



**Hillsborough
Transit Authority
Voice of the Customer
Wave 4 • Jan. 2017**



Customer Characteristics

Age and Income

- In all 4 Waves, more than half of HART customers are between the ages of 18 – 39.
- Over 70% of HART customers in Waves 2, 3 and 4 have annual incomes of less than \$25,000.

Purpose of HART Use

- Over 65 percent of customers in Waves 2, 3 and 4 use HART buses most frequently for work.

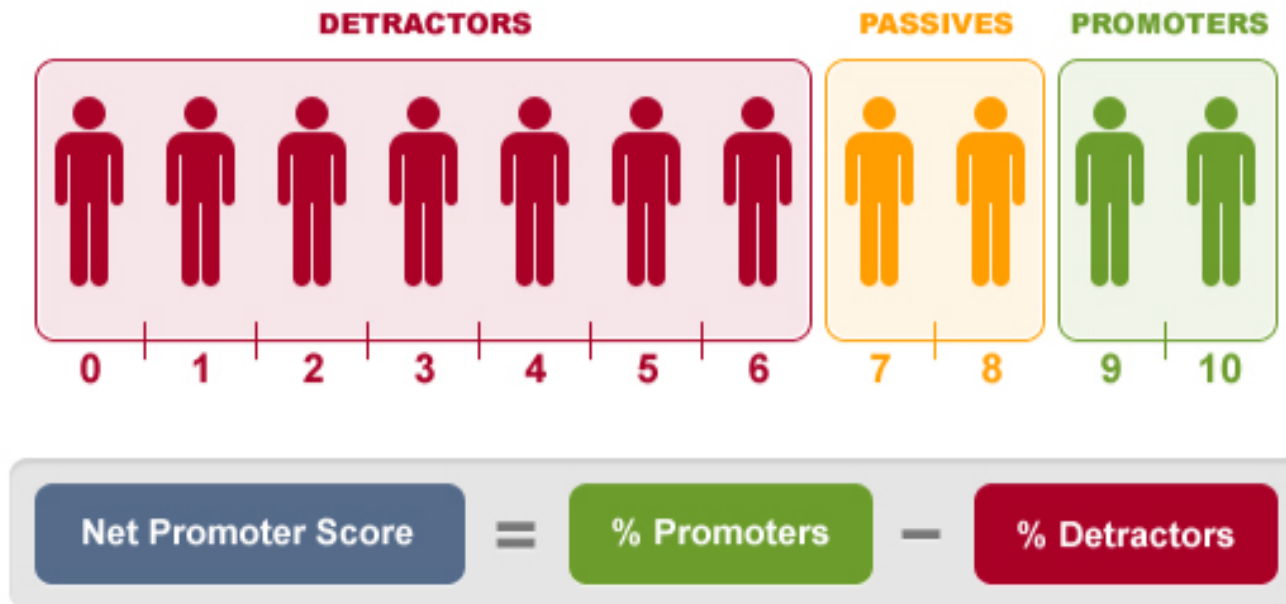
Transit Dependence

- The percent of discretionary riders increased to an all time high of 33% in Wave 4.

Net Promoter Score

NPS poses the ultimate question:

How likely are you to recommend HART service to friends and family?



Net Promoter Score

The Metric

- Assesses loyalty and word of mouth favorability among customers
- Introduced in the Harvard Business Review
- Allows for performance comparisons between organizations across different business sectors

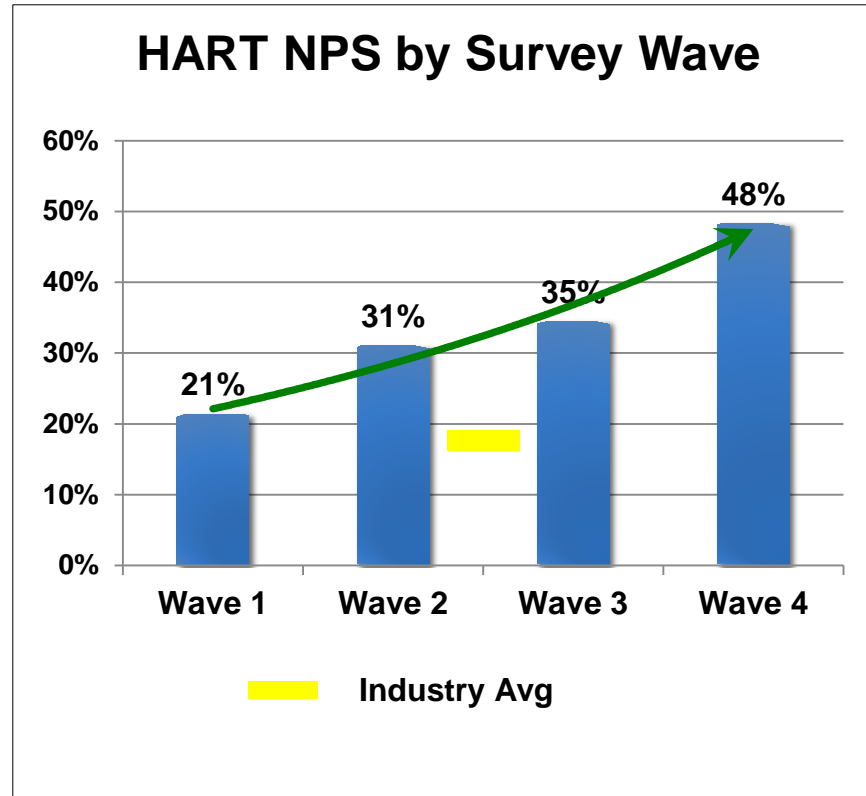
How it Works

- “All things considered, how likely would you be to recommend riding a HART bus to a friend or neighbor?”
 - ✧ 9-10: Promoters
 - ✧ 7-8: Passives
 - ✧ 0-6: Detractors
- $NPS = Promoters - Detractors$

Sample NPS Scores

Entity	NPS
Apple Inc.	70%
Airlines	23%
Car Rental Agencies	18%
Internet Service Providers	5%

Net Promoter Score



- The Net Promoter Score has increased consistently each Wave, with Wave 4 increasing by 128% over Wave 1!

Why did the NPS Increase?

Overall Satisfaction

- The percent of customers who are very satisfied with HART's service overall has continuously increased each Wave, reaching nearly 50% in Wave 4.
- Over 95% of customers in all Waves feel that service quality has improved or stayed the same over the past year.

Customer Service

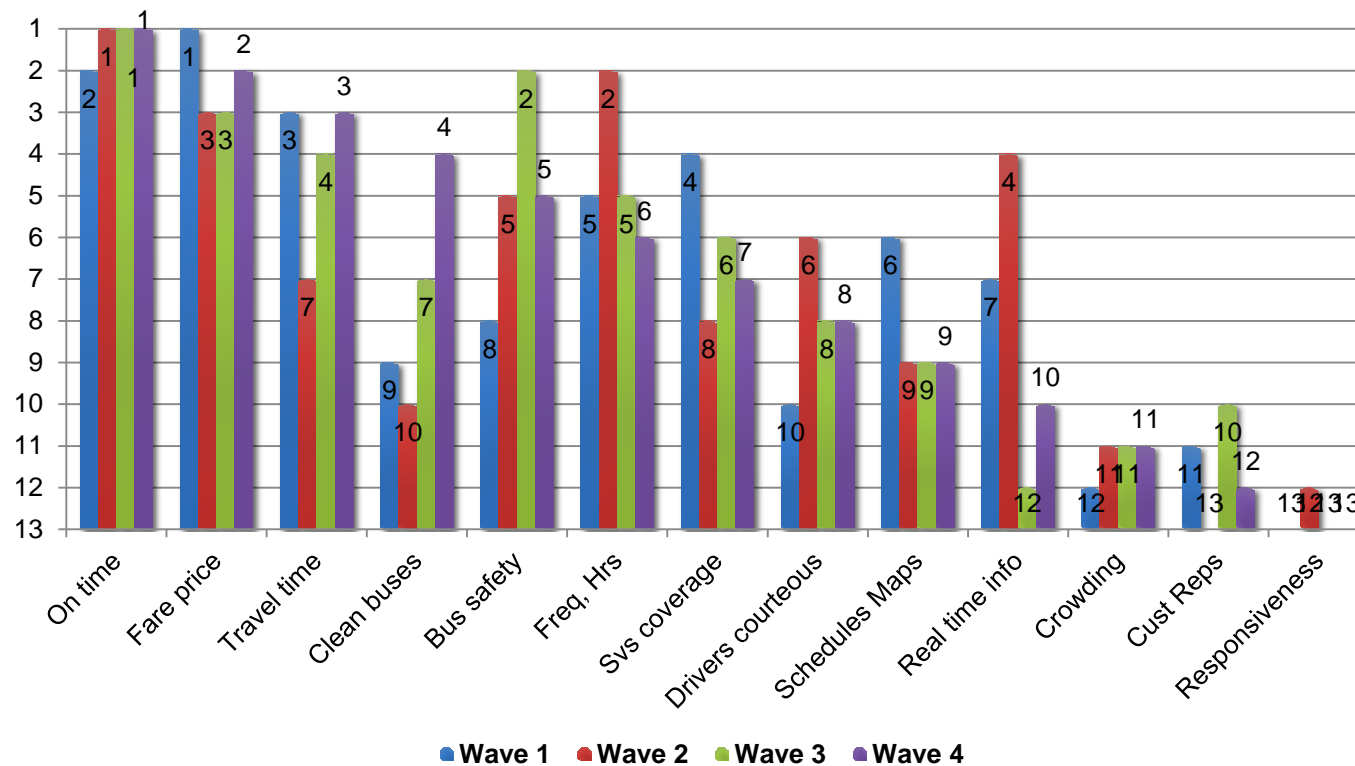
- The percent of customers who agree that HART is focused on customer service continued to increase in Wave 4.

Availability

- Nearly 90% of customers in Wave 4 agree that the location of HART bus routes are convenient.
- Customer satisfaction with the frequency of HART's service increased by 16% from Wave 3 to Wave 4.

Top 10 Customer Importance Factors

- Fare price and buses arriving on time remain in the top 3 most important service factors for customers.



Recommendations

On-Time Performance

- As On-Time Performance improves, create an onboard campaign for customers to recognize positive On-Time Performance.

Call Center

- Continue to monitor Call Center performance at the department and individual level.

Driver Customer Service

- Consider conducting additional customer service training for bus operators.

Quarterly Monitoring and Results Management

- Survey customers on a quarterly basis.
- Compile CSI scorecard results on a quarterly basis.
- Conduct performance, outlier, and trend analyses based on quarterly CSI results.



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