

PT Customer Experience Project - Update

Recommendations

That the Board:

- i. Notes progress on the public transport customer experience project.

Executive summary

The programme of initiatives to grow and develop Auckland public transport over the three year Statement of Intent period is founded on seven strategic projects. This report provides an update of progress on the seventh project of developing a blueprint design for enhanced customer experience across public transport services, facilities, staff-customer interactions and multi-modal support services.

Phases 1 to 4 of the project have now been completed through information gathering, observing and recording customer experiences, understanding customer issues and solution generation and development. Idea generation workshops have recently been held with Auckland Transport and other stakeholder and operator management and staff.

A summary presentation on process undertaken and key findings will be presented at the Board meeting.

The final phase, which is further solution building and future customer experience blue print documentation will be finalised in December.

Strategic context

Patronage growth targets are set over a three year period for public transport within the Statement of Intent and over a ten year period in the Long Term Plan.

A programme of seven strategic projects have been identified to underpin the three year patronage growth development. One of the key seven strategic projects is implementing a new customer focused and customer centric approach to public transport provision by Auckland Transport and service suppliers. The customer experience project is undertaking first-hand research and solution development to prepare a blue-print for enhancing the customer experience across public transport.

Background

3-year Public Transport 'Next Steps' Programme

A three year programme of seven key strategic PT projects is currently being delivered:

1. HOP integrated ticketing followed by progressive implementation of the initiatives within a strategic pricing and integrated fares review for public transport
2. Service regulatory and procurement reform through the PT Operating Model (PTOM) following enactment of enabling legislative reform of the Land Transport Management Amendment Act 2013 in June
3. New service network rollout of high frequency bus services and integrated and connected support services with associated facility and infrastructure upgrades
4. Rail service enhancements and transition to the new EMU fleet
5. Ferry service and facility enhancements

6. On-time service performance and customer information
7. Customer experience enhancement across all customer touch points

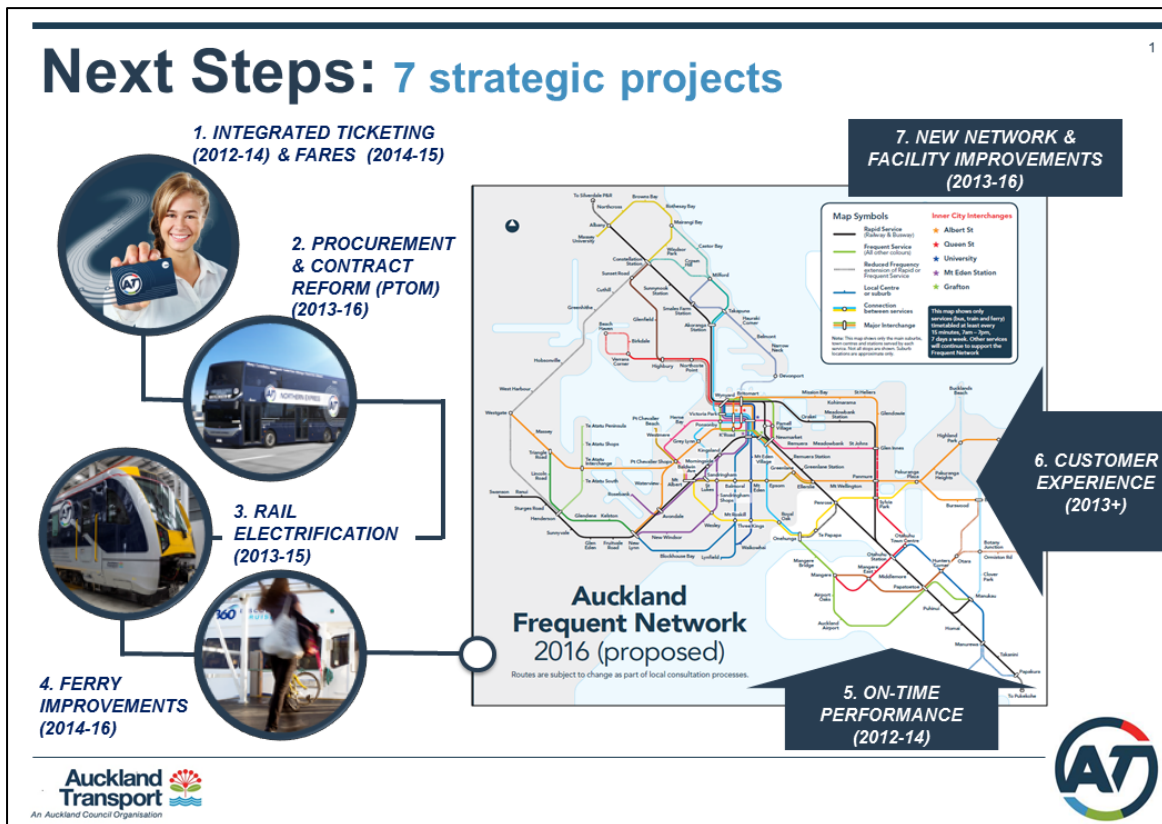


Figure 1. Seven strategic projects over the next three years

Progress on Customer Experience Programme

The aim of the project is to develop a set of design blueprints and standards for an enhanced experience that customers will receive on future bus, rail and ferry services and through multi-modal support services.

Thoughtful Design consultancy has been appointed to facilitate the work having recently completed similar blueprint and experience design remits for Auckland Council and Air New Zealand.

The first four phases of the project are nearing completion across information gathering, observing and recording customer experiences, understanding customer issues and solution generation and development. Idea generation workshops have recently been held with Auckland Transport and other stakeholder and operator management and staff.

A summary presentation of the process and work to date along with key findings will be provided at the Board meeting.




Next steps

Further solution building and future customer experience blue print documentation will be finalised in December.

Attachments

Number	Description
1	Thoughtfull Design Presentation, November 2013 (to be issued separately prior to meeting)

Document ownership

Submitted by	Mark Lambert Group Manager Public Transport	
Recommended by	Greg Edmonds Chief Operations Officer	
Approved for submission	David Warburton Chief Executive	

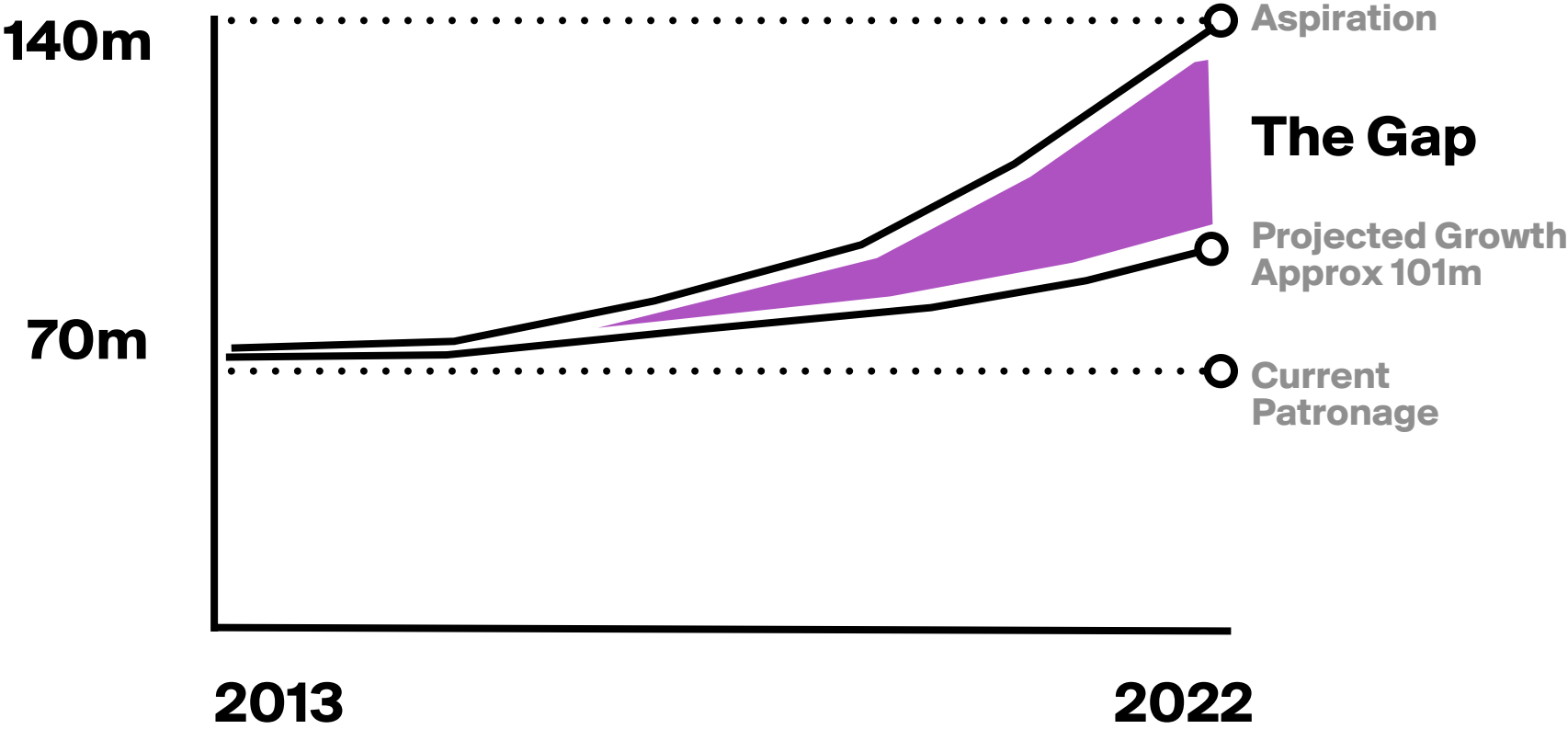
Glossary

Acronym	Description
EMU	Electric Multiple Unit
PTOM	Public Transport Operating Model

MISSION: TO CLOSE THE GAP.

Progress
Report

Trips per person per year



Deliverable.

A customer experience strategy that;

- 1. Drives new product and service delivery that responds to customer need.**
- 2. Aligns the different parts of the Public Transport ecosystem to deliver a seamless experience.**
- 3. Builds on existing product, service and infrastructure initiatives.**

So that we better attract new customers and encourage greater patronage from existing customers.

A strategy made of three parts:

1/

An Integrated Journey Model

Service Concepts

3/

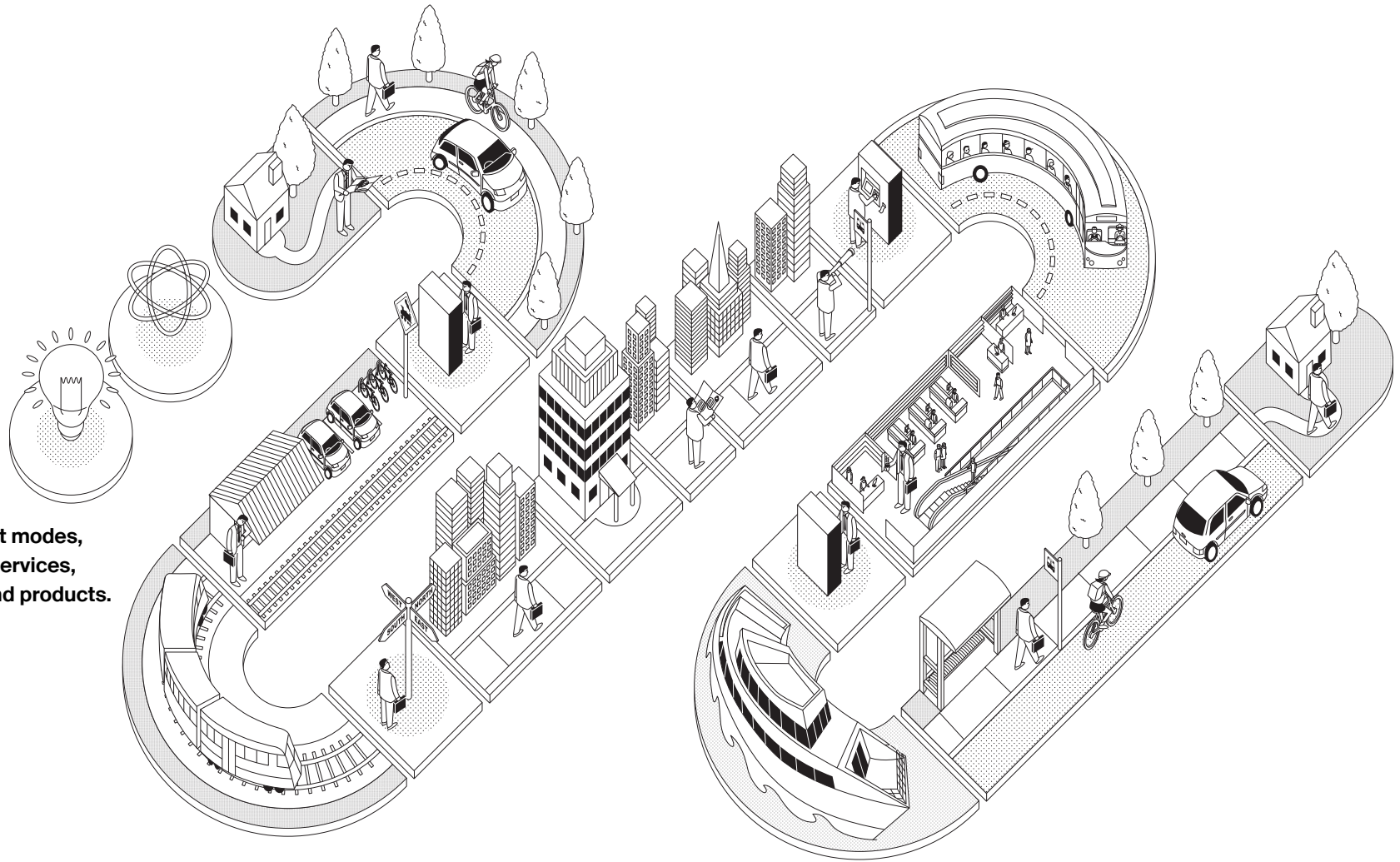
2/

Customer Value Drivers



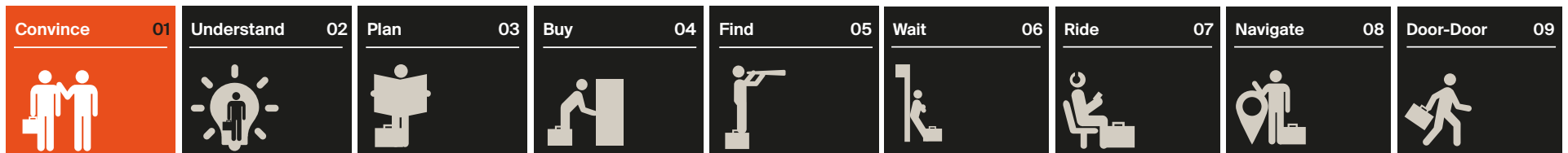
*Direct access to required procedures
At the airport, kiosks offer ready access to the procedural activities passengers are required to perform. Some kiosks facilitate both travel alone or in groups.*

1 / An integrated journey model

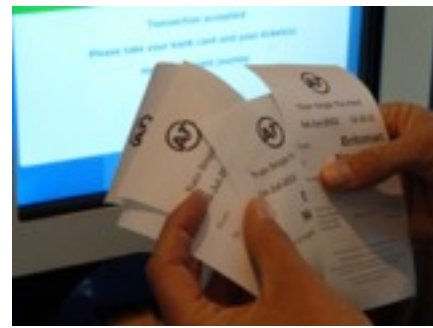


Integrated transport modes,
operators, assets, services,
communications and products.

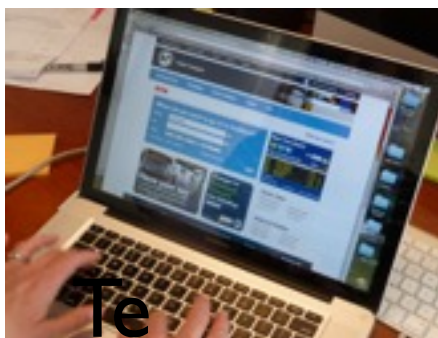
Journey Stages



2 / Customer Value Drivers

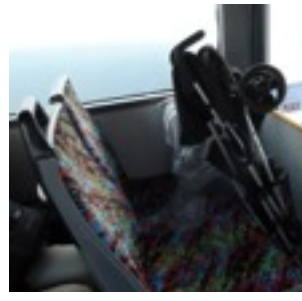


40
Users/
Non Users

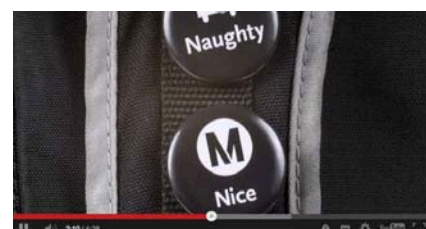


100 hrs
Walking in the
footsteps
with
customers

60 hrs
Observation

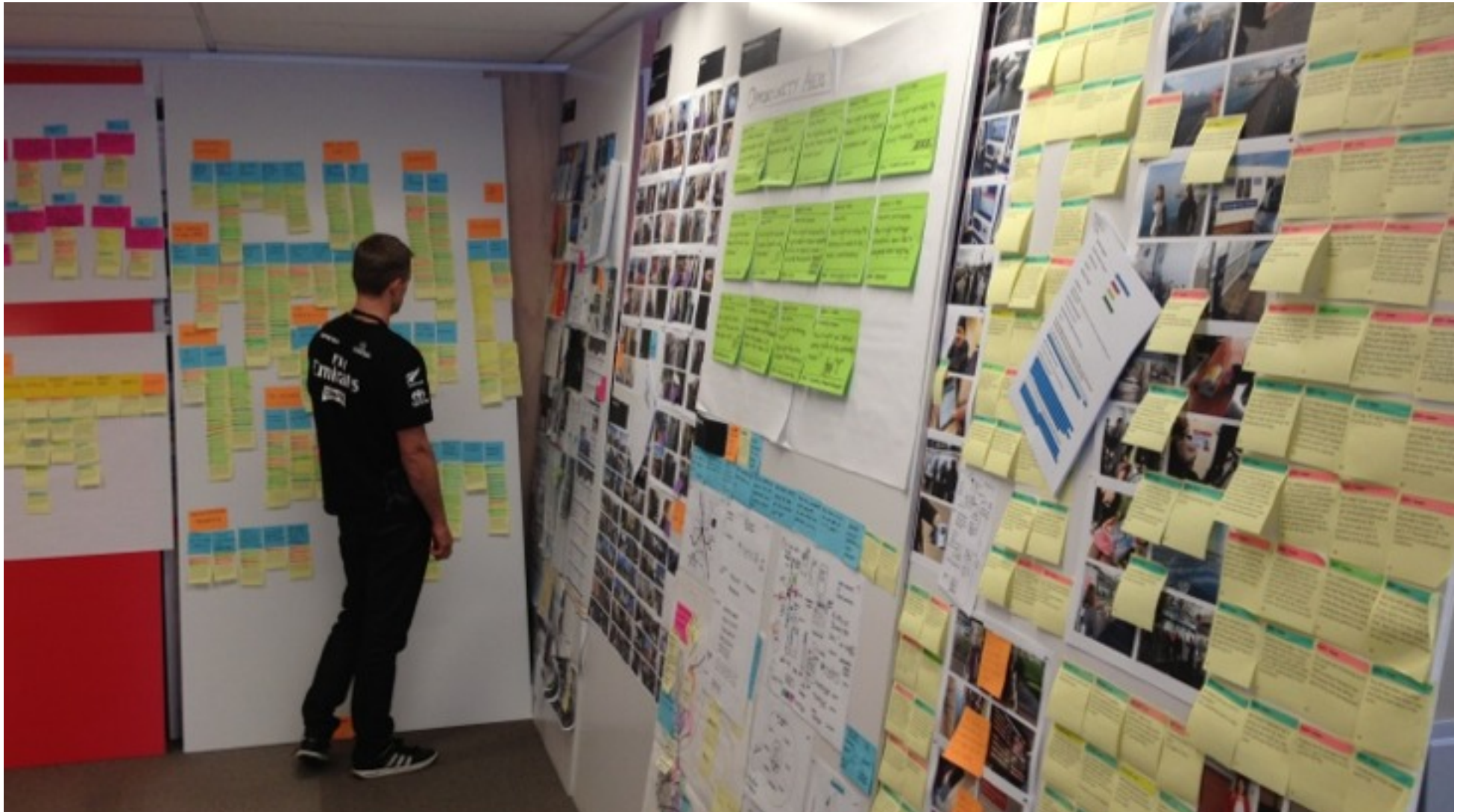


30
Subject
Matter
Experts



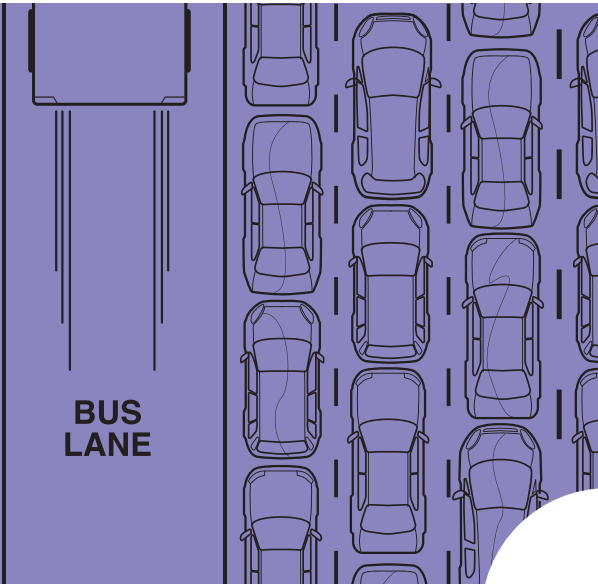
Best Practice

From customer stories...



...to Customer Profiles we design to...

Four Key Customers



TRAVELLER TYPE
'THE CAR ADDICT'

CORE MISSION / Making sure the car is maintained so it's always available to use.

SCENARIOS /

- 1 Is on a PT route but chooses to use their car
- 2 Have tried PT but have reverted back to the car
- 3 PT makes both financial and time sense

MENTAL STATE / **Compacency**

KEY QUESTION / Why would I?

BEHAVIOURS /

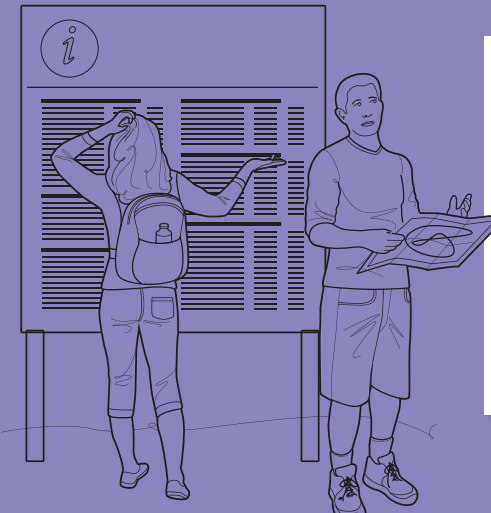
- Jump in the car first
- Justify their car usage
- Plan traffic contingencies
- Consider PT as suitable for 'other' people

NEIGHTRAMA /

- The car is not available
- Stuck in traffic
- Not finding a car park
- Roadworks

NEEDS / Awareness > Understanding

Four Key Customers



TRAVELLER TYPE
'THE 1st-TIMER'

CORE MISSION / To quickly understand the Public Transport service so they can start using it.

SCENARIOS /

- 1 Tourist needing to explore the city
- 2 Someone who has moved to Auckland
- 3 Aucklanders using PT for the first time.

MENTAL STATE / **Apprehensive**

KEY QUESTION / How does it work?

BEHAVIOURS /


- Asking questions
- Looking for familiar PT cues
- Looking for information
- Looking for a friendly face

PT NEIGHTRAMA /

- Getting lost in Auckland
- Being embarrassed by getting it wrong
- Feeling pressurised
- Making the wrong decision

NEEDS / Understanding > Reassurance

Four Key Customers



TRAVELLER TYPE
'THE EXPLORER'

CORE MISSION / To get somewhere new efficiently without mucking it up or wasting time.

SCENARIOS /

- 1 Started a new job in a new area
- 2 Has moved house into a new area
- 3 Weekend family outings
- 4 Car broken down
- 5 Special activity e.g city event

MENTAL STATE / **A little unsure**

KEY QUESTION / I'm on the right track - aren't I?

BEHAVIOURS /


- Looking for cues that build on their existing PT knowledge
- Extensive pre-planning
- Tend to only step out of their routine when forced to

NEIGHTRAMA /

- Making wrong decisions and feeling like a '1st timer'

NEEDS / Reassurance > Confidence

Four Key Customers



TRAVELLER TYPE
'THE REGULAR'

CORE MISSION / Their regular journey must be as effortless as possible.

SCENARIOS /

- 1 Daily commute to and from work
- 2 Familiar trips to places

MENTAL STATE / **Auto-pilot**

KEY QUESTION / Is everything working as it should?

BEHAVIOURS /

- Ritualistic
- Contingencies planned for
- Sometimes have commuter friends
- Use digital tools e.g apps
- Carry entertainment solutions

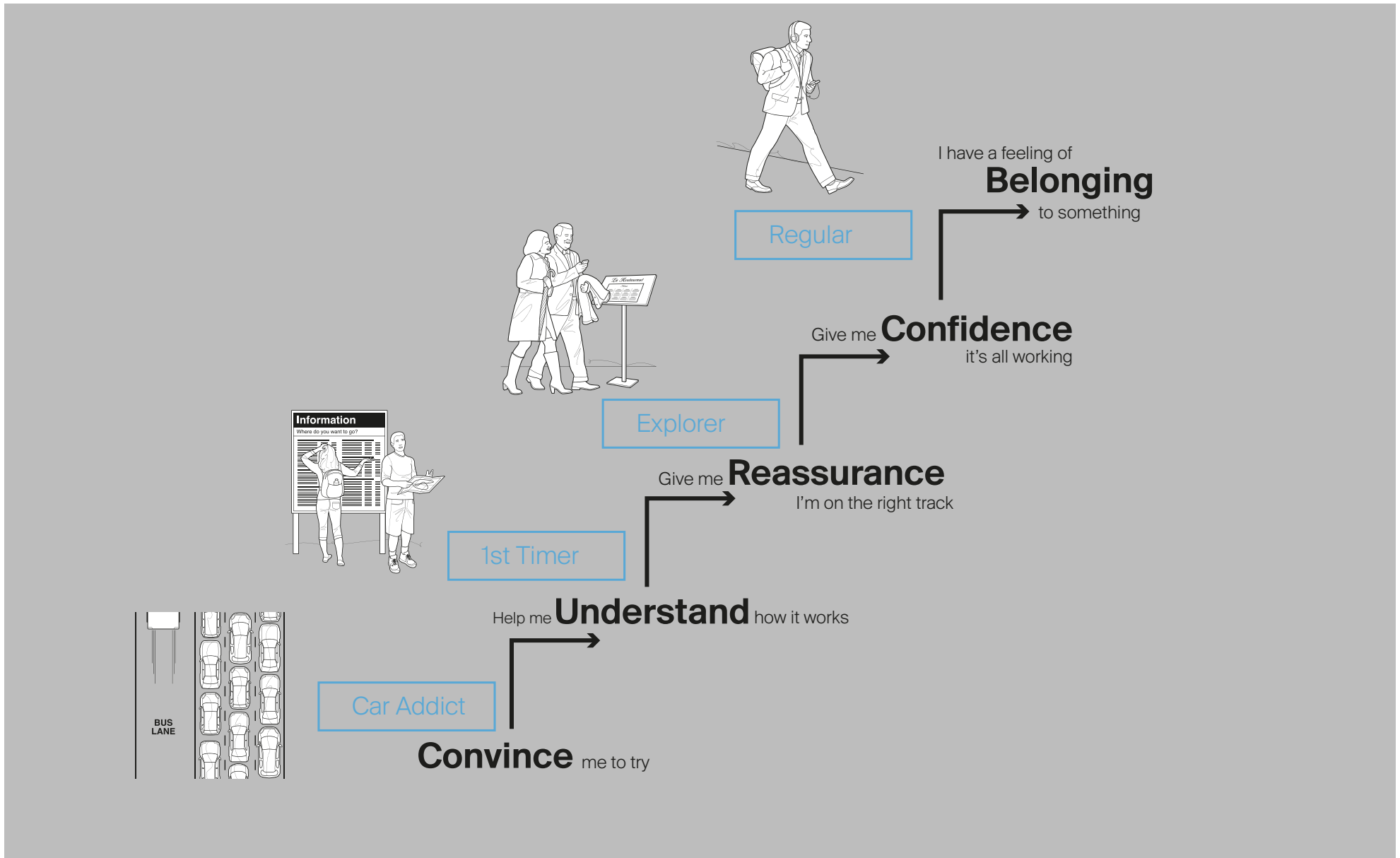
NEIGHTRAMA /

- Running late
- The lines down
- Service cancelled
- Arrived wet and cold
- Didn't get a seat
- Phone out of battery

NEEDS / Confidence > Belonging

Draft

...that move customers toward becoming PT advocates.



3 / Service Concepts



IDEATION SESSION

30 concepts addressing 10 common customer value drivers:

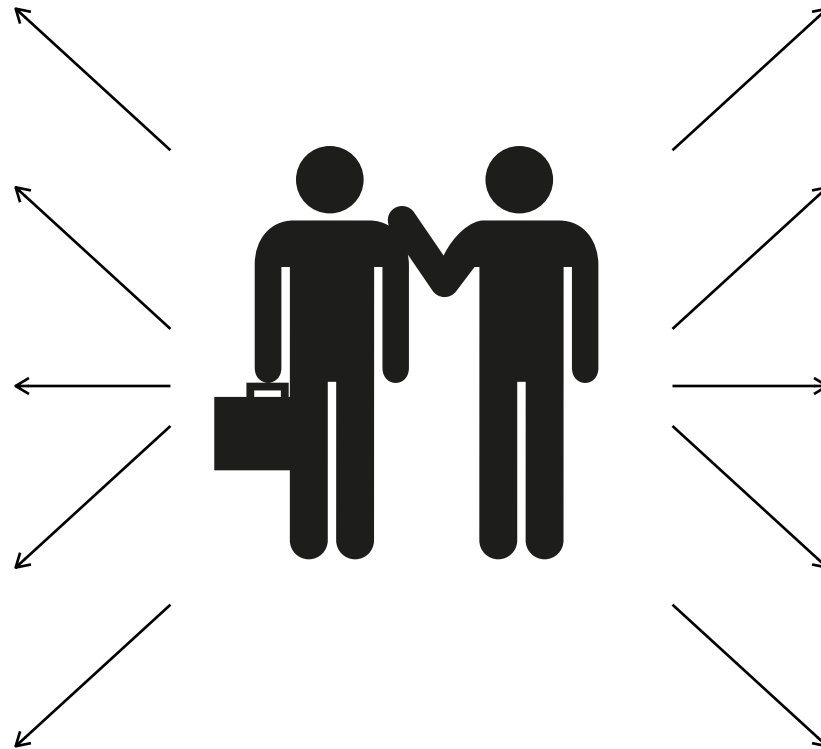
1. **Educate me** on how the PT system works.

2. **Orientate me on where I am and where I am needing to go next.**

3. **Encourage me** to further explore the city.

4. **Remove the barriers** to my regular use.

5. Make my wait **comfortable and productive.**



6. Provide me with a **viable alternative** to my car

7. **Reward me** for my good PT behaviour.

8. **Make me proud** of belonging to the PT community.

9. Better enable my **first and final leg.**

10. Prove to me you are **passionate about customers.**

For example /

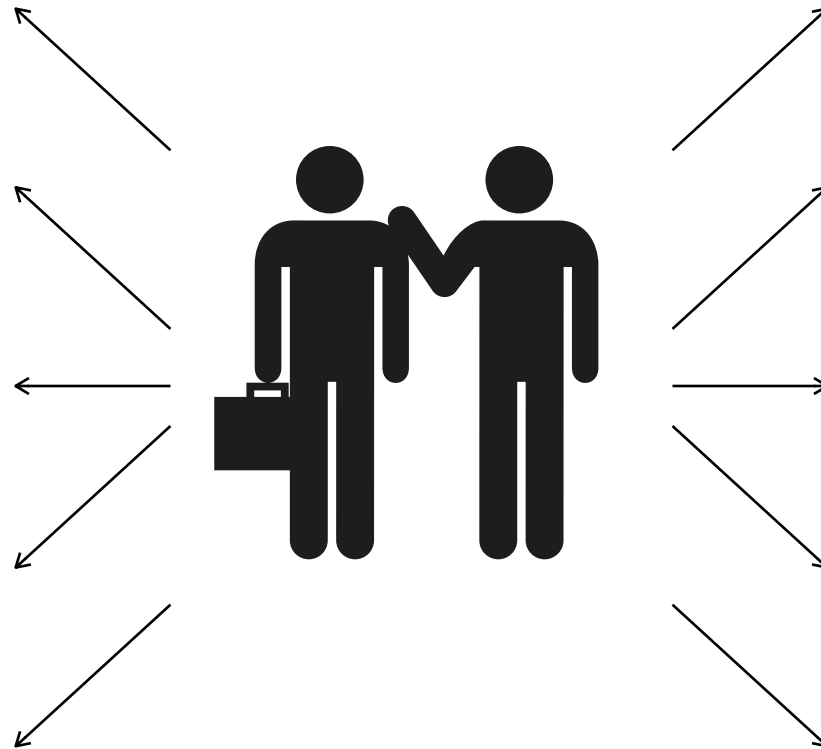
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9. Better enable my **first and final leg.**

10. Prove to me you are **passionate about customers.**

For example / Concept 1 of 30

VALUE DRIVER #2 / HELP ME UNDERSTAND WHERE I AM, AND WHERE I NEED TO GO NEXT.

OPPORTUNITY SPACE / MENTAL MODEL

A simplified high level visual network model of the integrated PT system.

Customer Benefits

Provides quick and easy comprehension of the system.

Enables confident high level planning and decision making.

Target Users

First Timers 100%
Explorers 100%
Car Addicts 25%
Regulars 0%

AT Benefits

Enables AT to communicate an integrated PT system more effectively.
Shows the system reach.

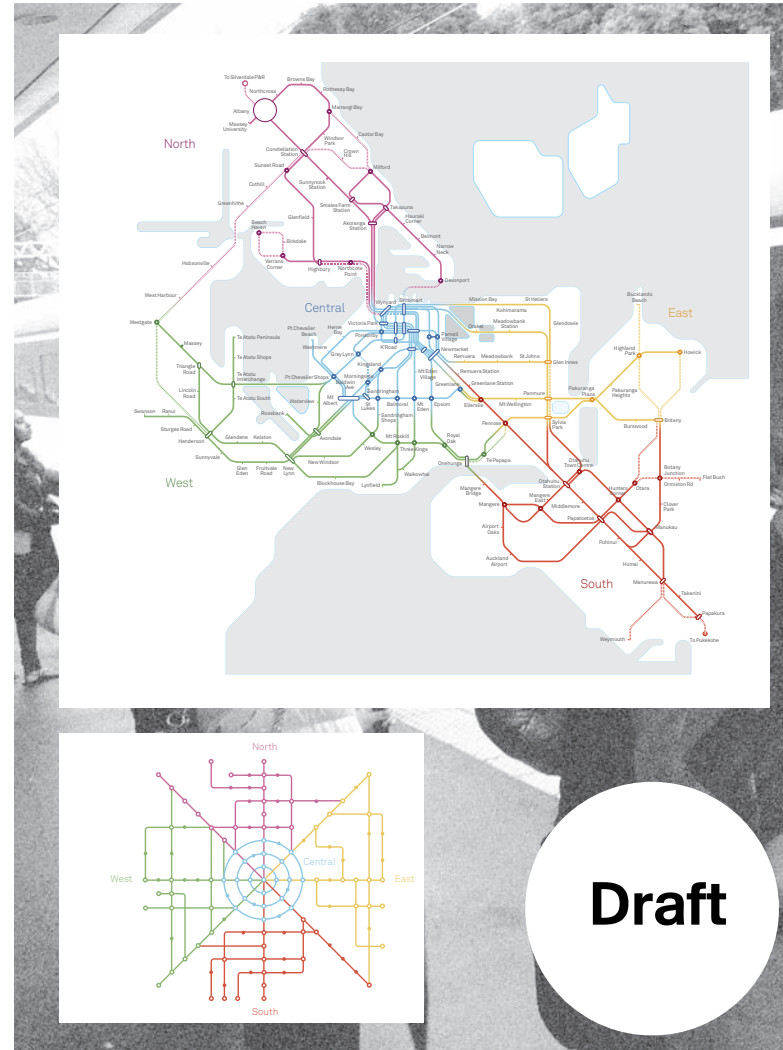
Enables a simpler conversation with both Aucklanders and Operators.

Similar to

London Tube Map
NYC Subway System
AT Nightrider Service Map



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For example / Concept 2 of 30

VALUE DRIVER #2 / HELP ME UNDERSTAND WHERE I AM, AND WHERE I NEED TO GO NEXT.

OPPORTUNITY SPACE / NUMBER UP AND DOWN

The introduction of 'stop numbers' and icons to help 'First timers' and 'Explorers' know where they are on their journey.

Customer Benefits

Instant comprehension of the PT bus or train service direction, location and distance to travel.

The ability to navigate by name or number.

The ability to identify destination attractions easily.

Reducing cognitive load when unsure.

Injects structure to the route.

AT Benefits

Simplifies network communication

Stations and bustops become part of the holistic wayfinding system

Target Users

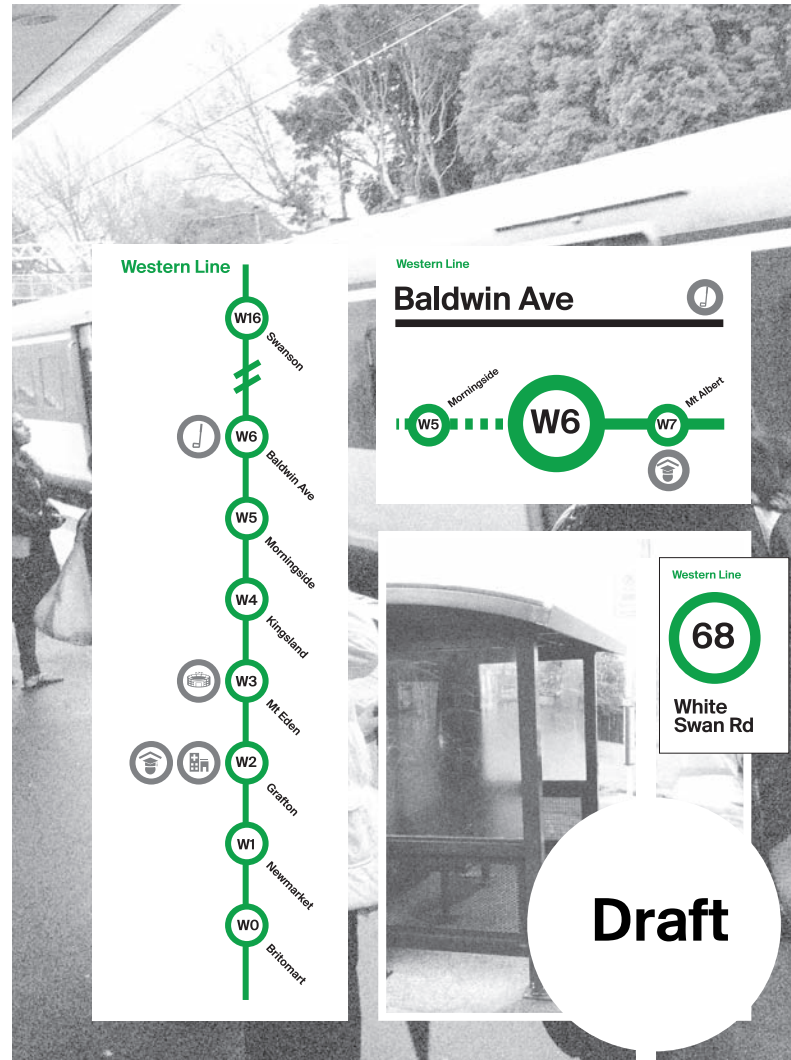
First Timers 100%
Explorers 100%
Car Addicts 25%
Regulars 0%

Similar to

Japan Rail System
Transport for London



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For example / Concept 3 of 30

VALUE DRIVER #2 / HELP ME UNDERSTAND WHERE I AM, AND WHERE I NEED TO GO NEXT.

OPPORTUNITY SPACE / COLOUR IS SIMPLICITY

Introduce a colour system that enables simpler identification of routes.

Customer Benefits	AT Benefits	Similar to
Ability to better link route, transport mode, with journey planning tools.	Simplifies network communication	AT Link
Clearly identifies type of service e.g high frequency versus local connector.	Modes become part of the holistic wayfinding system	Copenhagen
	Target Users	
	First Timers 100%	
	Explorers 100%	
	Car Addicts 25%	
	Regulars 0%	



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For example / Concept 4 of 30

VALUE DRIVER #2 / HELP ME UNDERSTAND WHERE I AM, AND WHERE I NEED TO GO NEXT.

OPPORTUNITY SPACE / WHERE AM I?

Visible and accessible station proximity maps that enable easy orientation.

Customer Benefits

Help customers become aware of services and amenities accessible by PT.

Quick comprehension of where I am.

Extend the customers view beyond what they can see.

Conveys walking distances from stations.

AT Benefits

Transforming AT assets into wayfinding systems.

Encourages use of the system to reach more destinations.

Target Users

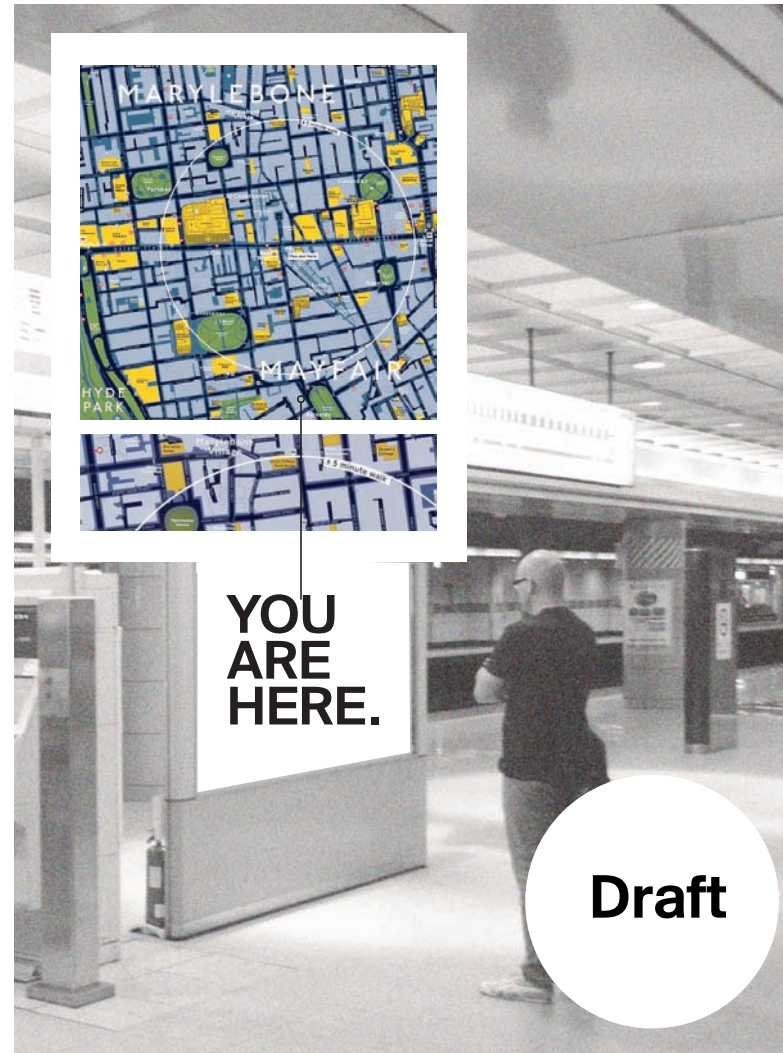
First Timers 100%
Explorers 100%
Car Addicts 25%
Regulars 0%

Similar to

Legible London
New York
Tokyo



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The shifts needed to make it happen

1. The PT Industry

Operational
Culture



Service
Culture

2. Auckland Population

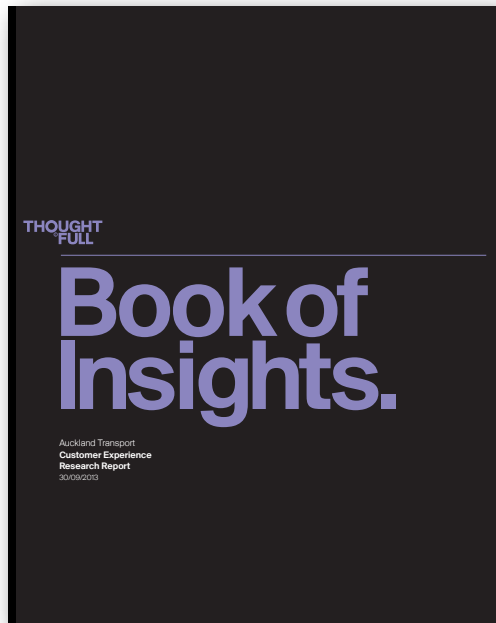
Car
Culture



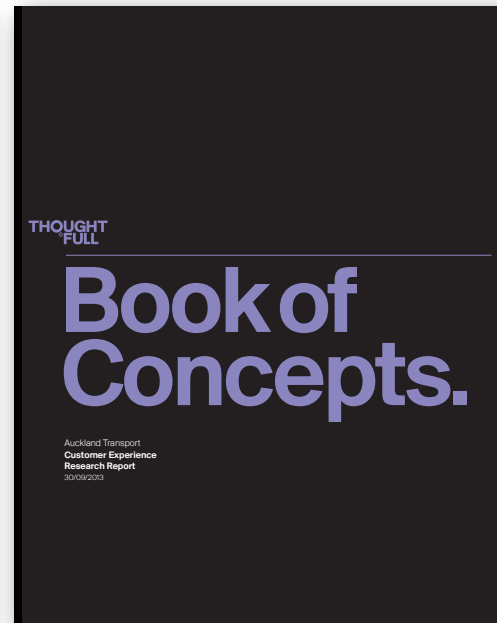
Choice
Culture

The way in which we'll bring it all together.

1/ Research Document



2/ Design Briefs



3/ The Strategy at a Glance

