

To: Marketing, Planning, & Legislative Committee

Date: January 24, 2012

From: Mary Burdick, Sr. Manager of Marketing

Reviewed by:

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## **SUBJECT: Mid-Year Customer Service Reports**

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### **Summary of Issues:**

The Senior Manager of Marketing monitors pass sales trends to evaluate the effectiveness of public outreach efforts. Trends are evaluated from two perspectives – trends based on the fare instruments themselves, and trends in how people are purchasing the instruments.

Total pass sales volume to date in FY2012 has increased over FY2011 by approximately 6%, with the biggest gain taking place in sale of the monthly pass and the single ride tickets. The highest sales volume instrument continues to be the 12-Ride punch pass.

The majority of sales activity continues to take place at our off site outlets, highlighting the importance of excellent customer service, and community recognition. On line pass sales activity increased by 21% over FY11 sales activity.

Call center activity is also monitored to assure that Board adopted customer service goals are met. Customer Service telephone staff is meeting the goals of answering 92% of all calls, and answering 75% of calls within thirty seconds.

### **Recommendation:**

This is presented for information and review only.

### **Financial Implications:**

Last year pass sales accounted for 26% all fare revenue. Based on the income statement through November, pass sales revenue this year accounted for 27.4% of all fare revenue. Because those purchasing discount fare instruments are considered the regular, loyal riders, the objective is to see pass sales purchases increase over time.

### Attachments:

- 1) Pass sales trend by fare instrument
- 2) Pass sales trend by purchase method
- 3) Call center activity

## Pass Sales Revenue By Source Location

<b>FY2011</b>	<b>Offsite*</b>	<b>Mail</b>	<b>On Line</b>	<b>Total</b>	<b>ID Cards</b>
July	\$50,702	\$6,895	\$2,990	\$60,587	16
August	\$53,901	\$4,505	\$6,040	\$64,446	74
September	\$115,575	\$1,419	\$6,670	\$123,664	64
October	\$48,684	\$2,580	\$6,380	\$57,644	67
November	\$107,961	\$3,620	\$5,315	\$116,896	45
December	\$36,385	\$4,215	\$4,335	\$44,935	11
<b>Total</b>	<b>\$413,208</b>	<b>\$23,234</b>	<b>\$31,730</b>	<b>\$468,172</b>	<b>277</b>

\*Inc RTC & Ret. Check Deposits

<b>FY2012</b>	<b>Offsite*</b>	<b>Mail</b>	<b>On Line</b>	<b>Total</b>	<b>ID Cards</b>
July	\$48,587	\$2,130	\$3,890	\$54,607	51
August	\$60,798	\$3,660	\$8,050	\$72,508	67
September	\$92,520	\$8,990	\$8,410	\$109,920	76
October	\$67,339	\$1,610	\$7,315	\$76,264	63
November	\$125,074	\$2,275	\$5,785	\$133,134	66
December	\$85,145	\$4,010	\$4,965	\$94,120	64
January				\$0	
February				\$0	
March				\$0	
April				\$0	
May				\$0	
June				\$0	
<b>Total</b>	<b>\$479,463</b>	<b>\$22,675</b>	<b>\$38,415</b>	<b>\$540,553</b>	<b>387</b>

\*Inc RTC & Ret. Check Deposits

Compared to FY11	<b>116.0%</b>	<b>97.6%</b>	<b>121.1%</b>	<b>115.5%</b>	<b>139.7%</b>
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**Customer Service Telephone Statistics**

Goal: 92% answered, and 75% ans. w/l :30

<b>FY2011</b>				<b>FY2012</b>			
<b>July Calls</b>				<b>July Calls</b>			
Answered	7,586			Answered	6,918		
Ans. W/l :30	7,237	95.4%		Answered	6,440	93.1%	
Ans after :30	6,765	89.2%		Ans. W/l :30	5,861	84.7%	
Dropped	472	6.2%		Ans after :30	579	8.4%	
	349	4.6%		Dropped	478	6.9%	
<b>August</b>				<b>August</b>			
Answered	9,104			Answered	9,015		
Ans. W/l :30	8,345	91.7%		Answered	8,107	89.9%	
Ans after :30	7,244	79.6%		Ans. W/l :30	7,067	78.4%	
Dropped	1,101	12.1%		Ans after :30	1040	11.5%	
	759	8.3%		Dropped	908	10.1%	
<b>September</b>				<b>September</b>			
Answered	7,827			Answered	8,015		
Ans. W/l :30	7,228	92.3%		Answered	7,301	91.1%	
Ans after :30	5,827	74.4%		Ans. W/l :30	6,448	80.4%	
Dropped	1,401	17.9%		Ans after :30	853	10.6%	
	599	7.7%		Dropped	714	8.9%	
<b>October</b>				<b>October</b>			
Answered	7,634			Answered	7,541		
Ans. W/l :30	6,968	91.3%		Answered	6,871	91.1%	
Ans after :30	6,239	81.7%		Ans. W/l :30	6,201	82.2%	
Dropped	729	9.5%		Ans after :30	670	8.9%	
	666	8.7%		Dropped	670	8.9%	
<b>November</b>				<b>November</b>			
Answered	7,457			Answered	7,195		
Ans. W/l :30	6,880	92.3%		Answered	6,750	93.8%	
Ans after :30	5,606	75.2%		Ans. W/l :30	6,199	86.2%	
Dropped	1,274	17.1%		Ans after :30	551	7.7%	
	577	7.7%		Dropped	445	6.2%	
<b>December</b>				<b>December</b>			
Answered	7,344			Answered	6,876		
Ans. W/l :30	6,851	93.3%		Answered	6,478	94.2%	
Ans after :30	6,279	85.5%		Ans. W/l :30	5,986	87.1%	
Dropped	572	7.8%		Ans after :30	492	7.2%	
	493	6.7%		Dropped	398	5.8%	
<b>Mid Year FY11</b>				<b>Mid Year FY12</b>			
Calls	46,952			Calls	45,560		
Answered	43,509	92.7%		Answered	41,947	92.1%	
Ans. W/l :30	37,960	80.8%		Ans. W/l :30	37,762	82.9%	
Ans. After :30	5,549	11.8%		Ans. After :30	4,185	9.2%	
Dropped	3,443	7.3%		Dropped	3,613	7.9%	

**Sales Revenue By Fare Instrument**

<b>FY11</b>	<b>Monthly</b>	<b>12-Ride</b>	<b>D-S</b>	<b>Comm.</b>	<b>S. Youth</b>	<b>Tot. Tickets</b>	<b>Revenue*</b>	<b>Single Ride</b>	<b>Revenue</b>	<b>RTC Cash</b>	<b>Mo. Deposit</b>
July	249	1038	720	136	197	2,340	\$54,895	3,110	\$6,220		\$61,115
August	139	1580	439	108	474	2,740	\$58,000	1,900	\$3,800	\$236	\$62,036
Sept.	225	4116	917	103	537	5,898	\$121,838	809	\$1,618	\$208	\$123,664
Oct.	202	1671	312	122	68	2,375	\$56,120	712	\$1,424	\$99	\$57,643
Nov.	441	3109	1106	105	242	5003	\$113,060	1,780	\$3,560	\$151	\$116,771
Dec.	98	3267	374	79	0	3818	\$79,990	2,300	\$4,600	\$37	\$84,627
<b>Total</b>	<b>1,354</b>	<b>14,781</b>	<b>3,868</b>	<b>653</b>	<b>1,518</b>	<b>22,174</b>	<b>\$483,903</b>	<b>10,611</b>	<b>\$21,222</b>	<b>\$731</b>	<b>\$505,856</b>

\*includes any return check deposits

<b>FY12</b>	<b>Monthly</b>	<b>12-Ride</b>	<b>D-S</b>	<b>Comm.</b>	<b>S. Youth</b>	<b>Tickets</b>	<b>Revenue*</b>	<b>Single Ride</b>	<b>Revenue</b>	<b>RTC Cash</b>	<b>Mo. Deposit</b>
July	196	1151	687	81	199	1,546	\$51,250	1,600	\$3,200	\$157	\$54,607
August	307	1383	866	86	478	2,168	\$69,725	1,285	\$2,570	\$213	\$72,508
Sept.	424	2170	807	148	640	3,234	\$96,396	6,640	\$13,280	\$244	\$109,920
Oct.	200	2176	637	101	282	2,658	\$72,935	1,560	\$3,120	\$209	\$76,264
Nov.	372	4771	750	86	11	5,154	\$132,638	170	\$340	\$156	\$133,134
Dec.	154	3567	329	97	0	3,721	\$89,505	2,200	\$4,400	\$215	\$94,120
Jan						0					
Feb.						0					
March						0					
April						0					
May						0					
June						0					
<b>Total</b>	<b>1,653</b>	<b>15,218</b>	<b>4,076</b>	<b>599</b>	<b>1,610</b>	<b>18,481</b>	<b>\$512,449</b>	<b>13,455</b>	<b>\$26,910</b>	<b>\$1,194</b>	<b>\$540,553</b>

Compared

To FY11	122%	103%	105%	92%	106%		83%	106%	127%	127%	163%	107%
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