Report for EP Forum - Customer Charter "A Deeper Dive"

Response Counts

Completion Rate:	**100%**	
Complete		12

Totals: 12

1. Who should the Customer Charter apply to?

8% Other

17% Bus users in South Yorkshire only

17% The travelling public of South Yorkshire, irrespective of mode of transport

58% Any person or organisation in direct or indirect contact with bus services in South Yorkshire
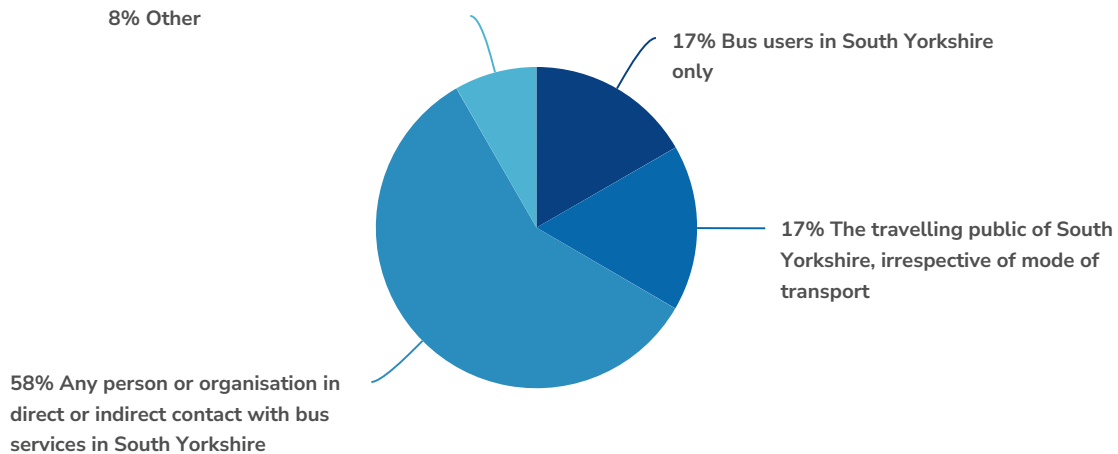
Value		Percent	Responses
Bus users in South Yorkshire only		16.7%	2
The travelling public of South Yorkshire, irrespective of mode of transport		16.7%	2
Any person or organisation in direct or indirect contact with bus services in South Yorkshire		58.3%	7
Other		8.3%	1

Totals: 12

Other	Count
Would suggest bus users and stakeholders - first option is too restricted, third is too wide	1
Totals	1

2. What are the most important aspects of customer care?

ResponseID	Response
3	Punctuality, reliability, journey time, driver behaviour, cleanliness of interior
4	INCLUSIVITY
5	Feeling valued
6	Sharing timely information and responding to customer issues/need
7	ensuring the customer can travel safely and reliably to their destination whilst providing value for money
8	Appreciation of the needs ad expectations of passengers and would be passengers.
9	The organisation understands the needs and the perspective of the customer. That customers are able to understand the offer and it is presented in easy to understand terms. Customers are able to contact the organisation easily and quickly with any concerns. Customers are treated with patience and respect.
11	Good communication, provision of service as advertised, understanding customer aspirations, dealing with problems/concerns in reasonable timeframe.
12	Accessibility and being able to reliably like all otehr people.
13	reliability
14	Being supportive and engaged. Customer care needs to be at the forefront of haw a public transport system operates.
15	A simple system to communicate any issues, concerns or gratitude from customers and having the information about what the process for response. E.g., gives timeline and show someone seen it within short period time.

3. What are your expectations from excellent customer service, in terms of information provision:

Written

ResponseID	Response
3	Hard copy timetables at all stops
4	Clarity
5	a
6	Clear, concise, easy to read
7	clear, concise, available in appropriate locations
8	posters/leaflets/accurate timetables
9	Clear, concise and easy to understand and uses plain english.
11	use of plain english, up to date info, clearly legible in relevant places. consider needs of visually impaired.
12	Timetables on stops. Also Downloadable documents important for offline use etc, all content available in alternative formats for accessibility - ask SheffieldT4A
13	timetables
14	It should be clear and easy to understand, this may across a variety of languages, including braille.
15	Written communication must ensure it easy to read and provide accurate information. No written communication should need to have 3 pages, and should try focus on one page response

Via contact centres (telephone)

ResponseID	Response
3	Well informed local staff
4	Clarity
5	a
6	8 - 8 service Mon-Fri
7	answered in a polite and timely manner and able to give accurate answers
8	help with particular queries/concersn
9	Quick connection time. Polite, responsive and knowledgable staff.
11	up to date information, enopugh staff at busy periods, clear 'what happens next' explanations
12	Really helpful and knowledgable - must be able to directly contact operators at a local depot level to deal with issues particularly accessibility ones such as not being allowed to board for wheelchair users space.
13	answers tp questions
14	It should be polite and supportive and above all be willing to listen. The response needs to be timely, waiting in a queue listening to canned music should be minimal
15	The person answering the call needs to be polite and a tone which sounds cheerful. Call centres need to be careful with having them speak or numbers to select what the issue is.

Face to face (inter-personal)

ResponseID	Response
3	Staff who take ownership and find answers, not pass the buck
4	Clarity
5	a
6	People at main stops/stations to provide help
7	answered in a polite and timely manner and able to give accurate answers
8	staff at information centres who are well informed
9	Patient, polite, clearly understood, empathetic and able to communicate what next steps are.
11	Clarity in communication.
12	Disability and Equality training for all staff including refresher training - ask Sheffield Transport 4 All for input
13	knowledgeable person
14	Should be friendly and supportive.
15	The person answering the call needs to be polite and have a cheerful tone. Call centres must be careful with having them speak or use numbers to select the issue; there should be at most five options as a customer may feel it, hassel, to get in touch. The approach needs to be consistent approach/

Online (social media, website)

ResponseID	Response
3	Easy to access up to date info
4	Clarity
5	a
6	Yes, must be on front page of website with all forms of contact clearly stated
7	easy to access and understand
8	up to date information available esp re services
9	Quick, responsive, not too much jargon.
11	up to date information on a varierty of platforms.
12	Ensure text descriptions provided for all content so that Screen Reader users (blind and Visually Impaired) can access the information.
13	sympathetic responses
14	should be clear and easy to understand, this may across a variety of languages.
15	The social media approach should share positive stories about transport and needs to be interactive. Travel South Yorkshire should use Twitter DM's to address complaints or gratitude; this would be another way to communicate to the public easier than using just the website contacts us form. The website needs to have simpler form to may complaint, ask question or gratitude, the one website has options after options. It needs to be more simpler.

4. What are you expectations from excellent customer service, in terms of behaviours:

ResponseID	Response
3	Make every customer feel valued and individual
4	Politeness. Patience. Accuracy.
5	a
6	Someone who listens and takes action. Smiles while they talk
7	to deliver a welcoming, clean, safe, punctual and reliable service with easy to access and understand information to assist with decision making
8	well informed staff, able to deal even with awkward customers
9	Patient, empathetic, knowledge, honesty and respect
11	Calirty, patience, good explanations/information, and clairty over how complaints are handled/responded to, and what to do if you are still unhappy.
12	Sees issues through and is on the customers side (not the status quo and shrug shoulders approach)
13	respect, even if customer is difficult
14	A friendly and supportive approach, with an understanding that each contact may influence for good or bad, the customer's perception of bus travel.
15	To have polite and caring approach customer and proactively engagement with the community. It should be integrated approach.

5. What good behaviours would you expect from users or the public?

ResponseID	Response
3	No ASB
4	Respect for others. Compliance with rules.
5	a
6	Its everbody's journey, consideration of other passengers. Using seats appropriate to their needs. No judgement of others.
7	to treat staff and fellow users with consideration and respect and ensure a safe and clean travelling environment for all
8	politeness even when situation is difficult!
9	Respect, patience and polite, consideration for other service users and staff
11	tolerance and consideration of other people.
12	Moving to free up wheelchair space, or seats further forward being freed up for elderly, visually impaired etc.
13	the same - respect
14	People dealing with users or the public are also entitled to be treated with respect. They should not be subject to verbal or physical abuse or feel threatened in the workplace.
15	Passengers should polite and understand what is expected from them. Passengers should feel they empowered and understand it same across the system

6. What best describes a reliable bus service?

ResponseID	Response
3	Consistently on time
4	Do not reinvent the wheel. See Reliability in the SY Bus Review
5	One that turns up close to the published time
6	One that turns up as per timetable, at regular intervals through the day
7	punctual with consistent journey times that arrives and departs when expected
8	where the timetable is adhered to, cancellations minimal and information is available to passengers at bus stops waiting for a bus
9	Reliable and operates on time with notification to customers if there are any issues.
11	something that runs on time with a vehicle that is of a suitable standard and accessible.
12	Not too early, not too late, NEVER abandoning part of a route as the worse thing is nothing turning up (especially if no comms you can access). Also, drivers pulling up at the right place ie. at the tactile paving markings, not needing to scan passes of Visually Impaired etc.
13	timetable actually represents what happens!
14	A service that arrives roughly on time on each journey every day. Where this is not achieved, the use of Real Time Information can allay the anxiety of passengers. No passenger should be left stranded due to the cancellation of a service.
15	Bus reliable services is a service which turns up 3 – 5 minutes within the timetable specified on the times.

7. What would you consider unacceptable in terms of disruption to the bus service, in terms of:

Punctuality: departure from bus stop

ResponseID	Response
3	No more than 5 mins late
4	Time + 5
5	over ten minutes late
6	Leaving early, or not servicing a stop without being told
7	depends on traffic conditions
8	more than 10 minutes late (preferably less!)
9	arriving too early so that you miss the service completely
11	leaving early. More than 5 minutes late.
12	Must be within 5 mins of time and passenger entitled to measure off the stop/schedule timetable (passengers don't know about timing points and nor should they)
13	people using driver as a general source of information
14	5-10 minutes late, no service should leave before its scheduled departure.
15	departure from bus stop, should be no later than 10 minutes.

Punctuality: arrival at destination

ResponseID	Response
3	No more than 10 mins late
4	Time + 5
5	over ten minutes late
6	Within 10 minutes of timetable
7	depends on traffic conditions
8	arrive within 5 minutes of timetable (remember people often have connections
9	significantly late so that you miss your connection
11	more than 5 minutes late.
12	Must be within 5mins of time for connection purposes.
13	traffic problems and road works are difficult to allow for
14	5-10 minutes late
15	It should be

Reliability: cancellation of bus service

ResponseID	Response
3	At least 99.5% of trips ro run
4	No short notice cancellations. Resilient resourcing
5	Without notice cancellations
6	At least 12 hours' notice if a short-term, one-off. If a service is permenantly changed, then 4-6 weeks
7	ideally good practice is to inform with as much notice as possible, so unacceptable would be no/little notice
8	should be a rare occurrence, signalled in advance (ie we should b3 iaming for 100% reliablility
9	Cancellation with no notice ie no show
11	not acceptable on low frequency routes, e.g. service less that every 30 minutes.
12	Services must always run the full route as recovering punctuality should never mean destinations being dropped - montioring must encapsulate all extemities and penalties harsher for dropping extremeties of routes especially as many are hourly.
13	very annoying, because of lack of communication
14	should be avoided where possible, particularly where there is a gap of 1 hour or more to the next service. In such cases and particularly for last buses, there should be an onus on repaying additional costs to the users e.g., taxi fares.
15	Cancellation should be rare. If the bus every 7 to 15 mins, then that would be fine. No buses should be cancelled if the service patten is once hour or less frequency. Operators should look at putting a replacement on e.g., broken down bus.

Information provision at times of disruption

ResponseID	Response
3	RTI at more stops
4	Online only. Real time information must be available.
5	Information not relating to the day
6	12 hours in advance if possible and regular updates as disruption continues. Must be available through all channels of communication
7	no information/swamped information
8	expectation shoud be accurate information except in exceptional circumstances
9	Not accessible
11	very difficult to quantify as disruption is caused by a number of things, there needs to be a cause and effect relationbship.
12	It is unacceptable to only use social media and needs to be single source of update. Integrating with Moovit and some other journey planners would be best. SYMCA do NOT create your own app people want one app to get us everywhere in the UK.
13	we need to know how to get such information, even interchange doesn't always know or help
14	No or minimal information. Where possible information should be provided asap, including alternative routes etc.
15	The information is provided with real-time data on bus stops, websites and interchanges. It should provide clear information on the reason why the service was cancelled.

Other

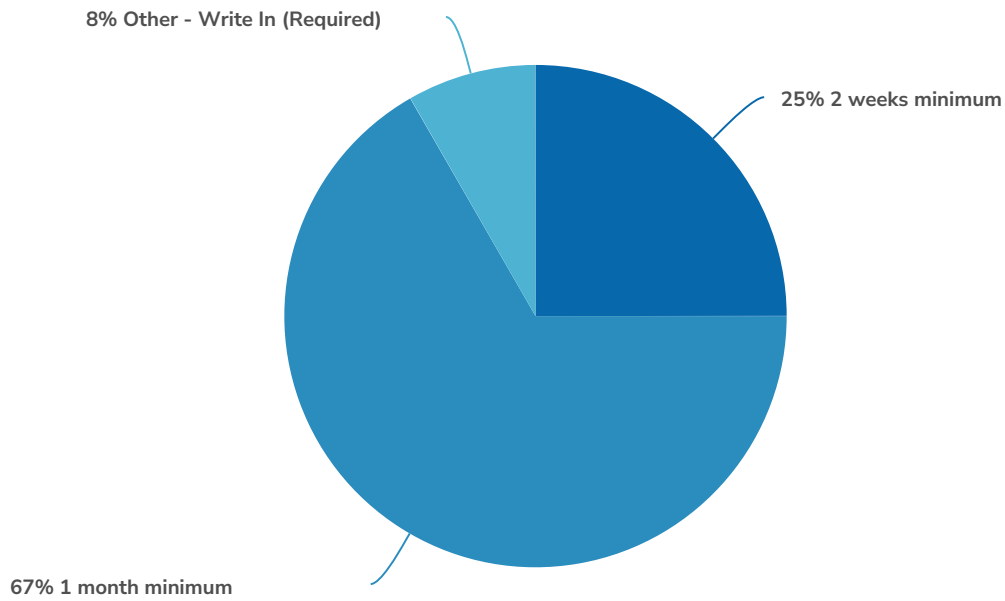| ResponseID	Response
6	Improve communications between utilities and highways, so disruption can be more effectively planned for
8	Present situation is very poor at the moment
12	Unacceptable for disabled people needing wheelchair space to not have support especially where many seats on the bus but wheelchair bay already legitimately in use. Drivers not resolving issues also unacceptable when comes to accessibility matters.
14	The cancellation of infrequent bus services has a really negative effect on users, so should be avoided as far as possible, and in these instances the cost of alternatives should be met by the bus company / BSIP Partnership
15	NA

8. How do you feel performance (punctuality and reliability) is best reported in terms of level of detail and how?

ResponseID	Response
3	OK as now
4	Time 5 at multiple timing points. Cancellation percentages for whole or part of route.
5	Punctuality more than ten minutes late, reliability in number of journeys or part journeys not operated
6	A headline stat is easy to read. But customers must be able to see services specific to their own area. So perhaps having punctuality/reliability data on the bus specific to the service
7	network wide/service - don't want to get big picture lost in detail
8	% overall but also particular routes/times of day/days should be reported to identify patterns of problems
9	Headline figures that are easily accessible eg on social media and leaflet with link to website for further detail.
11	% age of buses by route that are not more than 5 mins late or run early.
12	Online data portal that allows drill down from different points, eg. opertor, route, days of week etc.
13	need to know for individual service, not overall level
14	It is perhaps best to take an overview across the network, but with the option to highlight best and worst performance as appropriate
15	Location information and a breakdown of the top 5 or 10 worse services in the four local council areas should be used. For example, Barnsley has punctuality and reliability of 72%, and the five services area of concern may be 22x, 95, 21, 32, and 67. This will highlight the area of concern but allow for operators and combined authority to work together on finding a solution to fix the services.

9. What do you feel are reasonable recompense measures operators can provide at times of severe disruption?

ResponseID	Response
3	Depends on cause - traditionally most issues are outside of operator control
4	Travel vouchers for future use. For ENCTS, the vouchers must be pre-9.30am. Delay repay shows that this is a nightmare though.
5	Within control, money back guarantee
6	Last bus and disabled person's guarantee of being taken home. No quibble refund of ticket price
7	depends on cause of disruption
8	last bus cancelled? taxi provided. Other times - aim for making sure infrequent services are maintained. Financial recompense in cases of severe disruptio (as on railways)
9	alternative transport
11	that depends on who is causing the disruption!!
12	Money back for paying passengers - donating to charities or work with charities to account for ENCTS pass holders?
13	difficult, if all operators had spare capacity, they could provide a substitute but this seems to be a thing of the past
14	IAt the minimum, refund of prepaid tickets plus perhaps a free ticket. Where passengers incur reasonable additional costs, these should be met on provision of a receipt.
15	It should follow similar system to rail of getting compensation or free tickets. Operators should work together to create a scheme where if bus is over 30 or 45 minutes late the customer is able to get reward point. Reward points will allow for customer to get free ticket, however it be like 10 points before they can get single day ticket on bus network.

10. What do you consider to be the minimum reasonable notice the public should be given for significant changes in the bus timetable?

8% Other - Write In (Required)

25% 2 weeks minimum

67% 1 month minimum

Value		Percent	Responses
2 weeks minimum		25.0%	3
1 month minimum		66.7%	8
Other - Write In (Required)		8.3%	1
			Totals: 12

Other - Write In (Required)	Count
It depends - restoration of service, 1 week would be great. For reduction in service, longer, please.	1
Totals	1

11. What is your view on value for money?

ResponseID	Response
3	Better than REAL cost of running a car
4	Impossible to define.
5	That objects have been met
6	VfM must be shown in how it measures against other charges, so if you're a driver, what is the real daily cost, for petrol, parking, insurance, cost of the car etc..
7	Value for money does not mean cheap/low
8	Main issue is current range. £2 single fare is good but should covr say 1 hour's journey across different buses as in London. Dayriders/return fares need to be consistent. Family/group tickets would help cost of living
9	good service at an affordable price
11	VfM is an indication of what you pay vs the service you receive and is a subjective term. Public transport should be low cost to provide a real alternative to the car, and shoujld be of a quality that makes people want to use, not only as a last resort, as part on aintegrated land use and tansport plan for SY, linking key areas of retail, employment and education with where people live
12	For those that pay, it seems often too high a price and too complicated to get the right product.
13	Bus services are good value for money
14	There is a balance to be struck between the cost of providing the service and the revenue generated. However, the social good of bus services also needs to be considered. There are examples (in the Lake District) of reduced fares, underwritten by local government generating increased patronage to the level where the underwriting was not used.
15	Value for money should be defined as reliable, frequent service and no more than £2 for a single journey. Customers' fares should be simple, with three single tickets. £1, £1.5 and £2 on the distance; however, this should also apply to crossing the boundary to west Yorkshire. I think it would be a good idea to work with the west Yorkshire combined authority to create a scheme that simplifies it. £4.6 to Wakefield vs to Sheffield, which is £2, seems a lot, as £2 tickets are not capped when crossing the boundary. This also goes on the west Yorkshire side, which does not cap crossing into South Yorkshire. Young people prices should also be also try to be free while in education, however due to financial pressure from the authority it should capped at £1 or less, while being extend to university students between age 23 – 25 or mature students that full time learning.

12. What are your views on how the current operator complaints procedures could improve, when it comes to:

Knowing where to make a complaint

ResponseID	Response
3	Better, clearer info needed on bus and online
4	On bus information
5	Single point of contact
6	Not always clear where to complain and what to do if you remain unhappy
7	where multiple operators cover a route may be useful to try and identify each operator clearly
8	needs to be much clearer and be to operators and SYMCA
9	vague
11	don't know
12	Should always be publicly transparent and thorugh a body like SYMCA
13	Not an issue
14	It's important that this information is available on all publicity materials and on the BSIP and operator websites
15	Complaints should go though one system on form, each company or travel south Yorkshire will be able to see the complaints.

Response times

ResponseID	Response
3	5 working days
4	Published charter
5	Dependent on nature of enquiry. Some should be immediate
6	Could be improved
7	happy to have a set respond by time, even if it is holding to say more information needed
8	within a week
9	??
11	don't know, I have found SYPTE particularly unhelpful in the past,
12	Central facility approach with slow reply clearly is about box ticking and not resolving issues or acting on feedback.
14	Maximum of 28 days
15	Address within 72-hour time frame but longer when weekend or Bank Holiday.

Response method

ResponseID	Response
3	Email
4	Any the customer wants
5	Same as method used for communication
6	Should be able to deal with my complaint via the phone
7	needs to take into account all operators set ups
8	as passenger requests - mail/email/text
9	??
11	don't know
12	Should be in the form a customer requests, especially where accessibility is involved.
14	Should allow the complainant to specify, but a written record should be kept for monitoring
15	Letter, email or phone or meeting at interchange.

Consistency

ResponseID	Response
3	?
4	Same for all operators
5	Single point of contact would enable better consistency
6	The type of response you receive is not universal
7	needs to take into account all operators set ups
8	needed!
9	??
11	don't know.
12	More about working with passengers for a good outcome so not always consistent.
14	There needs to be a consistent process across the BSIP area, regardless of service or operator
15	NA

13. What are your top-3 most important facilities at a bus stop?

Number 1

ResponseID	Response
3	Working RTI
4	Shelter
5	Timetable display
6	Timetable/Bus info
7	flag with relevant information
8	shelter from the elements
9	Timetable
11	that the bus goes where you need it to
12	Timetable displayed
13	accurate timetable
14	A clear flag detailing services
15	Realtime Informations

Number 2

ResponseID	Response
3	Shelter and clean, well maintained, safe environment
4	Real time information
5	Accurate realtime info
6	Shelter and good lighting
7	timetable
8	seats
9	Lighting
11	that the bus arrives
12	Seating
13	shelter from rain
14	A timetable casement
15	Seating available (More bus shelters)

Number 3

ResponseID	Response
3	Paper timetable on stop
4	Timetable information
5	Shelter
6	Being able to get on/off bus easily
7	bus stop markings to enable buses to pull up safely
8	accurate timetables/live display
9	Shelter and seating
11	that the bus stops at the stop
12	Real Time Information
14	Bus shelter and seating
15	Physical Timetables on display and on one side map of where routes may go to.

14. What are your top-3 most important factors when on-board a bus?

Number 1

ResponseID	Response
3	On time
4	Wifi
5	Capacity to board
6	Welcoming/helpful driver
7	driver
8	friendly bus driver
9	Accessible
11	that it goes where you want
12	Audio Visual next stop
13	the friendliness of the driver
14	Safety
15	Seats (Enough capacity)

Number 2

ResponseID	Response
3	Courteous/helpful driver
4	Charging
5	Getting a seat
6	Ticket/timetable info
7	comfortable seating/wheelchair/pram spaces
8	information on route/next stop
9	Comfortable
11	that there is space for people
12	Two wheelchair spaces on each vehicle
13	cleanliness
14	Comfort
15	Audio – Visual announcements of stops

Number 3

ResponseID	Response
3	Clean and well presented bus
4	Comfort including warmth
6	AV and good lighting
7	cleanliness
8	room for wheelchair users ad pushchairs
9	Safe
11	that it is a pleasant environment.
12	Good interior visual accessibility
13	circulation of air
14	Adherence to timetable
15	WIFI & Charging