

Passenger Relations Plan

INFORMATION & FEEDBACK

Objective

Customer service is an integral part of our business. To treat our passengers in a polite, friendly and respectful manner & to respond to customer enquiries in a timely manner.

Initiative	Arrangements for Participation in 131500	Performance Measures
Customer Enquiries		
Transdev T/as Shorelink will: <ul style="list-style-type: none"> - support an integrated information service; - identify and notify MOT in writing of any difficulties involving Transdev T/as Shorelink; - provide to MOT information on plans for changes in transport services; - do all things necessary, within its power, to enable Transport Administration Corporation (TAC) to carry out its obligations under the Contract; - advise MoT and the CA of any unsatisfactory performance by Transdev T/as Shorelink; and - not make any public statements in relation to ITIS or TAC without the approval of TAC. 		Good information is provided to 131500 and that reliable information is conveyed to the public.
131500	Customers can contact 131 500 web or phone service for enquiries.	
Transdev T/as Shorelink Infoline	A Transdev T/as Shorelink Infoline is available for customer enquiries between 8am and 5pm. Customers can email enquiries at anytime. Transdev T/as Shorelink aims to respond to all enquiries within a maximum of 3 business days, sooner if possible.	Customers rate customer enquiry facilities as satisfactory as part of SQI surveys.
Transdev T/as Shorelink Website	Transdev T/as Shorelink's website is an access point for enquiries. Customers can: <ul style="list-style-type: none"> - contact Infoline via this site, - download timetables, - access route descriptions for school and route bus services, - find out about destinations in their area 	
Information Stalls	Transdev T/as Shorelink has an information stall program which ensures we have a public presence in the contract region on a quarterly basis. Information stalls are usually held at shopping centres and / or community events. Enquiries can be made: <ul style="list-style-type: none"> - to staff available at the stall, - using a feedback form available from staff (Transdev T/as Shorelink responds in writing to such feedback, where required) 	
Complaints Handling		
Processes	Complaints can be received via 131 500, Infoline, on our website, or at information stalls. Our commitment will be to resolve complaints, or provide information sought within 3 business days. The Transdev T/as Shorelink Infoline will operate from 9am until 5pm Monday to Friday. Where possible, the most senior member of staff on duty will deal with the complaint. However, all Transdev T/as Shorelink staff will be appropriately trained and expected to deal with telephone and personal contact queries from customers whenever they are on duty. Transdev T/as Shorelink has developed Work Procedures, which will be available for training and for staff referral when dealing with Customer Complaints and Feedback. These procedures clearly indicate a time frame, consistent with Transdev T/as Shorelink's commitment of providing information or resolution of complaints within 3 business days. Transdev T/as Shorelink is committed to investigating every complaint and to take whatever action is necessary in accordance with the findings of an investigation. This commitment is clearly spelled out in the procedures developed for handling Customer Complaints and Feedback (see below). Customers will be advised of the results of the investigation.	Customers rate complaints handling as satisfactory as part of SQI surveys. Transdev T/as Shorelink monitored responses to complaints and ensured that a responses were provided within the specified timeframe.
	Any disciplinary action, determined as a result of an investigation finding the complaint was due to a Transdev T/as Shorelink employee, will be taken in accordance with Transdev T/as Shorelink's 'Code of Conduct' and disciplinary procedures.	Volume of complaints received will be measured.
	Transdev T/as Shorelink will maintain a Register of all Customer complaints whether received through correspondence or telephone contact. Analysis of this register and customer complaint data will be undertaken at quarterly review meetings.	
Procedure for Processing Oral Complaints	In accordance with AS 4269, the steps to process an oral complaint are to: <ol style="list-style-type: none"> 1. Identify yourself, listen, record details and determine what the complaint wants. 2. Confirm the details received. 3. Empathise with the complainant in a courteous manner. 4. Explain the courses of action available. 5. Do not attempt to lay blame or be defensive. 6. Resolve the complaint if possible or commit to doing something immediately, irrespective of who will ultimately handle the complaint. 7. Ensure that the customer is informed that the complaint is receiving attention, without creating false expectations. 8. Check whether the customer is satisfied with the proposed action and, if not, advise alternative courses of action. 9. Provide acknowledgement; eg: a thank-you letter, a telephone call. 10. Follow up as appropriate and monitor to ensure the customer remains satisfied as well as receives feedback. 	
Processing Written Complaints	In accordance with AS 4269, in principle, this is the same as processing oral complaints, however, in this situation a response should be given promptly, in writing.	

INCIDENT MANAGEMENT

Objective

Handle any incidents effectively and with care. Have processes in place that minimise the impact of incidents on customers.

Initiative	Performance Measures
Lost Children	
In the event of a lost child (ie: a child remaining on the vehicle when all other students have alighted from the bus) the driver immediately contacts depot management by 2-way radio or mobile phone.	
Depot management will assist the driver in identifying the child and attempt to contact the parents / caregivers to arrange for the safe return of the child to its home.	
Should depot management be unable to contact the parents / caregivers, the local police are to be contacted.	
Lost Property	
Drivers return any lost items to the depot a service operates from. If the owner of a lost item can be identified, Transdev T/as Shorelink will contact the person and arrange for the return of the item.	<ul style="list-style-type: none"> · No. of Lost Property Items received · No. of Lost Property Items returned to the owner · No. of complaints concerning Transdev T/as Shorelink handling of lost property · No. of complaints resolved to the satisfaction of the customer
In all other cases lost property is kept at the depot for three months. If the owner has not redeemed the item within this timeframe, the lost property is disposed of, or given to charity.	
Transdev T/as Shorelink will not levy a charge for the return of lost property and will ensure that adequate identification is made at the time of lost property being collected.	
We propose that all proceeds from any disposal of unclaimed lost property will be donated to a charitable institution.	
Customers should contact the depot their service operated from to locate a missing item. Alternatively, a passenger can contact 131500 to locate lost property. 131 500 staff should direct the enquiry to the relevant depot.	
Other Emergencies	
Emergencies will be dealt with in accordance with the Bus Industry Confederation's "Bus and Coach Operators Incident Management Guidelines" (March 2004) or any successor document.	

CUSTOMER RESEARCH & CONSULTATION

Objective

We involve communities and stakeholders in planning and development of all aspects of our services to be able to provide effective services (based on identified need as well as operational considerations) to the communities we service.

Initiative	Performance Measures
Service Evaluation	
<ul style="list-style-type: none"> · A bi-annual independent customer satisfaction survey will be conducted by MoT (or its contractor) to rate Transdev T/as Shorelink performance in a number of areas: <ul style="list-style-type: none"> o Staff helpfulness and courtesy o Vehicle cleanliness o Provision of information o Personal security o Service provision o Ticket machine availability and performance o Overcrowding · Feedback forms stocked with drivers to give customers who have complaints / compliments. · Record and maintain database of all formal complaints. Review these on a quarterly basis. · Promote where community feedback has resulted in positive changes. · Ticket information and patronage count to use in comparison with pre-implementation figures. · Monitor media coverage (particularly letters to the editor) · Monitor website hits, and in particular, timetable searches. · Note the demand for new timetables <ul style="list-style-type: none"> o How long did stock last? o Which areas were most frequently requested? o Which avenue was most used to request timetables? (drivers, depots, website?) 	<ul style="list-style-type: none"> · Surveys conducted · Availability of feedback forms · Number of complaints that have resulted in changes · Media reports · Website hits · Interviews will be held with other operators and community representatives to assess other stakeholders' views of the Transdev T/as Shorelink and its approach to service delivery and service planning
Service Review & Development	
Community Feedback	<ul style="list-style-type: none"> · Surveys <ul style="list-style-type: none"> o Passengers o Potential bus users · Invitation for comment <ul style="list-style-type: none"> o Newspaper advertisements o Media coverage o Feedback forms (stocked with drivers, at depots and on the website) o Material on buses and at community facilities o Letters to Council(s), MP(s), community groups · Ongoing Community Reference Group (appointed key stakeholders as members, ongoing communication as well as consultation in development of service changes) · Service Planning Forum (annual meeting of customers & stakeholders) · Analysis of records of complaints / compliments / suggestions
Stakeholder Feedback	<ul style="list-style-type: none"> · Drivers and depot staff <ul style="list-style-type: none"> o Surveys o Form working group to consult throughout the development of services o Analysis of feedback received through suggestion box (where available) · Service Planning Forum (annual meeting of customers & stakeholders) · Meet with key stakeholders <ul style="list-style-type: none"> o Councillor's, Council staff and MP(s) o Trip attractors (shopping centres, retirement villages, TAFE, tourist attractions) o Community groups (eg: Community Transport, transport advocacy groups, youth forums, etc)

MARKETING	
Promotion of Bus Services	
- Advertising in local print media	
- External advertising on buses	
- Participation in cooperative events promoting bus use	
- Information stall program (quarterly) at shopping centres & community events	
- Marketing to new residents (distribution of timetables, promotional items, etc)	
- Targeted marketing initiatives	
Distribution of Information	
- Distribution of timetables at a variety of outlets, including through drivers, depot, community facilities, Councils, real estate agents, general stores, libraries, etc	
- Bus stop information (have timetable information at all major bus stops)	
- Regional maps printed & on website	
- Website	
- Transdev T/as Shorelink Infoline phone and e-mail service for timetable distribution	
Media	
- Develop positive relationships with journalists	
- Respond to published articles	
- Respond to media requests	
- Proactive media releases	

NSW TRANSPORT CUSTOMER COMMITMENT	
Objective	
We will ensure that assistance is provided for passenger training to facilitate the uptake of bus travel by the elderly, disabled or culturally and linguistically diverse members of the community.	
Customer Charter	
	<p>Transdev T/as Shorelink will develop a customer charter that outlines our commitments relating to customers, including commitments and initiatives detailed in the Passenger relations Strategy.</p> <p>The Customer Charter will be issued to customers and displayed in vehicles, and feature in company marketing material. The Customer Charter will adhere to the standards set in the NSW Transport Customer Commitment.</p>

PASSENGER TRAINING / ASSISTANCE	
Objective	
We will ensure that assistance is provided for passenger training to facilitate the uptake of bus travel by the elderly, disabled or culturally and linguistically diverse members of the community.	
Individualised Assistance	
Travel Education	<p>Staff available for individual travel education when requested by individuals or groups, including nursing homes, schools, community groups, health facilities.</p> <p>Feedback from community groups</p>
TravelSmart	<p>Recognising the success of TravelSmart programs in WA and QLD, we will participate in a State Government TravelSmart initiative if the opportunity arises.</p>