

PT Customer Experience Project - Update

Recommendations

That the Board:

- i. Notes progress on the public transport customer experience project.

Executive summary

The programme of initiatives to grow and develop Auckland public transport over the three year Statement of Intent period is founded on seven strategic projects. This report provides an update of progress on the seventh project of developing a blueprint design for enhanced customer experience across public transport services, facilities, staff-customer interactions and multi-modal support services.

Phases 1 to 4 of the project have now been completed through information gathering, observing and recording customer experiences, understanding customer issues and solution generation and development. Idea generation workshops have recently been held with Auckland Transport and other stakeholder and operator management and staff.

A summary presentation on process undertaken and key findings will be presented at the Board meeting.

The final phase, which is further solution building and future customer experience blue print documentation will be finalised in December.

Strategic context

Patronage growth targets are set over a three year period for public transport within the Statement of Intent and over a ten year period in the Long Term Plan.

A programme of seven strategic projects have been identified to underpin the three year patronage growth development. One of the key seven strategic projects is implementing a new customer focused and customer centric approach to public transport provision by Auckland Transport and service suppliers. The customer experience project is undertaking first-hand research and solution development to prepare a blue-print for enhancing the customer experience across public transport.

Background

3-year Public Transport 'Next Steps' Programme

A three year programme of seven key strategic PT projects is currently being delivered:

1. HOP integrated ticketing followed by progressive implementation of the initiatives within a strategic pricing and integrated fares review for public transport
2. Service regulatory and procurement reform through the PT Operating Model (PTOM) following enactment of enabling legislative reform of the Land Transport Management Amendment Act 2013 in June
3. New service network rollout of high frequency bus services and integrated and connected support services with associated facility and infrastructure upgrades
4. Rail service enhancements and transition to the new EMU fleet
5. Ferry service and facility enhancements

6. On-time service performance and customer information
7. Customer experience enhancement across all customer touch points

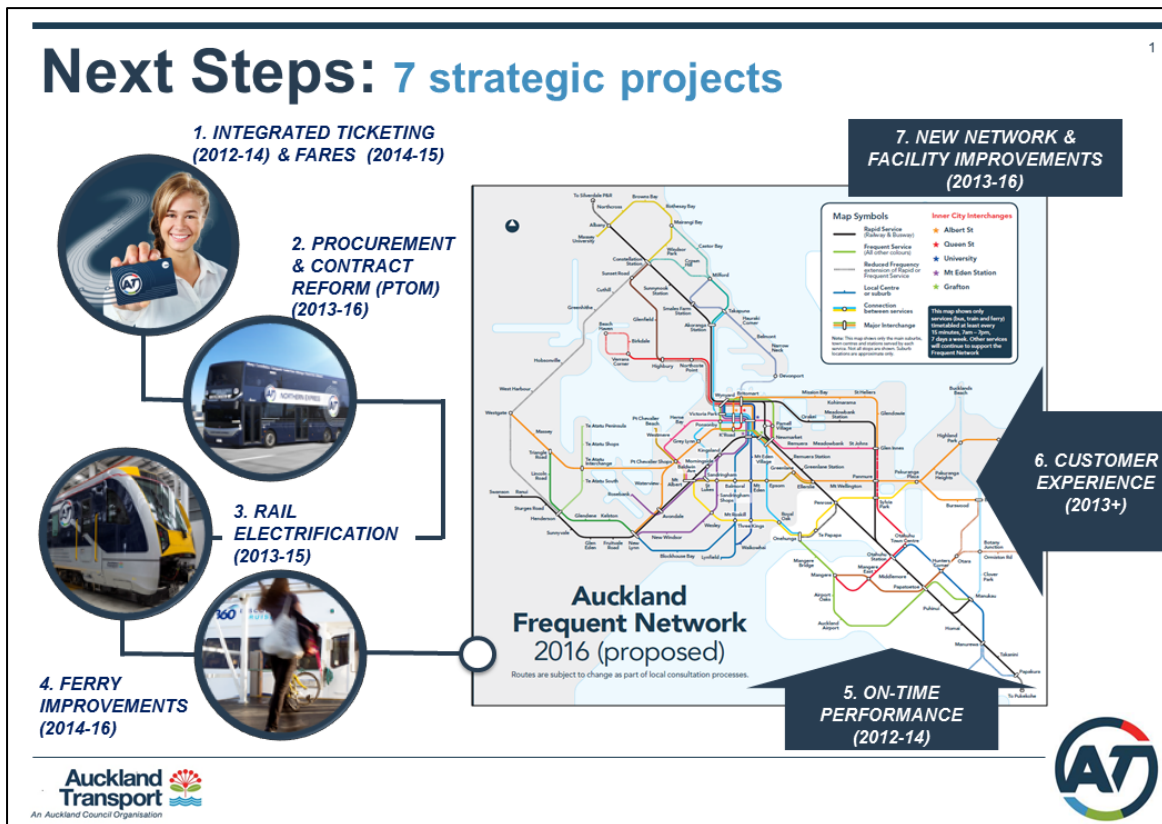


Figure 1. Seven strategic projects over the next three years

Progress on Customer Experience Programme

The aim of the project is to develop a set of design blueprints and standards for an enhanced experience that customers will receive on future bus, rail and ferry services and through multi-modal support services.

Thoughtful Design consultancy has been appointed to facilitate the work having recently completed similar blueprint and experience design remits for Auckland Council and Air New Zealand.

The first four phases of the project are nearing completion across information gathering, observing and recording customer experiences, understanding customer issues and solution generation and development. Idea generation workshops have recently been held with Auckland Transport and other stakeholder and operator management and staff.

A summary presentation of the process and work to date along with key findings will be provided at the Board meeting.




Next steps

Further solution building and future customer experience blue print documentation will be finalised in December.

Attachments

Number	Description
1	Thoughtfull Design Presentation, November 2013 (to be issued separately prior to meeting)

Document ownership

Submitted by	Mark Lambert Group Manager Public Transport	
Recommended by	Greg Edmonds Chief Operations Officer	
Approved for submission	David Warburton Chief Executive	

Glossary

Acronym	Description
EMU	Electric Multiple Unit
PTOM	Public Transport Operating Model