



Auckland Transport

Trust, confidence and reputation update

**Snapshot of Market Insights and Voice of the Customer
September 2023 Quarter**



October 2023

Strong improvements across AT's reputation metrics

September quarter results

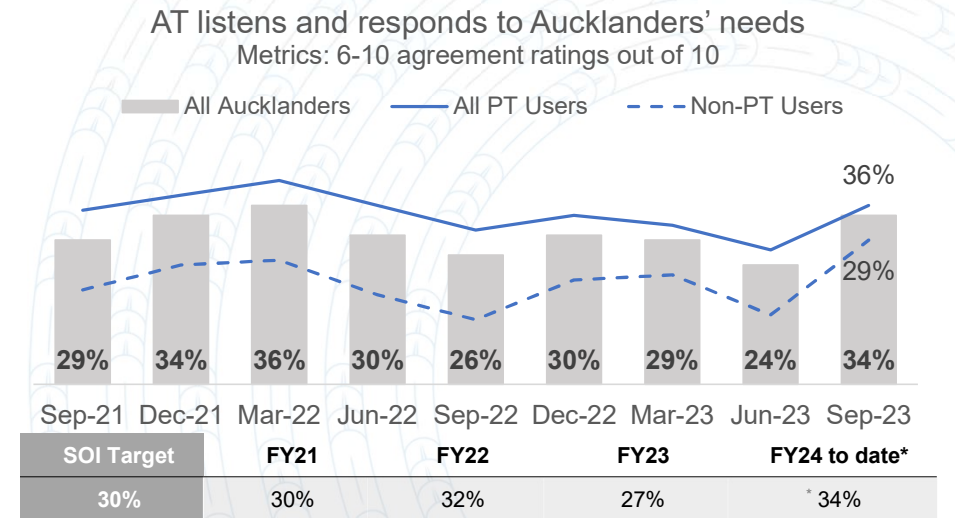
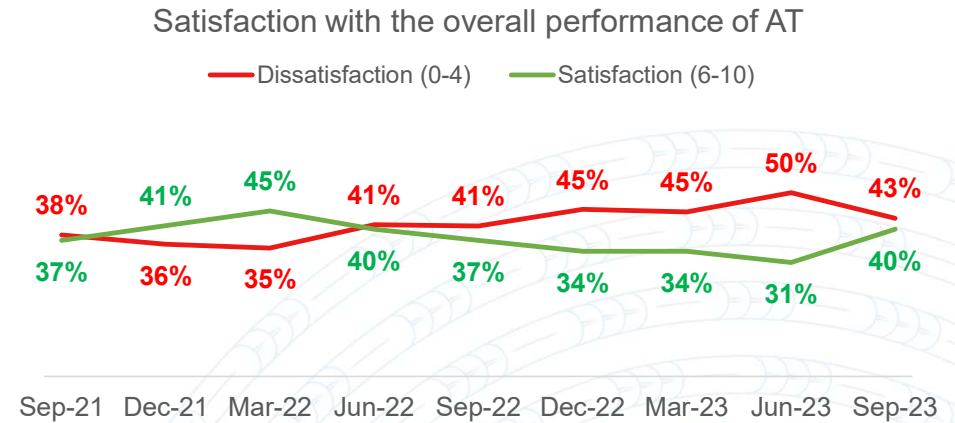
- Recognition from the public that AT has been working hard to address the issues, especially public transport
- Overall performance satisfaction has improved by **9% to 40%**
- The difference between Dissatisfaction and Satisfaction has reduced from **19% to 3%**
- People claiming that AT listens and responds to Aucklanders' needs improved by **10% to 34%**.

"Communication, reliability and frequency has improved.."

"Can feel the improvement done to get better services for customers."



Source: AT Brand and Reputation Tracker



SOI Target	FY21	FY22	FY23	FY24 to date*
30%	30%	32%	27%	* 34%

Trust and confidence is starting to recover

September quarter results

- Due to less disruptions on the network, less public transport cancellations and improved traffic
- Aucklanders are slightly less critical of AT this quarter due to:
 - AT publicly fronting more media, and more positive media, is resonating with Aucklanders
 - their actual experiences on the network.



Source: AT Brand and Reputation Tracker

