

Customer Feedback

Bicycle and Active Transportation Advisory
Committee









January 18, 2024



We Welcome Your Feedback

Caltrain and all San Mateo County Transit District agencies welcome feedback and input on customer experiences. We have many methods for interaction and provide updates and information via our blog as well as social media. Today we're going to talk about our main method for your feedback, and how we log, report, and act on that feedback.



 @Caltrain - Media updates, community notices and general information between 7am and 7pm.	 @CaltrainAlerts - 24/7 service alerts for @Caltrain. Some information is automated, delays are approximate.
 @CaltrainBikes - Service impacts and info about bikes and Caltrain between 7am and 7pm.	 YouTube - Caltrain channel
 Facebook - Service information, special events, photos and general information.	 TikTok - Caltrain videos on TikTok
 Instagram - Sharing photos from the railroad.	 Threads - Join the conversation with Caltrain.



Customer Feedback Methods

Feedback Form

Please do not use this comment form to request transit information. Contact us at phone numbers above for that information.

* - required field

First Name *	<input type="text"/>
Last Name *	<input type="text"/>
E-mail *	<input type="text"/>
Phone	<input type="text"/>
Category	<input type="text" value="- category -"/>

Comment *

3000 characters max.

SUBMIT

Customers may submit feedback to the District through one of the following avenues. We highly recommend contacting our Customer Service Team for feedback, as it's the fastest and most direct method.

- Comment Card
- Email
- Caltrain.com online Feedback Form – on the “Contact Us” page
- Letter
- Phone
- Social Media
- Walk-in to ticket booth at headquarters



How is customer feedback logged?

- Feedback received by Caltrain is logged by Customer Service as a “consumer report”.
- These reports can vary in topic and nature, i.e., complaints, compliments, service requests, etc.
- Customer reports received through this system is a way to identify issues and make improvements on an ongoing basis.

Significance of Consumer Reports

Consumer Reports are key as Caltrain is a public transit agency. Correspondance becomes disclosable public records.

Consumer reports can be utilized for:

- Public document
- Record retention
- HR documentation
- Court record

Tool to log & create Consumer Reports

- “IndustrySafe” is a safety management software used by San Mateo County Transit District as a consumer report tool.
- Its function is to record, respond and track customer feedback.
- IndustrySafe handles feedback for the district’s bus, rail, and paratransit divisions.

Who handles Consumer Reports?

Customer input is handled by our Customer Service Representatives. Feedback is initially received by our 'Tier 1 team', and then is managed by our 'Tier 2 team'.

The feedback & Consumer Report is also received by any responsible party (Transit Police, Caltrain Operations) when follow up, or an investigation is needed.



Customer Service Representative Tier 1

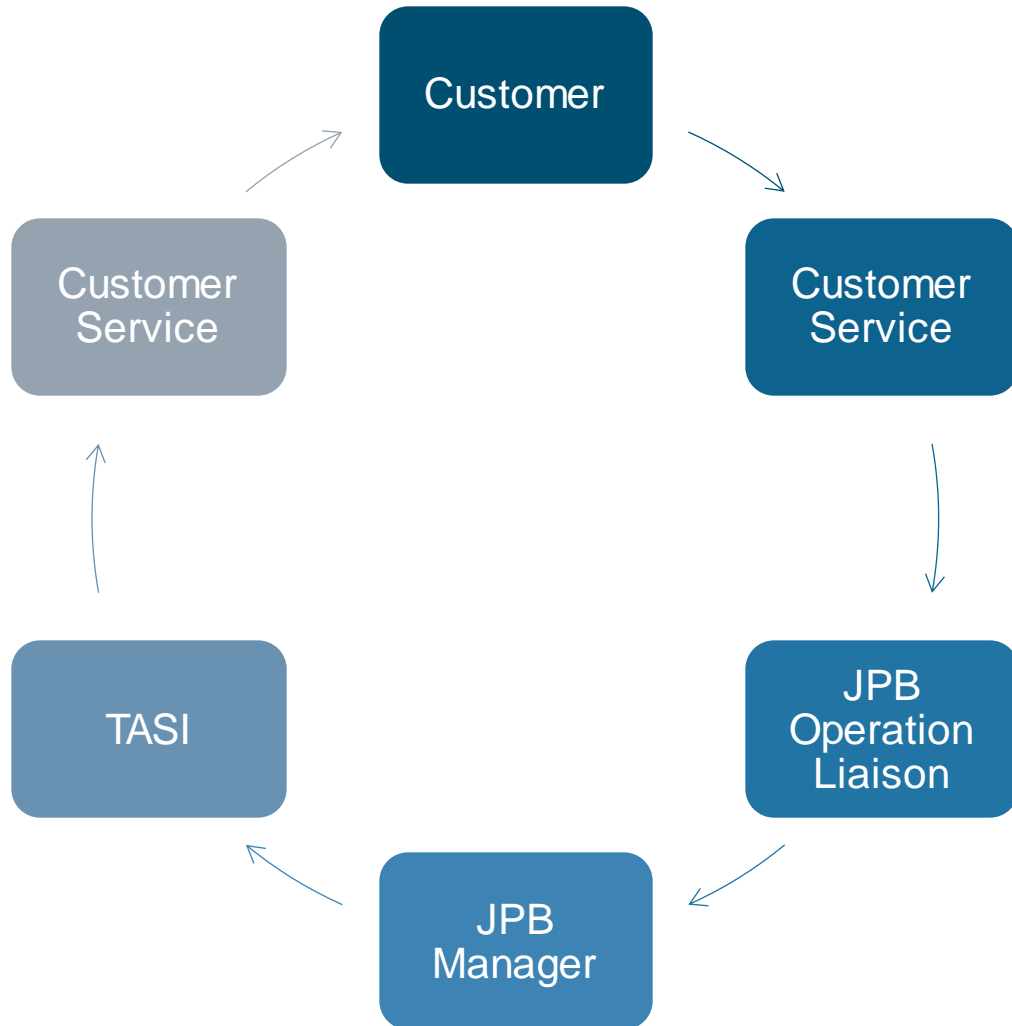


Customer Service Representative Tier 2



Responsible Party(s)

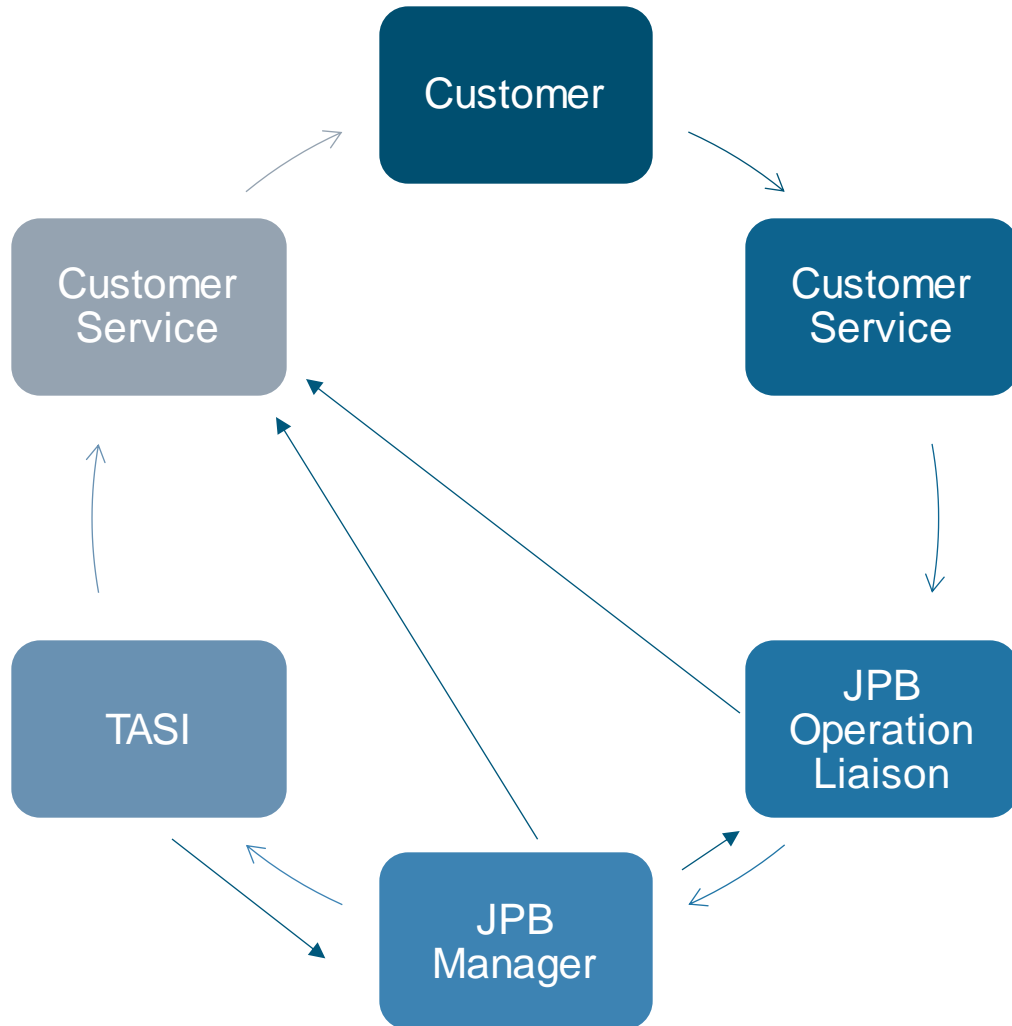
Consumer Report Cycle



The high-level view of the cycle is as follows:

- Customer sends feedback
- Customer Service identifies as feedback, and starts the Consumer Report process
- Report goes to Caltrain Joint Powers Board (“JPB”) Operation Liaison
- Report needs are given to JPB Manager
- Transit America Services (“TASI”) who works with Caltrain, receives report and conducts any needed follow up, investigation, or root cause analysis
- Findings and any issue resolution methods are sent via report back to Customer Service
- Customer Service follows up with the customer to close the cycle

Consumer Report Cycle



Many times, there is “back and forth” between Customer Service, JPB, and TASI as they work to review, investigate, and resolve feedback or complaints.

Our goal is accurate and timely handling of the feedback and working to improve our services and our customers’ experiences.

Timeline Process for Customer Feedback

Timeliness is key in receiving, logging, reporting feedback. Feedback may require further follow up or investigation into a root cause or remedy by other responsible parties. The Customer Service Representative (“CSR”) is the main owner of the customer’s feedback.

Day 1-2

- CSR1 identifies salient points of issue and ensures necessary information is collected for a resolution
- CSR1 inputs information into IndustrySafe
- CSR1 contacts additional personnel as necessary (e.g., Transit Police, Crossing Arms)
- CSR2 reviews and logs report for follow-up
- CSR2 forwards report to responsible parties for investigation

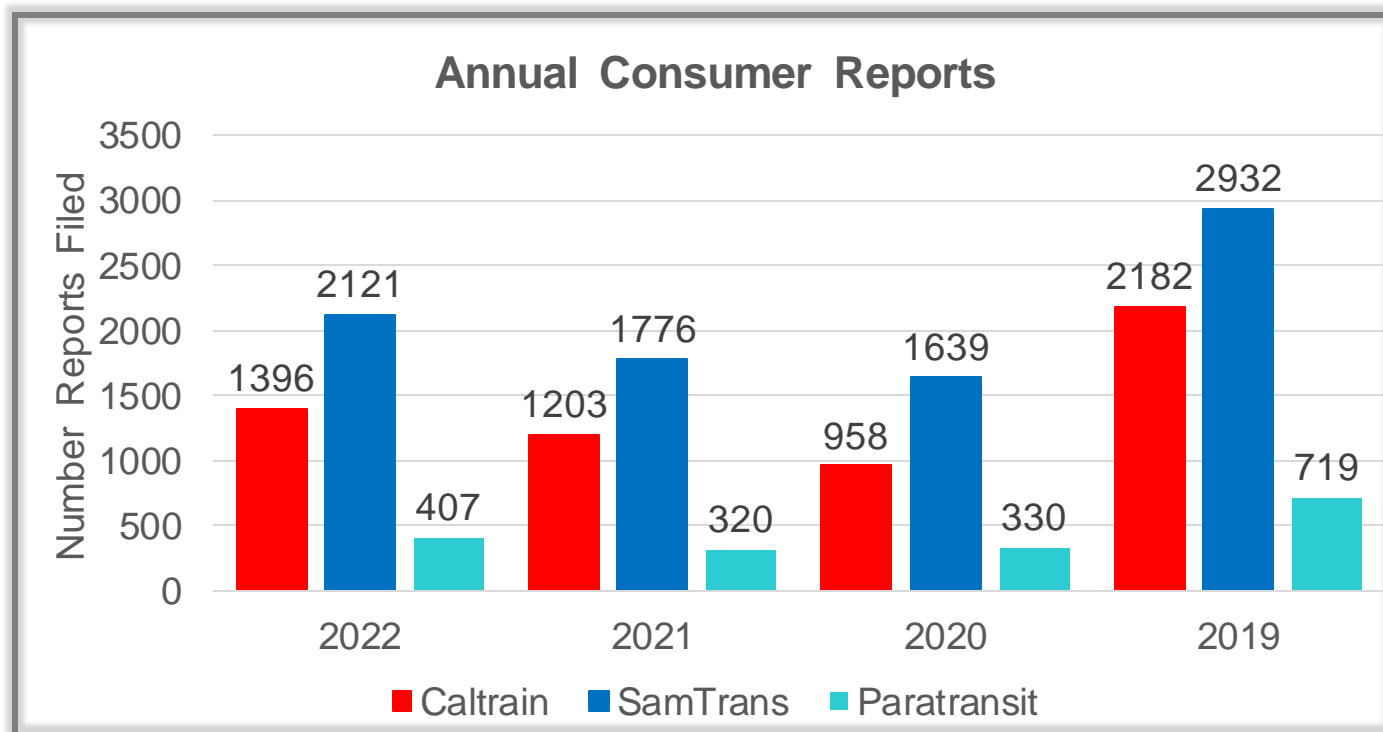
Day 2-8

- Responsible parties:
 - Receive and record referred report
 - Conduct a thorough investigation on reported incident/request
 - Request additional information, if necessary, to complete investigation
 - Provide detailed response on resolution

Day 9-10

- CSR2 periodically checks to see if report is resolved, or if more information is needed for resolution
- CSR2 contacts the customer with response once resolution is determined
- CSR2 closes report

Consumer Report Data



Customer Service tracks all Consumer Reports for all our transit agency services.

Monthly reports are shared with all relevant agencies and departments, to discuss trends, improvements, and opportunities.

Questions?

