Pace passengers boarding a fixed route bus vehicle.

pace

T-2 Customer Focused Engagement

Initiative: Upgrade customer relationship technologies and internal processes, as well as ramp up market research efforts to understand customer preferences, trip purposes and travel patterns using new and innovative practices.

IMPLEMENT NOW | implement later | further investigate

Supports Goals:
Accessibility, Equity, Responsiveness, Adaptability, Collaboration, Diversity, Fiscal Solvency, and Integrity

ACTION ITEM 1   Update Customer Relationship Management

Pace will replace its current customer relationship management (CRM) system with updated technology and internal processes. This will shift Pace from a complaint-focused system to a CRM that facilitates responses to customers and improves coordination with other agency data systems.

This replacement solution will improve and modernize functionality, customer relationship, service, communication, data accessibility, automation, reporting and integration. Both Pace's customers and employees will benefit from this more efficient and effective tool. The solution incorporates new technologies such as mobile applications, chatbots, and automated response systems for better communication. It will also:

- Provide ticket management tools and a unified multichannel bringing together tickets submitted via email, telephone and text messaging for an all-in-one user experience

- Integration with Pace and third-party applications

- Provide users with access to ticket data, ticket data progress tracking, and ticket alerts from a mobile device

- Provide robust reporting tools and dashboards to offer real-time updates

- Integrate functions with social media

Pace regularly conducts robust external stakeholder outreach and actively investigates new opportunities for communicating information.

Driving Innovation
The Pace Strategic Vision Plan

ACTION ITEM 2   Enhance Market Research Methods

Pace currently conducts regular Customer Satisfaction Index (CSI) surveys for both the fixed route bus system and paratransit services. Customer preferences and experiences are also regularly solicited through other survey efforts using multiple platforms.

Survey work is also regularly conducted with planning studies. While such survey efforts typically produce robust data sets from which to draw conclusions, they are both expensive to undertake and limited in their applicability since the data only provides a snapshot of customer travel behaviors and needs.

There are however many promising new ways of collecting information, not only on customer preferences, behaviors, tolerances, and demographics, but importantly on how they are currently traveling throughout the region. The source for such data is typically anonymized cellular phone data.

Pace will continue to explore the use of such data sets to augment and expand up it's current customer data collection practices, as well as investigate producing annual comprehensive market data for it's entire network. This will allow planners, analysts, consultants and data managers a complete and comparable set that can be used interchangeably and longitudinally across multiple studies and research efforts.

ACTION ITEM 3   Develop External Outreach Tools and Strategies

Pace regularly conducts robust external stakeholder outreach and actively investigates new opportunities for communicating information to all stakeholders. Current tools and strategies for achieving this include: alerts to passenger subscriber lists, hardcopy planning meeting notices on Pace vehicles and at passenger facilities, social media posts, press releases, website alerts, solicitation of local stakeholder meetings, open house events, electronic and hardcopy newsletters, Board of Directors and committee meeting updates, requesting partner organization support in disseminating informational materials, and various forms of advertising in large-scale distribution printed and electronic media publications.

Of perhaps paramount importance in the current information age, Pace has a new website. Beyond improved readability features for smartphones, tablets and other modern devices, the site has new capabilities for improving customer relations and experiences. Pace will continue to develop its website functions and content to ensure effective receipt and delivery of customer information.

The New Pace Website
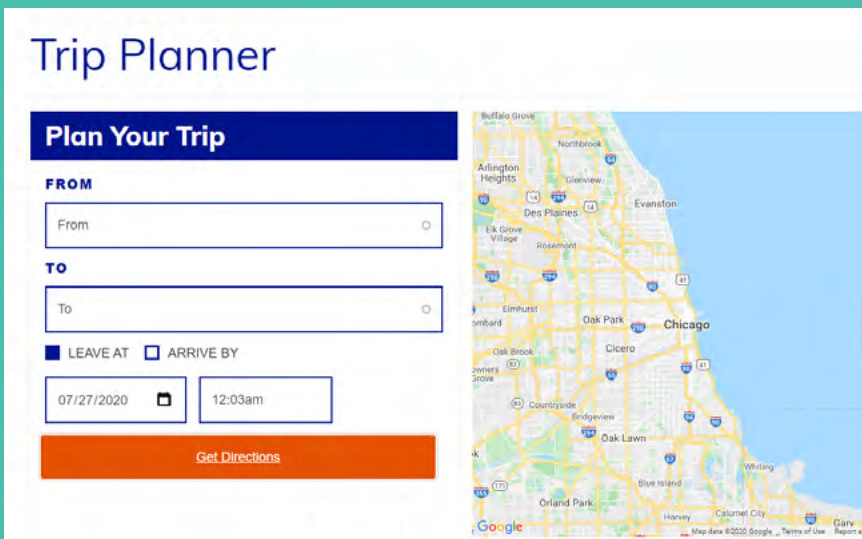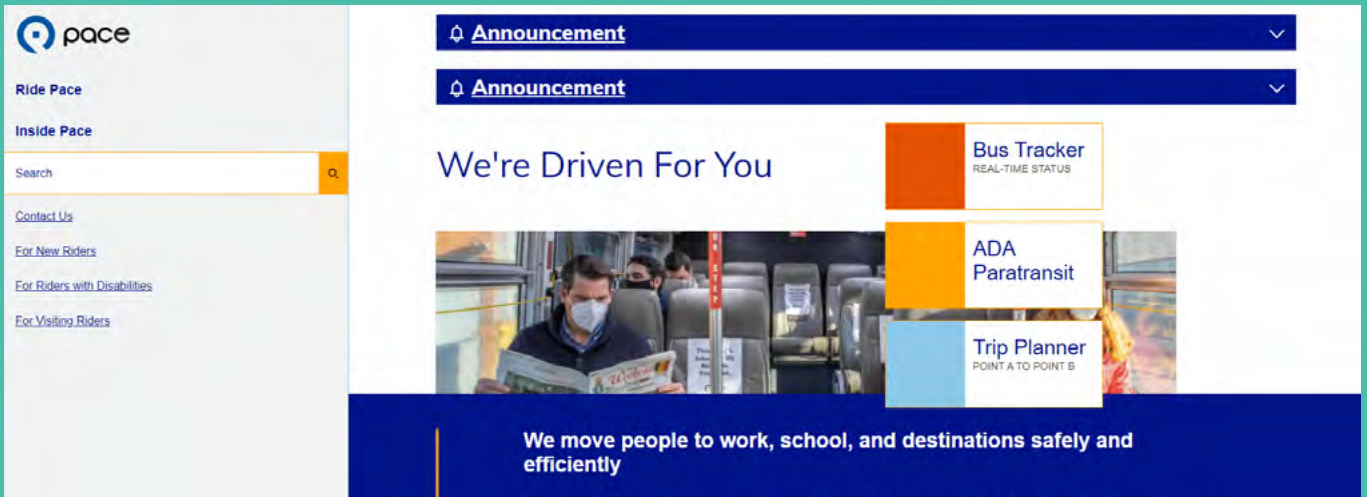
Pace's new website features improved readability, a streamlined design, and proper interfaces that automatically format for the device used. Service information is accessed more easily, and detailed information about policies, programs and initiatives -- including Driving Innovation -- are searchable and rich with content.

The Pace website homepage (above) and current trip planner application (left) are displayed.

T-2 | Potential COVID-19 Impacts

Transit users have varying degrees of how safe they feel aboard transit vehicles, which may be particularly affected by COVID-19 and the ability to social distance while aboard buses, vans and other Pace vehicles.

Pace will actively investigate and poll customers on how safe they feel aboard vehicles, and ensure that it's cleaning, social distancing and other measures are being effectively implemented. This information will be valuable as the agency looks to adjust its service options and determine any additional changes to operations, programs, and services featuring close personal contact, such as RideShare, Paratransit and Vanpool.

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