



**Moving Public Transportation
Into the Future**

Providing Exceptional Customer Service in Transit

CT RTAP SPRING CONFERENCE

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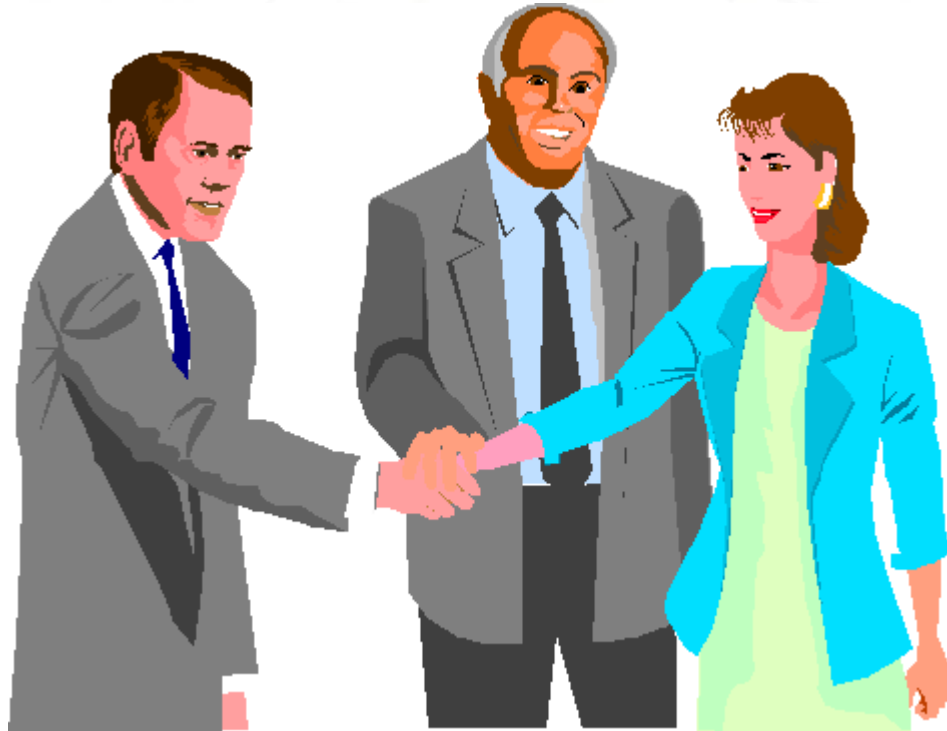
APRIL 20, 2015

Create a Culture of Customer Service

**Customer Service Is Not a Department,
It's Everyone's Job.**
~Anonymous



Recognize That Internal Morale=Customer Service

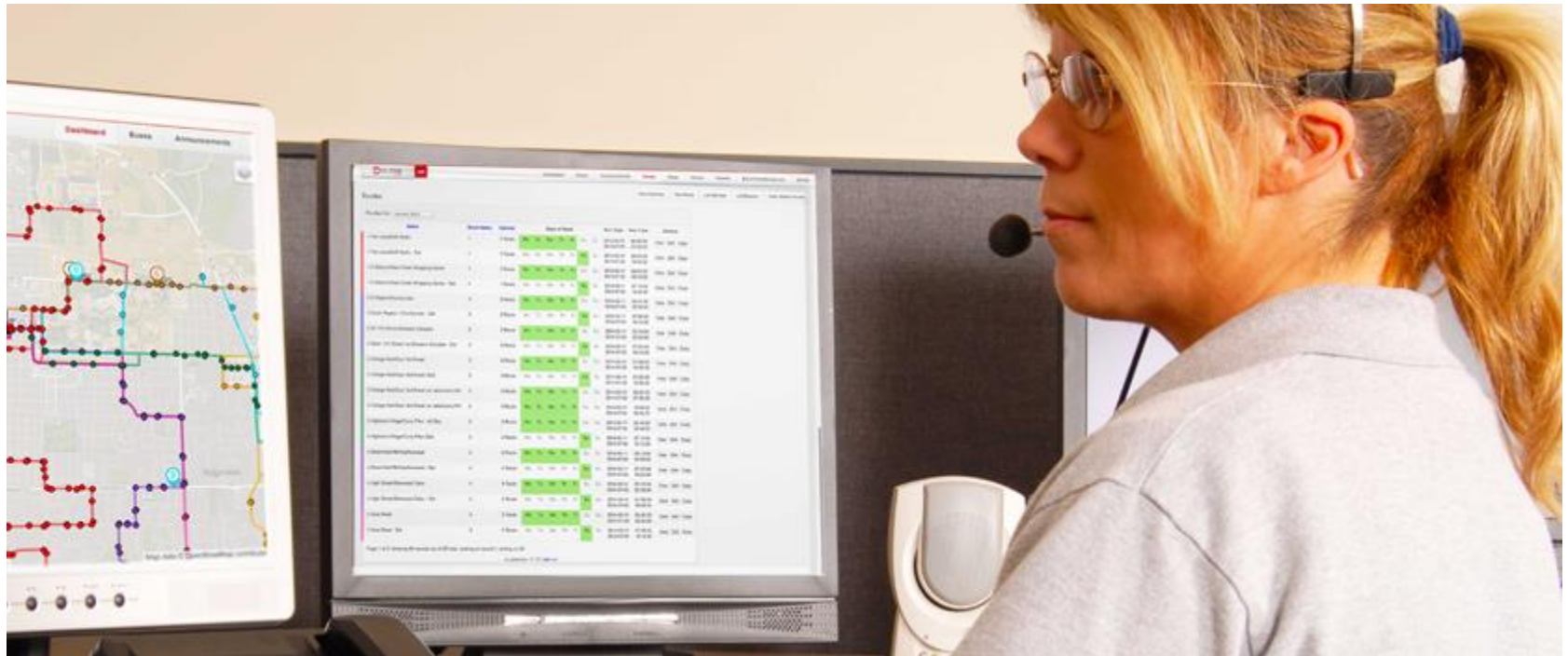


Treat Your Employees Like You
Want the Customers Treated

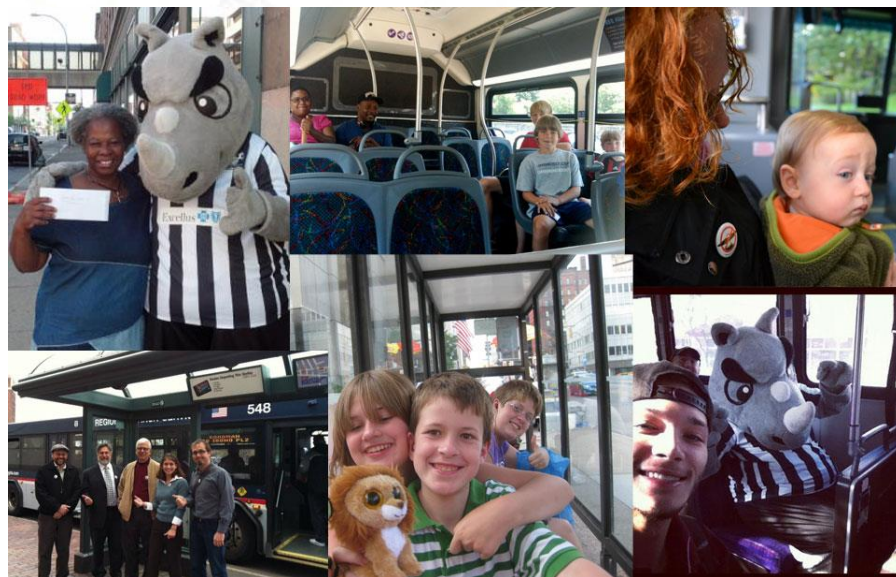
Value Your Customers



Understand the Pivotal Role the Dispatcher Plays



Recognize the Entire Community as Transit Customers



Businesses
Medical Facilities
Senior Centers
Schools
After School Programs



Voters
Non-passengers
State Government
Local Government
Funders

Moments of Truth and Power of Generalization



Hire Customer-Focused Individuals



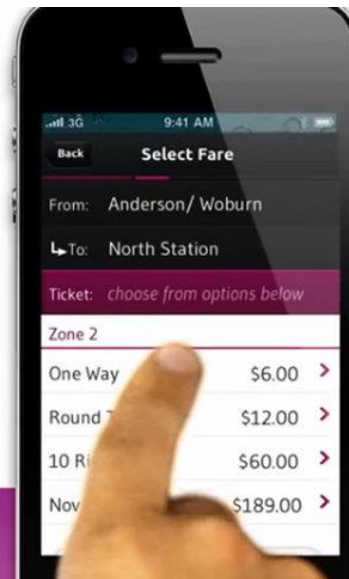
Recognize the Seven Basic Needs of All Transit Customers

- ◆ Reliable
- ◆ Safe
- ◆ Convenient
- ◆ Clean
- ◆ Understandable
- ◆ Affordable
- ◆ Friendly
- ◆ Seniors
- ◆ People with Disabilities
- ◆ Students
- ◆ Business Owners
- ◆ Commuters
- ◆ Newly Arrived
- ◆ Funders

Transit Operations Can Be Stressful--Take Care of Each Other



Technology is a Tool- Great Employees are the Key to Being Great





Questions?

◆ National RTAP

- Customer Driven Service
 - www.NationalRTAP.org
 - 888-589-6821

◆ RLS & Associates, Inc.

- Customized Trainings on Customer Service
 - www.rlsandassoc.com
 - 937-299-5007