

MTA CUSTOMER SERVICES & SERVICE COMMUNICATIONS



MTA CUSTOMER SERVICES

Who We Are: Core Functions

- We serve as the primary point of contact for the majority of NYC Transit, LIRR and Metro-North customers
- Contact Centers respond to phone calls and TrainTime chat
- Customer Engagement Teams respond to print and electronic correspondence, plus escalated phone, chat and social media interactions
- Annual volume exceeds 1.4 million calls, emails, letters and chats



MTA CUSTOMER SERVICES

How We're Changing

- Quality Assurance:
 - Introduction of innovative training 'Pods'
- Building new ways to get better/do more:
 - TransitTalk & BusTalk (23 YTD)
 - Connect with Us (12 YTD)
 - Promoting OMNY, Fair Fares, and IDNYC, which can now be used for our Reduced-Fare Program



MTA CUSTOMER SERVICES

Cassie/CCaaS: Enabling Action on Customer Feedback

- In 2022, we implemented our new customer assistance system (or **Cassie** for short), powered by **Salesforce**, and a new **Contact Center as a Service (CCaaS)** system, powered by **Genesys**, to manage phone calls
- We integrated these two platforms to create a more holistic view of the customer, tying together their experiences traveling across our network
- **This modernization effort is already improving the customer experience:**
 - ✓ NYCT Contact Center avg. wait time down to 2 min/25sec (had been as high as 9 min); LIRR and Metro-North wait times are even lower (<1 minute)
 - ✓ For Customer Engagement, average days to case resolution in 2023 improved significantly for NYCT and Metro-North vs. 2021 (33% and 14% faster, respectively), while LIRR held relatively steady while managing a vastly higher volume of feedback. All three agencies were well within their 14-day average case resolution threshold, and the majority of cases (57%) were resolved in 1-2 days.



MTA CUSTOMER SERVICES

Our Focus for 2023 and Forward

- Keep customers at the center of all MTA decision-making
- Leverage new technology to more quickly identify emerging trends, achieving richer insights into customer concerns
- Ensure management and supervision have access to Cassie's new dashboard and reporting tools
- Expand outreach efforts to retain and restore ridership; foster new channels to reach customers



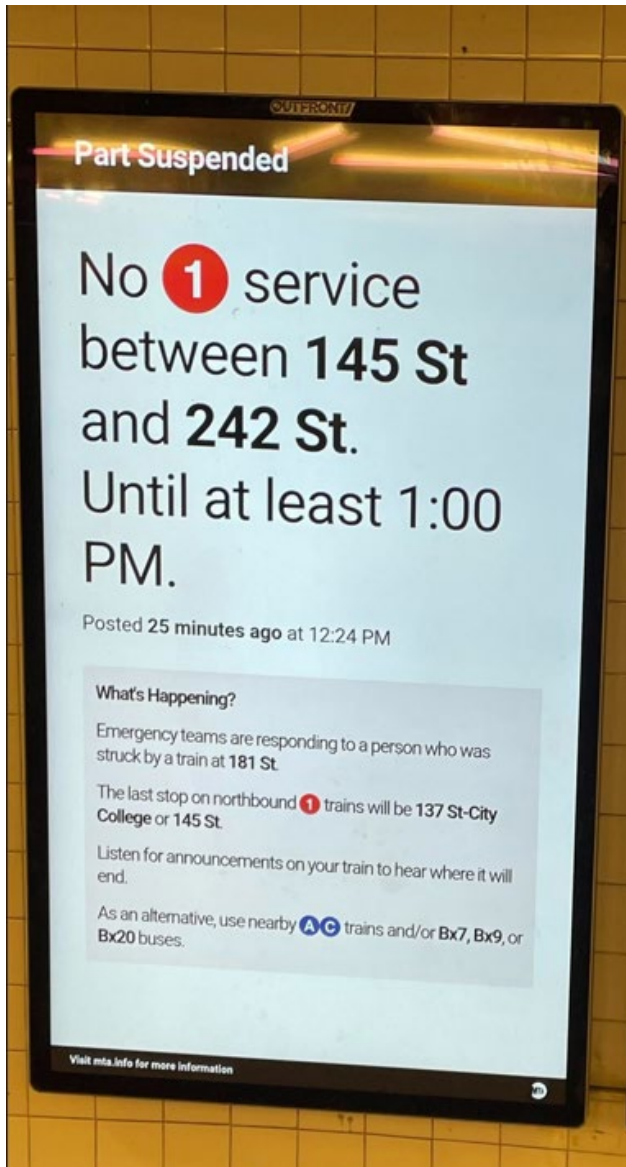
MTA Service Communications

Who We Are: Core Functions

- We are the teams that keep customers informed about real time and planned service changes for the subway, bus, and commuter rail systems
- Publish real-time service alerts to the website, app network, email and SMS lists and social media. 84K service updates in last 12 months
- Planned service change information on the website and paper signage in-system, and temporary construction signage and wayfinding
- Social customer care: WhatsApp, Twitter, iMessage, Facebook, in up to 120 languages. 125K conversations with in last 12 months



MTA Service Communications



Incident Delay Estimates

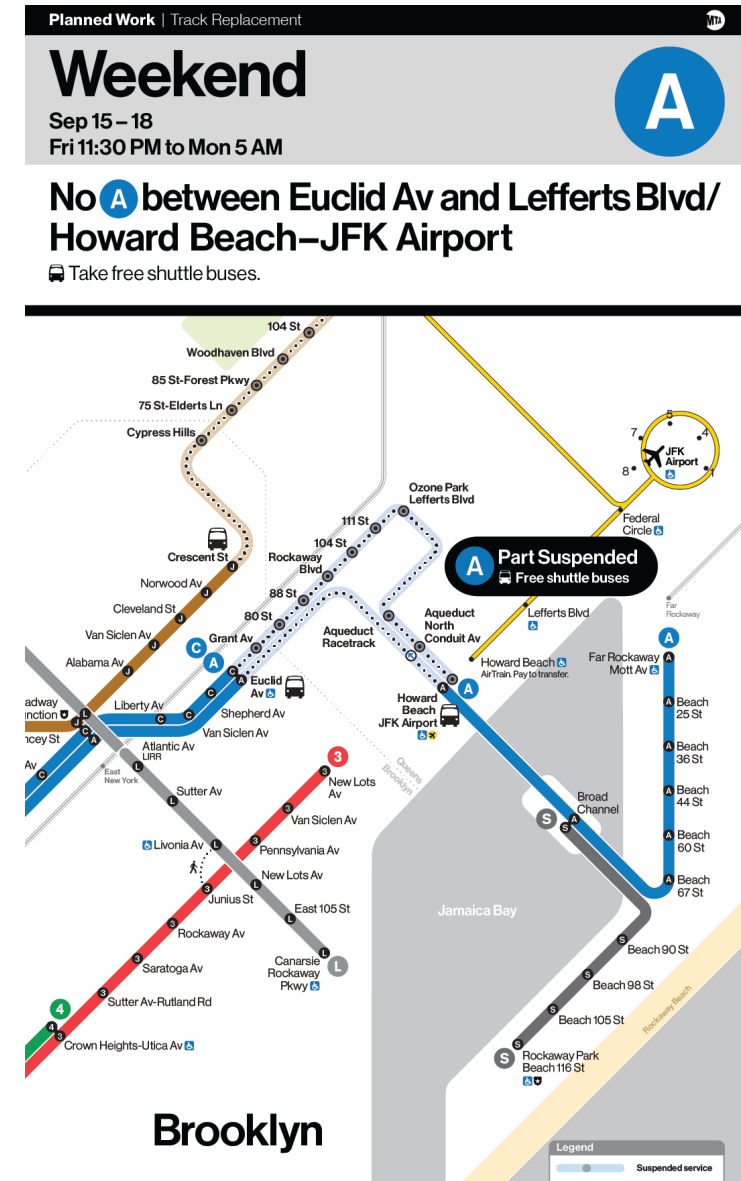
- Earlier this summer we launched a pilot to give customers return-to-service estimates when subway service is suspended after someone was struck by a train
- We worked with MTA Strategic Initiatives to determine average incident disruption times, and have been applying these times to our customer communications
- These estimates help set customer expectations and deliver on something they've been asking for
- We're exploring ways to expand this pilot as we refine and build confidence in our model



MTA Service Communications

Weekend Service Diagrams

- Working with Operations Planning and Marketing Production to produce weekend service maps, and inset maps for more complex weekend service changes
- We set up a workflow to translate service plans into customer-facing information, and develop a design language to represent service changes.
- Currently exploring ways to better leverage our screen network and get these out to wider audiences



MTA Service Communications

Enhanced Email & SMS Customer Communications

- Building out Salesforce Marketing Cloud: a powerful digital marketing automation platform used by top international brands
- Creating an easy-to-use **subscription center** so customers can manage their notification preferences
- Newsletters: **MTA Weekender**: a weekly newsletter that covers major service changes across the MTA network
- **MTA Service Alerts**: Real-time email & text alerts for subway, bus, LIRR and Metro-North customers

