

**PTO INDEPENDENT CUSTOMER SATISFACTION SURVEY
RESULTS ACTION PLAN
FEBRUARY 2014**

BACKGROUND

A Customer Satisfaction Survey was completed by Buchan Consulting in October 2013. The high level results were very positive and established a benchmark for ongoing measurement:

- 73% of consumers stated their complaint was handled fairly and impartially;
- 71% of consumers were satisfied or very satisfied with their interactions with the PTO;
- 58% of consumers were satisfied or very satisfied with the outcome of their complaint; and
- 88% would recommend the PTO to a friend if they had a public transport complaint.

Overall, results suggested that the PTO's service was favourable rated including instances where the outcome of a complaint was not favourable to the consumer.

AREAS FOR IMPROVEMENT

Four areas were identified as presenting opportunities for improvement. These are:

- timeliness of investigation resolution;
- surveying consumers closer to the finalisation date of their investigation;
- improved advice about the role and powers of the PTO; and
- PTO outreach / awareness for low income consumers.

Timeliness of investigation resolution;

While 52% of consumers rated the timeliness of the investigation as being excellent or good, 15% said it was adequate, 14% stated it required some improvement and 17% stated it required significant improvement.

To address this, the following initiatives have been put in place:

- the appointment of a new Operations Manager in November 2013 brought increased ADR knowledge, people management and investigation expertise to the organisation; all of which will ensure that Conciliators' investigation skills are enhanced;
- review of the Resolve Workflow (PTO case management system) to ensure that all actions undertaken drive the progress of the complaint towards investigation – in the past some actions led to time intensive reviews and discussions rather than ensuring that progress towards resolution was the key focus of each action;
- review of Key Performance Indicators for each Conciliator role to ensure that they are targeted towards timely case progression;

- review of member response quality and timeliness – work undertaken by the Operations Manager has identified that the quality of some members' responses is lacking and as a result, Conciliator time is directed toward analysis and reworking of the response in order for it to be presentable to the member's customer. This has been raised in meetings with Customer Feedback Managers and at the February 2014 Customer Feedback Industry Roundtable.

Surveying consumers closer to the finalisation date of their investigation

The survey sample included consumers whose complaint was finalised between 1 January 2012 and 30 June 2013. It was anticipated that in some cases, consumer recollection of PTO service would be diminished due to the time that had elapsed. However, as this was the first independent Customer Satisfaction Survey completed since the scheme began, it was important to ensure that the response sample obtained a confidence level of 95%.

As a result, nearly 800 consumers were surveyed. In fact, 43% responded – much higher than the expected 32.5% response rate.

Therefore it was not surprising that some consumers stated that the PTO should improve the timeliness of the survey.

Included in the survey brief and cost, was the development of an online survey tool for the PTO to use from 1 July 2014. This development includes the development and provision of an online customer satisfaction methodology which:

- uses an online survey tool currently available on the market; and
- complies with relevant Australian Privacy Principles.

This will mean that the PTO can issue a customer satisfaction survey link to each customer, shortly after complaint finalisation and collect and collate customer satisfaction data on a regular basis. As a result, continual improvement initiatives can be undertaken in a more precise and timely manner.

Every three years, the PTO will engage an independent firm to produce a report, including analysis and data comparison, to ensure rigour and independent analysis.

Improved advice about the role and powers of the PTO.

Consumers were also asked to provide advice about what the PTO could improve. Feedback included:

- more power (compensation, decisions) 37
- represent the people (advocacy) 20
- more power (enforce changes) 54

To address this, Case Officer refresher training about the powers and jurisdiction of the PTO has commenced to ensure that customers are provided appropriate information about the role and powers of the PTO.

PTO outreach / awareness for low income consumers

Demographic information was sought from survey respondents. It identified that:

- only 16% had a household income of less than \$50,000 – 28% had an income greater than \$90,000
- only 3% were aged less than 25;
- only 6% were aged over 65;
- only 19% had a concession card;
- 79% were in full or part time work;
- 5% were on disability support;
- 25% were non-English speaking; and
- 1% were of Aboriginal / Torres Strait Islander origin descent.

Given that the sector most at risk of lack of accessibility to public transport services includes low income, disability, aged, unemployed or non-English speaking consumers, this information will be considered as part of the 2014/2015 PTO Outreach / Awareness program.

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