

# Please Move Down the Bus!

Delivering a Better Customer  
Experience for All

Arriva & RIDC

25 November 2019



an  company

# Background



15 Depots  
1700 buses  
4500 drivers  
100 routes  
51 million miles  
500 million journeys



# Background



9000 customer comments  
600 commendations  
500 enquiries  
60 suggestions



# Background



Feedback only received on 0.001% of all journeys

15 complaints received for every 1 commendation

BCES & DQM monitoring



# Passenger Experience – Disabled Users



Lack of communication

Lack of understanding

Don't follow the procedures



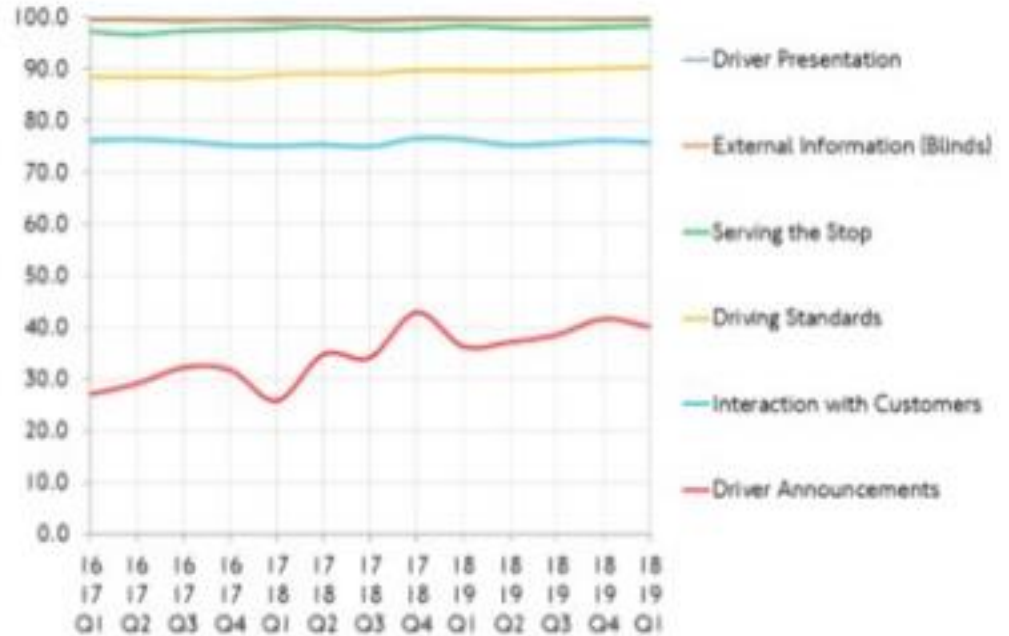
# Passenger Experience - General



Interaction with passengers inconsistent

Driver announcements poor / absent

“The driver left me with the impression that he doesn’t care!”



# What Have we done?



# Partnership with RIDC



Worked together to build a bespoke report

Conduct 180 mystery traveler journeys every quarter

Sample a wide range of issues facing people with various disabilities





# Passenger Experience - General



Provide meaningful feedback to drivers

Create a program of learning for all drivers using feedback

Enhance our understanding of disabled user needs



# What benefits do we get?



# Benefits



Regular reports good and bad ✓

Target known problem areas ✓

Feedback is constructive ✓

Learning shared ✓



# Benefits



Celebrate good performance ✓

Highlight benefits of PA use ✓

Improve driver wellbeing ✓



# Benefits



Improve customer interaction ✓

Address concerns of disabled users ✓

Show customers that we care ✓

Duty of care to disabled users ✓



# Examples



<b>Driver interaction</b>		
Acknowledgement The driver answered any questions		No No. I asked for the stop I wanted and first of all I got no answer. Then I asked again to which she said she couldn't hear me, then said she didn't know the stop...it seemed like she didn't care either. I had to rely on members of the public to help me find the stop I wanted. Poor. She mumbled.
Communication The driver was:	Friendly / pleasant manner	Disagree
	Respectful and polite	Disagree
	Knowledgeable	Disagree
	Helpful	Disagree
	Patient	Neither agree nor disagree
	Intimidating	Neither agree nor disagree
	Pushy / forceful	Neither agree nor disagree
Satisfaction with driver interaction		Dissatisfied. The driver had no care, or so it seemed.
Driver provided requested assistance during the journey		N/A
<b>Overall satisfaction</b>		
Anything of particular note good or bad		On arrival at the stop while I was waiting to board the bus, it overshot the stop by quite a way. I wonder if it would have waited if a member of the public had not alerted the driver to the fact that I was on my way.
Suggestions on what would have made this journey better		Clarity from the driver. Had she at least pointed out that the announcements would help me to find my stop...but she simply didn't seem to have a clue where she was going.

# Examples



Sometimes, in most journeys, you have a second to find a seat, which is a problem if the bus is crowded, and on none of these journeys did a driver wait to ensure this had happened.



No  
No. I asked for the stop I wanted and first of all I got no answer. Then I asked again to which she said she couldn't hear me, then said she didn't know the stop...it seemed like she didn't care either. I had to rely on members of the public to help me find the stop I wanted.

Poor. She mumbled.



Dissatisfied. I called out, in shock, when he began moving before I'd secured my wheelchair in position. He didn't respond.

Dissatisfied. Having to shout, to get a driver to stop from ignoring you and driving off (without dropping the kerb and letting you off) can be a very unpleasant experience. Getting no acknowledgement or apology just reinforces the unpleasantness.



The driver remembered me from a journey the previous day. He greeted me very warmly and apologised for something (but it was difficult to hear what he was saying). I think it was to do with the lack of a working PA on the bus the day before.



No.  
Very satisfied. I got from A to B and that's what I wanted to do.