

Transport Promise: Bus Progress update

Enhanced Partnership Board
Pat Beijer

29 November 2022



1. Transport Promise - Developments to Date (1)

EP Forum - 28 September 2022

- Workshop
- Aim: Develop the initial thinking behind the Customer Charter
- Facilitated by SYSTRA

Key thematic Areas Identified

EP Forum confirmed SYSTRA report (see Appendix 1) represented the views taken at the workshop

Transport Promise structure

- A. Who is the charter for
- B. Statement of strategic direction (customer care focussed)
- C. Behaviours (service provider)
- D. Behaviours (users)
- E. Service Quality Aims
- F. User Experience Aims
- G. Access to support
- H. Complaints handling

1. Transport Promise - Developments to Date (2)

Top-line results from Deeper Dive

EP Forum 1 November 2022

- The “Deeper Dive” to flesh out the themes of the Transport Promise
- Questionnaire completed by EP Forum members
- Results analysed (see Appendix 2)

High level content for each of the thematic areas

Questions and themes prepared for the next step in the development

- **WHO:** The Promise should be for customers and all stakeholders in direct or indirect contact with the bus network in SY
- **COMMS:** Clear, concise, easy to understand (written). Up to date (online). Patient and polite (interpersonal)
- **RELIABILITY MEANS:** Not too late, not too early! Technically it means cancelled.
- **UNACCEPTABLE DISRUPTION:** More than 5 – 10 mins late from departure bus stop or at destination bus stop, or too early! Cancellations on low frequency routes. Real-time info critical at these times. Last bus guarantee with alternative transport provided.
- **REPORTING:** Performance should be reported at localised level, relevant to the individual.
- **TIMETABLE CHANGES:** Need minimum 1 month notice
- **COMPLAINTS HANDLING:** Single point of complaints, info on how to complain easily accessible, consistency in process
- **MINIMA:** Timetable, RTI and shelter at bus stops. Friendly driver, seats, comfort and cleanliness on board the bus

1. Transport Promise - Developments to Date (3)

Ideas developed from Forum sessions: Interactive Service Experience Map

SITA END TO END SINGLE TOKEN TRAVEL



SITA Smart Path uses biometrics as the single identification token at every step in the passenger journey.

1. Transport Promise - Developments to Date (4)

Approach

EP Forum Workshop 11 January 2023

- Four working groups of 4 or 5 people each, one facilitator
- Each working group is looking at one aspect of the bus journey

Working groups

Group 1: Before your journey

Group 2: Waiting for your bus service

Group 3: On your bus journey

Group 4: After your bus journey

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Group 1: Before your journey (Tom Carney)

TOPIC	QUESTIONS	CHARTER COMPONENT
Warm-up - generic	Before making a bus journey, what would customers do to prepare for the journey?	<ul style="list-style-type: none"> Ensuring all pre-journey aspects are covered in the questions
Planning your journey	<p>What resources (media, tools, etc) would customers use to plan their journey?</p> <p>How do customers access these resources [e.g. where can customers find the planning information, what media, how do they access this media]?</p> <p>What accessibility requirements are there for planning resources?</p> <p>What user experience do customers expect from each of these resources [e.g. real time, accuracy, ease of use, all planning information in one place, courtesy and know how of contact centre]?</p> <p>[ENSURE THIS IS ANSWERED FOR ALL POSSIBLE RESOURCES USED]</p> <p>What advance information would customers need about the journey itself [e.g. bus stop locations, routes, journey time, reliability etc]?</p>	<ul style="list-style-type: none"> Behaviours (service provider) Service quality (information) User experience (planning tools) Access to support (planning tools)
Making your way to the bus stop	What is important about customer's journey to the bus stop [e.g. knowing where the bus stop is for	
Customer charter		

Other aspects (identified group in the warm up)

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Group 3: On your bus journey (Pat Beijer)

TOPIC	QUESTIONS	CHARTER COMPONENT
Warm-up - generic	When you think of a bus journey, what would you consider the most important elements of the journey? How would you use your time on the bus?	<ul style="list-style-type: none"> Warm up to tease out the initial reflections on this part of the journey experience.
Quality of the journey	<p>What are customers' expectations of the quality of the journey experience?</p> <ul style="list-style-type: none"> Journey time and punctuality Customer service from driver (know-how on times, fares, behaviour, support) Behaviours from self and other customers Personal security 	<ul style="list-style-type: none"> Behaviours (service provider, other customers) User experience (bus facilities, journey time, personal security, your bus driver) Service quality (information, facilities, bus driver know how)
Facilities on board the bus	<p>What are customers' expectations of facilities on the bus?</p> <ul style="list-style-type: none"> Information provision on the bus (what information and what formats, e.g. delays announced) Other facilities [e.g. accessibility] 	
Quality of the bus	What are the customer expectations of the quality of the bus [e.g. good state of repair, cleanliness, comfort etc]?	
Customer charter	What aspects of this part of the customer experience, would customers expect to find in a customer charter?	
Other aspects (identified by group in the discussion)	Questions to be tailored by the facilitator	

2. Next steps in the Transport Promise development

The Plan

- **28 September 2022 EP Forum (COMPLETE)**
 - Workshop facilitation by SYSTRA
 - Identification of themes for the Transport Promise
- **1 November 2022 EP Forum (COMPLETE)**
 - SYSTRA report and reflections
 - A deeper dive into the thematic areas identified (questionnaire)
- **11 January 2022 EP Forum (COMPLETE)**
 - Facilitated workshop to pull together the actual Promise
- **Engage Advisors**
 - SYMCA online polls to obtain wider customer feedback – thematic areas
 - Develop and design Promise (digital and content)
- **28 February 2022 EP Forum**
 - Discussion around final draft Charter
 - Final items of feedback
- **Presentation of Charter to EP Board**



3. Ask from EP Board to support Promise

Key areas to get EP members' full support on:

- Developing and agreeing the **Last Bus Promise** processes and implement process to be included in the Promise before implementation
- Developing an aligned set of customer enquiry, response and complaints handling processes that can be included in the Promise (ensuring customer contacts are efficiently directed to the right partner and handled consistently)
- Securing buy in from all EP members, engaging own teams and ensuring the Promise is brought to live in practical experience for customers



Thank you

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