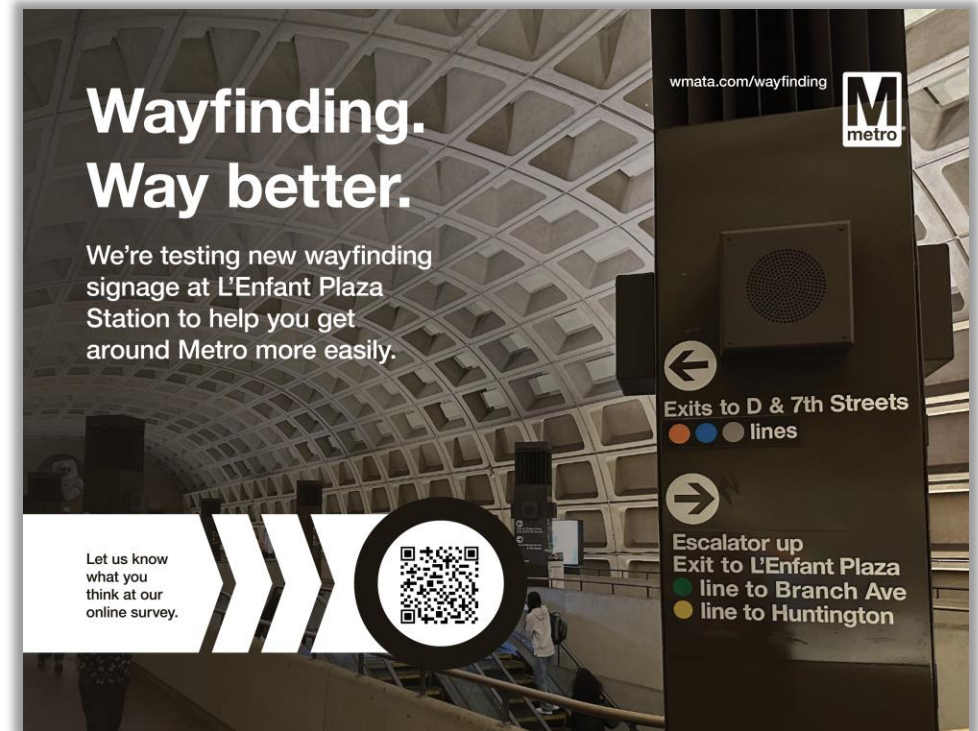**DRAFT**

Piloting station ahead signs

Pros & Cons to design elements like:

- Number of stations
- Station call outs
- Transfer opportunities
- Landmarks, points of interest

Listening to Metro customers

Customer centric decisions drive ridership recovery

On-site and online surveys will be conducted **this fall** as new signs are placed throughout L'Enfant Plaza

Wayfinding. Way better.

We're testing new wayfinding signage at L'Enfant Plaza Station to help you get around Metro more easily.

wmata.com/wayfinding

Let us know what you think at our online survey.

← Exits to D & 7th Streets
●●● lines

→ Escalator up
Exit to L'Enfant Plaza
● line to Branch Ave
● line to Huntington

Customer journey: WAIT

CONSIDER → PLAN → PAY → NAVIGATE → WAIT → RIDE → POST-TRAVEL

OUR GOAL

Easily know when train or bus is coming

Rethink how service changes are shown

Install more real-time arrival screens at transfer stations and bus stops

OUR CHALLENGE

Screens not fed with real time data

Fragmented technology systems

Installation costs

Limited user design experience

M metro

Improved screen designs

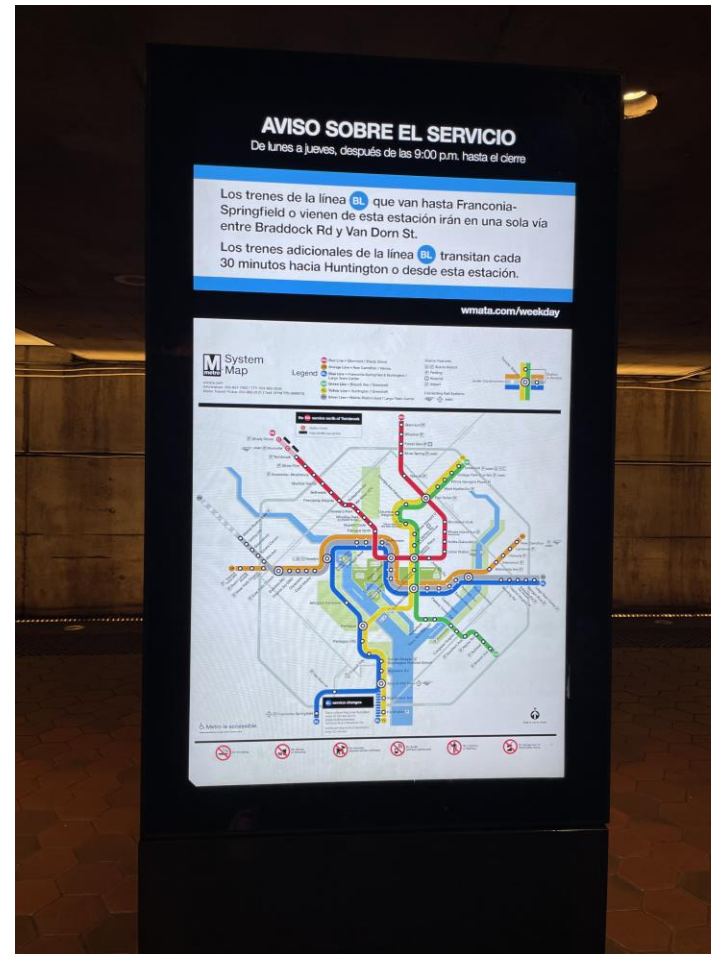**Current Screen**

Draft Screen
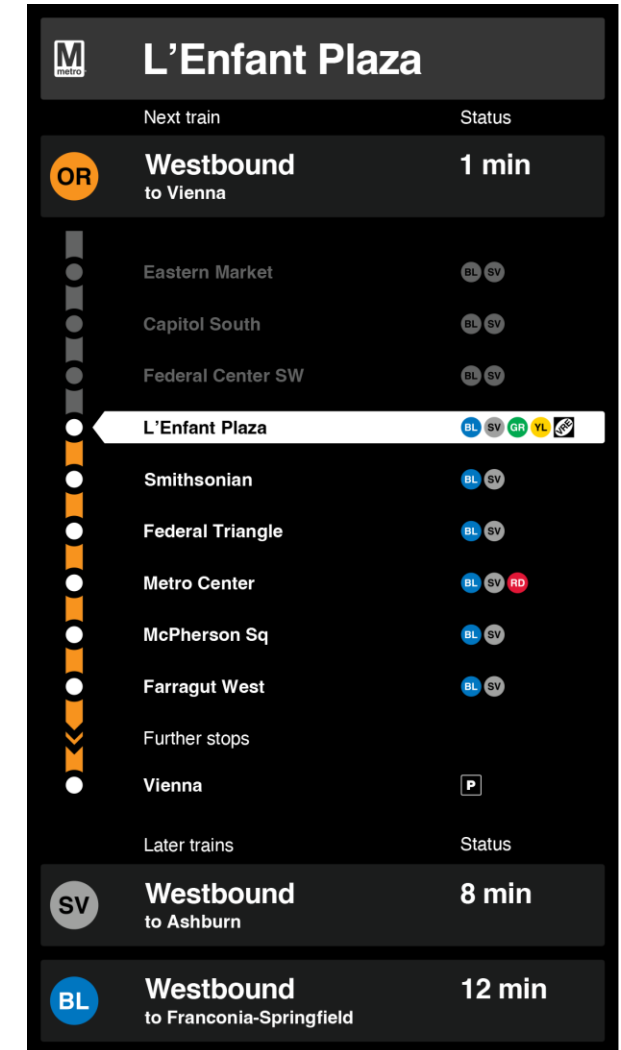
ROADMAP

New real-time, station ahead digital designs **this fall**

Add'l Entrance Displays & customer information screens beginning **this month**

Integrated technology systems in **Fall 2024**

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

More screens for Metrobus customers

150 screens currently in region
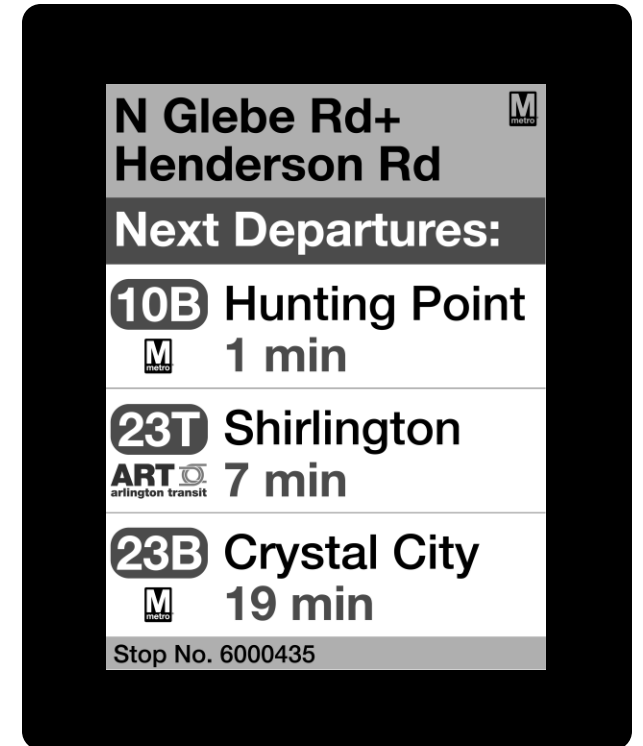
100 additional screens coming in the **next year**

ROADMAP
Integrated technology system **in Fall 2024**

Current screen

New design

Customer journey: RIDE

CONSIDER → PLAN → PAY → NAVIGATE → WAIT → RIDE → POST-TRAVEL

OUR GOAL

Inform customers on-board:

- Where they're going

- When it's time to exit

- What's happening if there's a delay

OUR CHALLENGE

Screens not fed with real time data
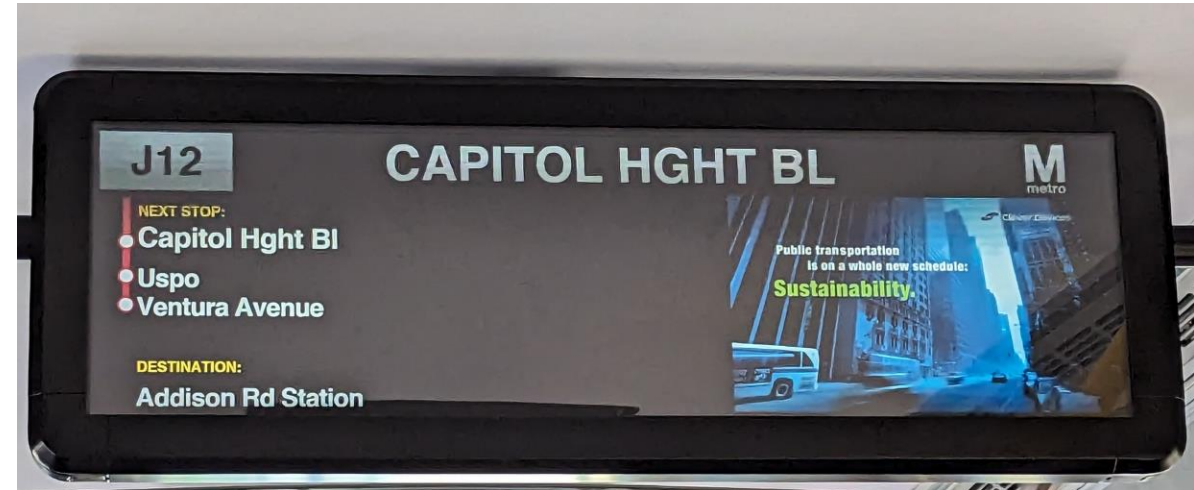
Fragmented technology systems

Installation costs

Limited user design experience

New on-board screen designs

Metrorail 7000-series

Latest Metrobus Fleet

Customer journey: POST-TRAVEL

| CONSIDER | PLAN | PAY | NAVIGATE | WAIT | RIDE | POST-TRAVEL |

OUR GOAL

Build a more **responsive** Customer Service team to respond 24/7

Strengthen Outreach & Engagement Teams to **connect** with the communities

Learn more about our customers, **fix** issues before they are reported, creating a safer, more reliable system

Next steps: working together