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Agenda Number: 22.

**OPERATIONS, SAFETY AND CUSTOMER EXPERIENCE COMMITTEE
SEPTEMBER 17, 2020**

SUBJECT: CUSTOMER EXPERIENCE PLANNING

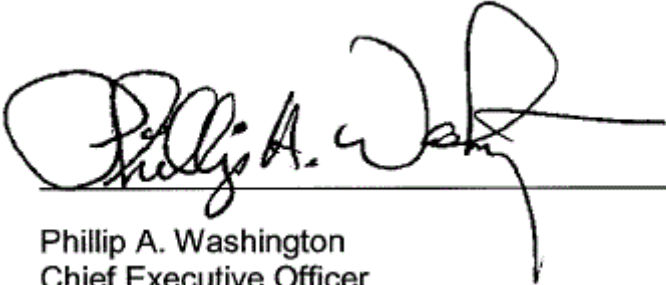
ACTION: ORAL REPORT

RECOMMENDATION

RECEIVE oral report on Customer Experience Planning.

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Reviewed by: Nadine Lee, Chief of Staff, (213) 922-7950



Phillip A. Washington
Chief Executive Officer



Customer Experience (CX) Planning

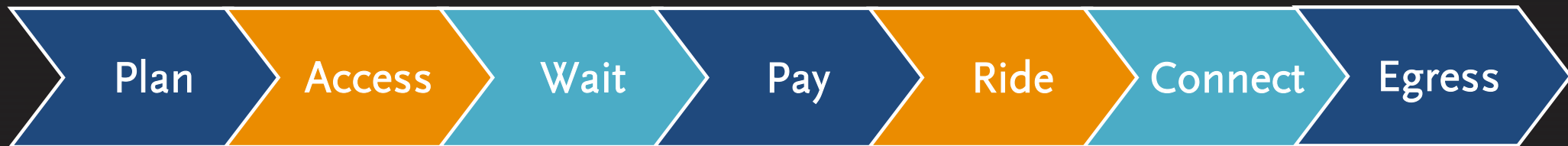
*Operations, Safety and Customer Experience Committee
September 17, 2020*



Metro

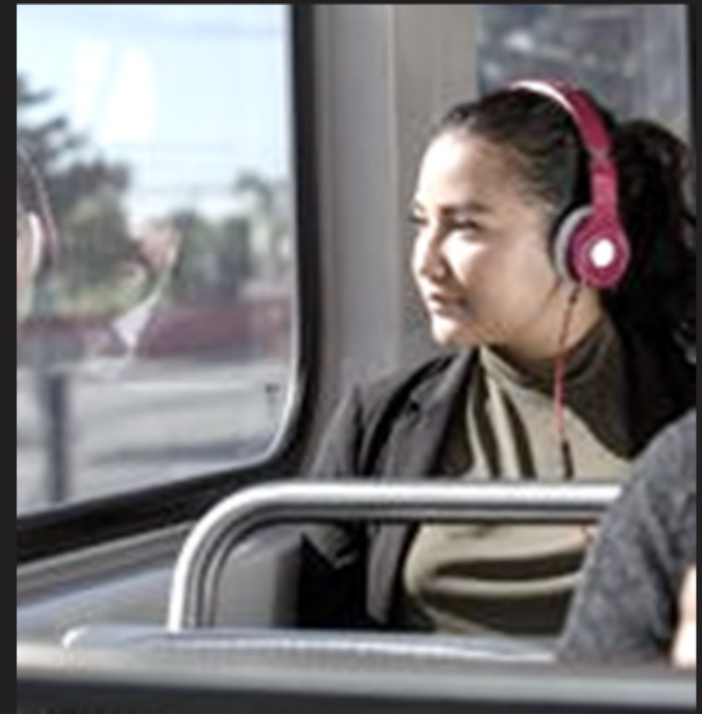
CX Definition

Customer Experience (CX) is the sum total of the experiences our customers have at every stage of their journey. The goal is to minimize pain points, maximize smooth, uneventful experiences, and find opportunities for occasional surprise and delight.



CX Vision

Our goal is to always put you first — your safety, your time, your comfort, and your peace of mind – when we connect you to people and places that matter to you.



Pain Points for 2020 CX Plan

- Missed runs or delays*
- Accuracy of real time info*
- Frequency*
- Speed*
- Crowding*
- Personal security*
- Homelessness*
- Cleanliness*
- Bus stops uninviting
- Ease of payment*

* Asterisked items interrelate with Covid epidemic

Sources: Customer surveys, Board/staff interviews, social media posts, and complaints, and employee feedback

2020 CX Plan Contents

1. Summary of satisfaction with Metro - good and bad
2. Initiatives to address pain points
 - a) Completed
 - b) In the pipeline - status/outlook for 2021
 - c) Assessment:
 - Are initiatives adequate?
 - Are there barriers to further improvement?
 - Are there new opportunities for improvement?
3. KPI's

Future Directions

1. Journey mapping and equity
2. Quadrant Chart to prioritize efforts
3. Worldwide best practice review
4. Focus on organizational culture
5. Surprise and delight
6. Focus on out-of-town visitors