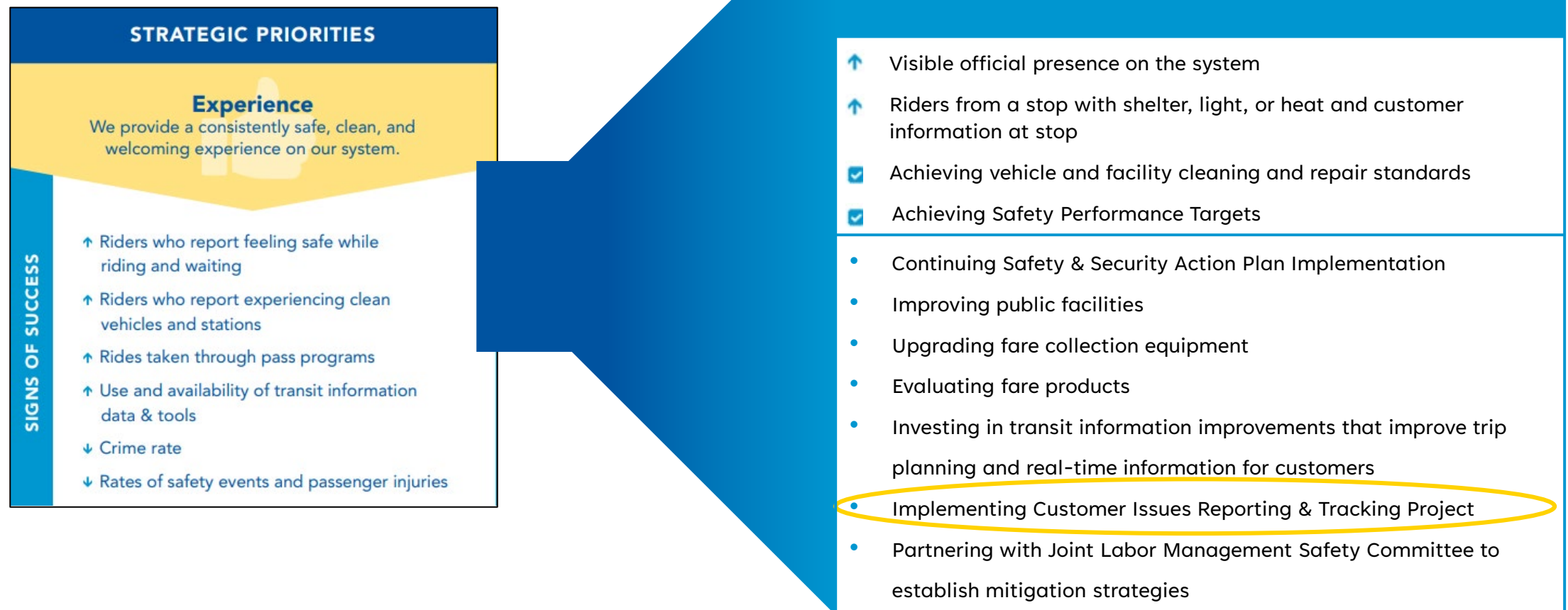# 2025 Customer Issue Tracking & Reporting Modernization

Ben Rajkowski | Director, Customer Experience

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Kelly Morrell | Senior Project Administrator, Customer Experience

Metro Transit Forward Alignment

STRATEGIC PRIORITIES

Experience
We provide a consistently safe, clean, and welcoming experience on our system.

SIGNS OF SUCCESS

- ↑ Riders who report feeling safe while riding and waiting
- ↑ Riders who report experiencing clean vehicles and stations
- ↑ Rides taken through pass programs
- ↑ Use and availability of transit information data & tools
- ↓ Crime rate
- ↓ Rates of safety events and passenger injuries

EXPERIENCE
We provide a consistently safe, clean and welcoming experience on our system.

- ↑ Visible official presence on the system
- ↑ Riders from a stop with shelter, light, or heat and customer information at stop
- ☑ Achieving vehicle and facility cleaning and repair standards
- ☑ Achieving Safety Performance Targets

- Continuing Safety & Security Action Plan Implementation
- Improving public facilities
- Upgrading fare collection equipment
- Evaluating fare products
- Investing in transit information improvements that improve trip planning and real-time information for customers
- Implementing Customer Issues Reporting & Tracking Project
- Partnering with Joint Labor Management Safety Committee to establish mitigation strategies

Agenda 12/8

1   Customer Experience Department Overview

2   Customer Issue Tracking & Reporting (CITR)Program Overview

3   Vision, Customer Benefits & Timeline

4   Questions

Organizing for Success Changes

Key Outcomes for Our Work:

- Create Customer Experience department to lead efforts to turn customer feedback into action

- Unify contact centers to better resolve customer issues and provide highest level of customer support

Customer Experience Department Mission

Mission: Turn rider **feedback into action** to ensure riders have the support and information they need at every stage of their journey to ride with confidence and ease

- Culture Change

- Customer Insights & Metrics

- Experience-Design Operations

- Leadership & Governance
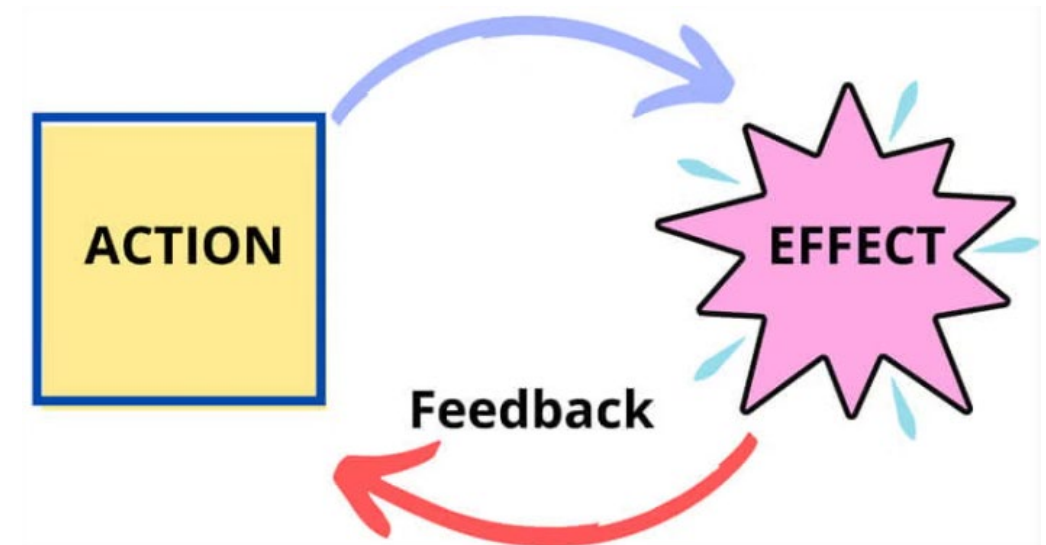
The Heart of Our Transformation

Key outcomes for our customers and community

Reactive Support

Proactive Support

Quick issue resolution

Insights for programs & operations

Shared visibility across teams

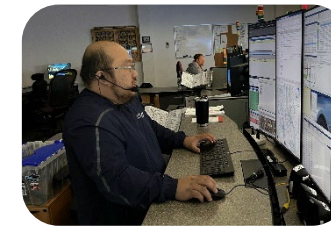Anticipate needs & safety concerns
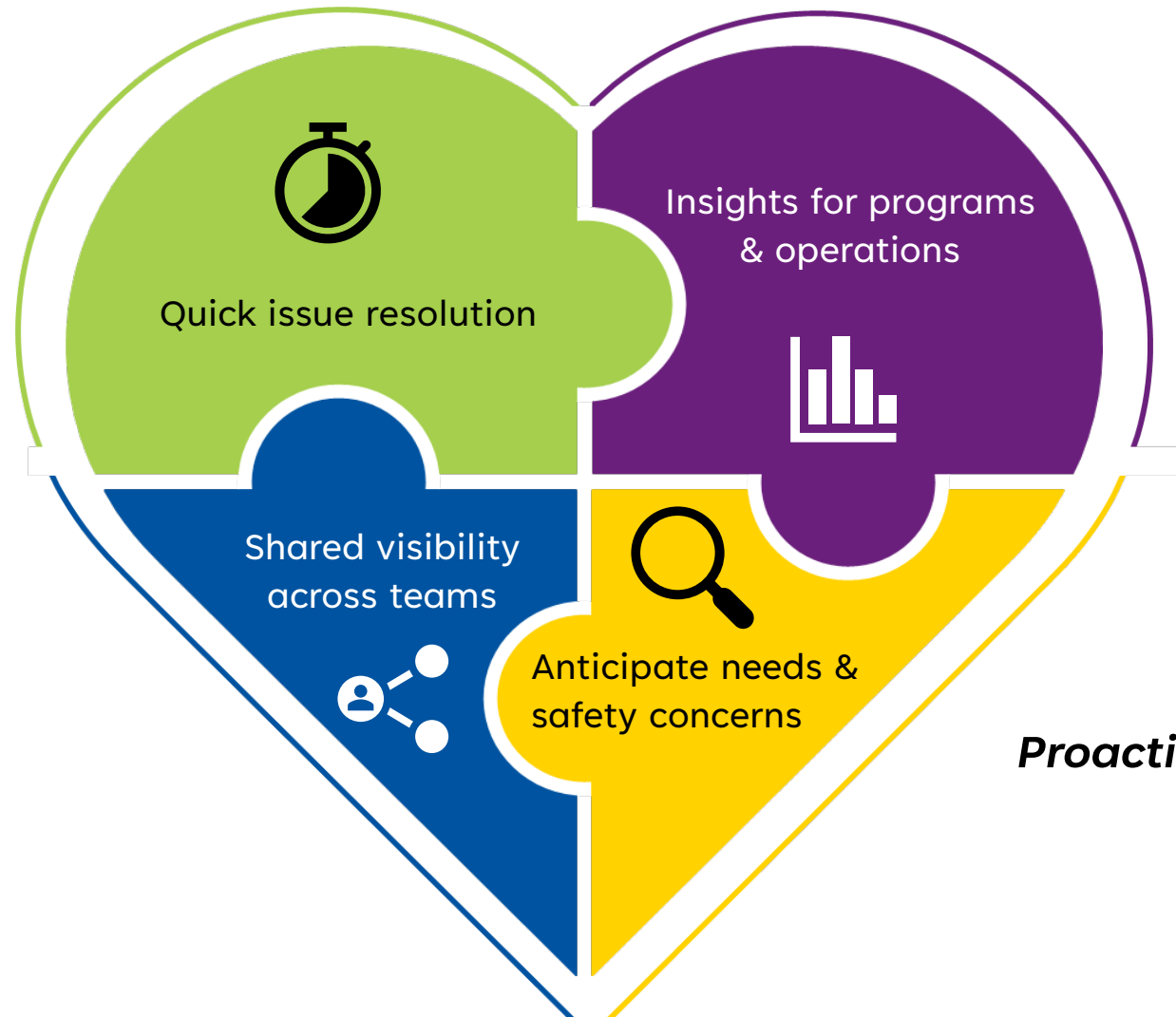
The Challenge: Current Tools Don't Meet the Moment

Our teams provide strong customer experiences today, **but outdated technologies, and disjointed workflows limit how far we can go.**
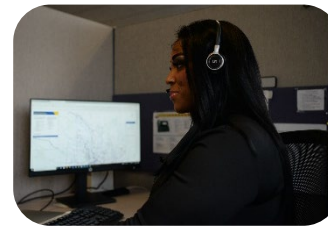
Contact Center
TIC & Customer Relations
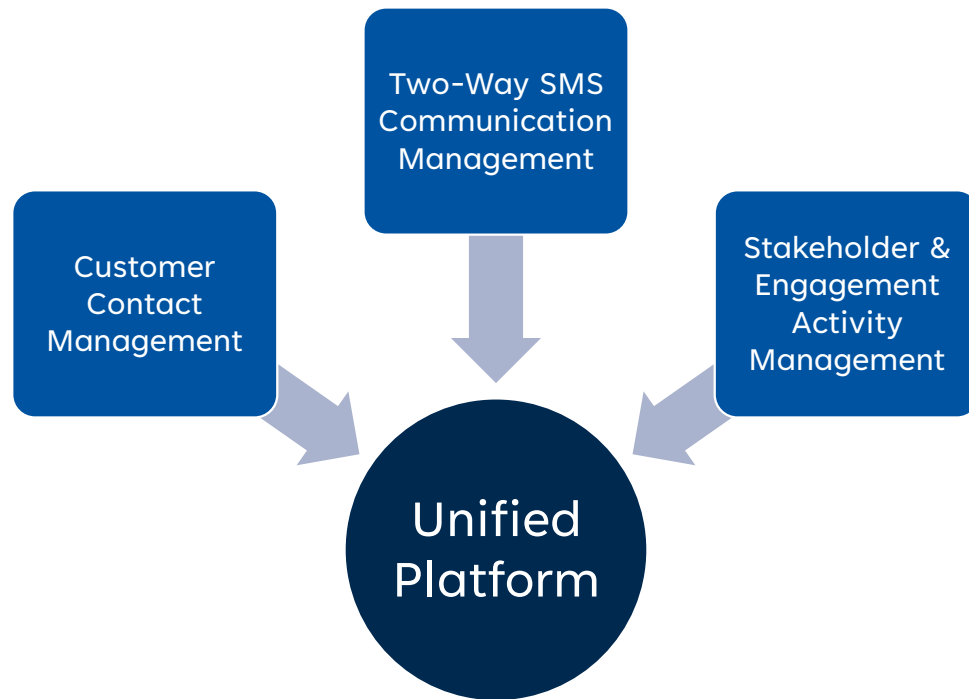
TCC
Communication Specialists

Community Affairs
Outreach Coordinators

Customers can contact us via **phone**, text, chat, web, email – for support, planning, and safety.

2024 Numbers Across Channels*

Email/Web	Phone	Chat	Text
~7K	>440k	~9k	>100k

Challenges Across Teams

- No unified customer view
- Fragmented workflows
- Limited cross-team coordination
- Legacy technology

- Constrained insights
- Manual reporting processes
- Data quality gaps
- Inconsistent metrics

*not all intake is captured today

What we're looking for

A modern, unified platform to elevate how we engage with the public, from individual customer inquiries to broad community outreach.

Two-Way SMS
Communication
Management

Customer
Contact
Management

Stakeholder &
Engagement
Activity
Management

Unified Platform

Customer Contact Management

- Comprehensive view of every customer interaction
- Personalized support
- Faster issue resolution

Two-Way SMS Communication Management

- Discreet, direct channel to report safety and security concerns
- Detailed incident tracking

Stakeholder & Engagement Activity Management:

- Stakeholder management
- Public engagement activity tracking
- Seamless team collaboration and continuity
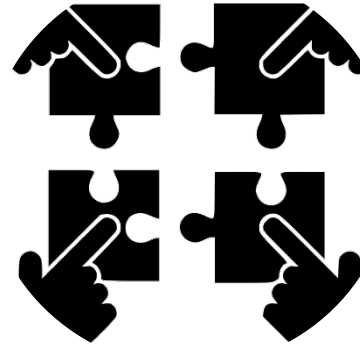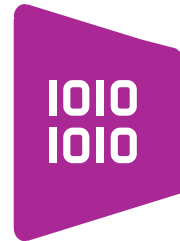- Data to measure and demonstrate outreach value

Technology and Data

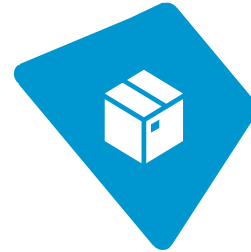IS + Office of Performance Management to understand technology and data

Procurement

Aligned early on process / timelines to be ready for procurement process initiation.

Strategy

Connected to Business Technology Group 2024 findings to vision / requirements.

Compliance and Oversight

Office of General Counsel, Audit, Records Management, OEEO alignment & compliance.
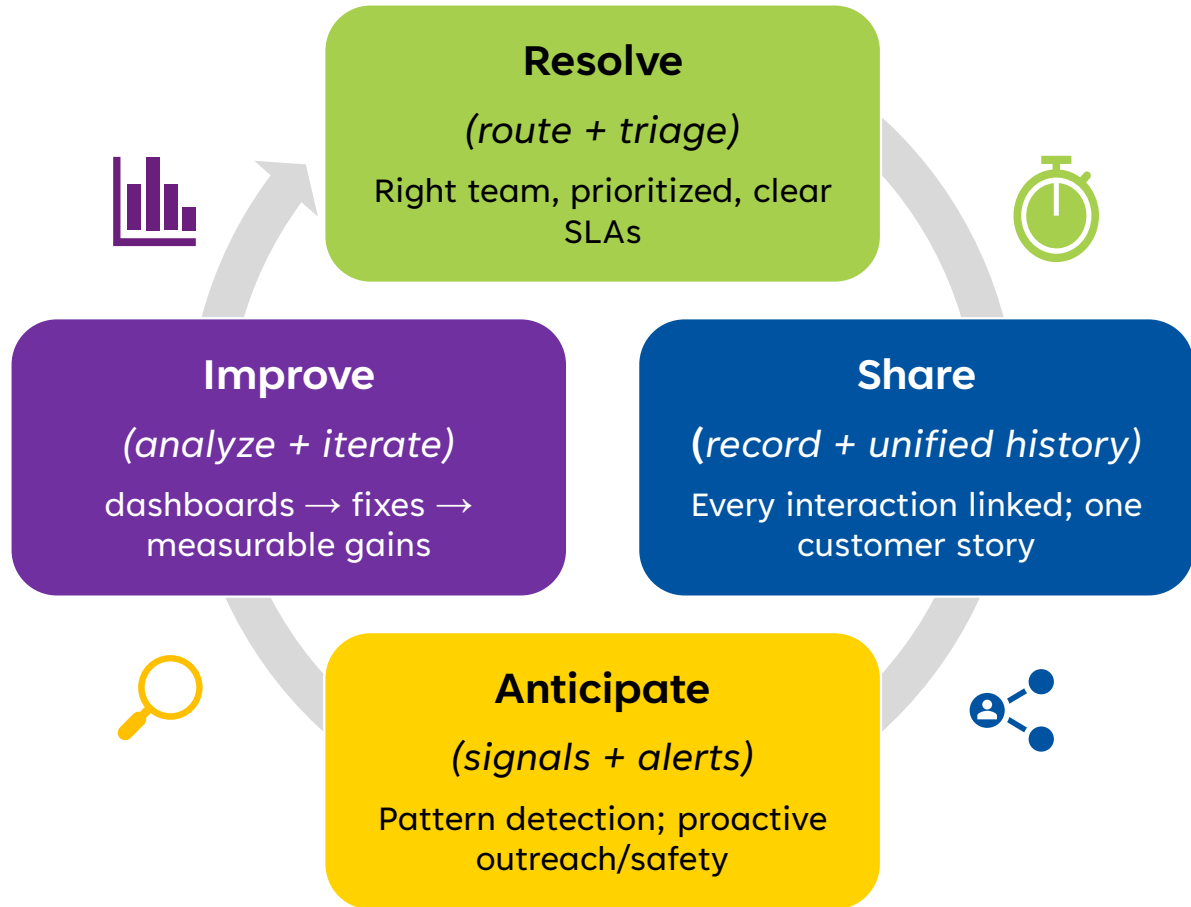
Business and Operations

Operations, Facilities, and Asset Management for cross-functional resolution.

Approach & Collaboration
We're building with the people who use it.

People · Process · Technology

Resolve

(route + triage)

Right team, prioritized, clear SLAs

Improve

(analyze + iterate)

dashboards → fixes → measurable gains

Share

(*record + unified history)*

Every interaction linked; one customer story

Anticipate

(signals + alerts)

Pattern detection; proactive outreach/safety
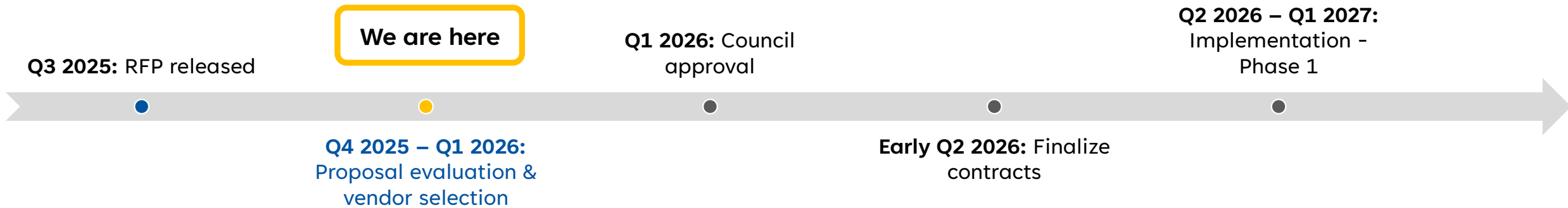
Customer Benefits

- **Resolve – Faster, first-time-right.** Less repeating; fewer transfers; clearer follow-ups.

- **Share – One story, not five**. Next helper picks up where it left off.

- **Anticipate – Fewer surprises**. Early warnings at stops; targeted detour/disruption messages; quicker safety escalation when signals cluster.

- **Improve – Service gets better over time**. Fix root causes; fewer repeat contacts on the same issue.

Vision & Strategy
Capabilities that power real **customer benefits**

Q3 2025: RFP released

We are here

Q1 2026: Council approval

Q2 2026 – Q1 2027: Implementation - Phase 1

Q4 2025 – Q1 2026: Proposal evaluation & vendor selection

Early Q2 2026: Finalize contracts

Focus areas

- **Platform** – procure scalable solutions for Customer Support, Text-for-Safety, Outreach

- **Ways of Working** – Design & document cross-program processes; align roles & responsibilities

- **People & Adoption** – stand up teams/roles; change management & training; product-led continuous improvement

Phase 2 = Outreach

- **At Community Affairs' request** to manage change and prepare teams

- Phase 1 proves the core; then we scale proactive signals/alerts and bring **Outreach** live

- **Beyond**: continuous growth guides by data and rider feedback

How We'll Get There & Timeline
Where we are & what's next

Thank You / Discussion

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