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## Customer Experience

Improving the end-to-end customer journey

Ben Rajkowski | Director, Customer Experience



# Agenda

- 1 Introduction & Background

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- 2 What is Customer Experience?

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- 3 Ongoing CX Efforts

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- 4 Your Role & Discussion

# Organizing for success

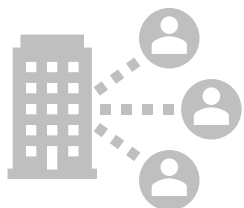
Metro Transit *Forward* sets a clear direction and we need to become more **adaptive, responsive, and learning** – because expectations have changed.

## Three forces shaping a different future:

1. More demand + complexity (growth)
2. Changing customer needs (our communities)
3. Higher expectations (sales tax investment)



# Four primary recommendations



## Coordinate across silos

Formalize cross-functional groupings where strategy requires shared outcomes.



## Create strategic ownership

Add roles/units where enterprise priorities lack clear leadership.



## Enable execution

Build the system/norms to deliver cross-boundary work consistently.



## Learn as an organization

Improve decision clarity and create feedback loops for learning.

# Administration & External Affairs | Changes

## What we're doing

- Formalizing cross-functional CX work (CX department + Experience Strategic Priority Team (SPT))
- Integrating Customer Relations + Transit Information (ongoing)
- Implementing Rider Insights team in CX & advancing department reorg

## What this enables

- Turn customer feedback into action (clear owners + plans + follow-through)
- More consistent customer support (aligned workflows, fewer handoffs)
- Visible progress (measure, communicate, improve)





# CUSTOMER EXPERIENCE

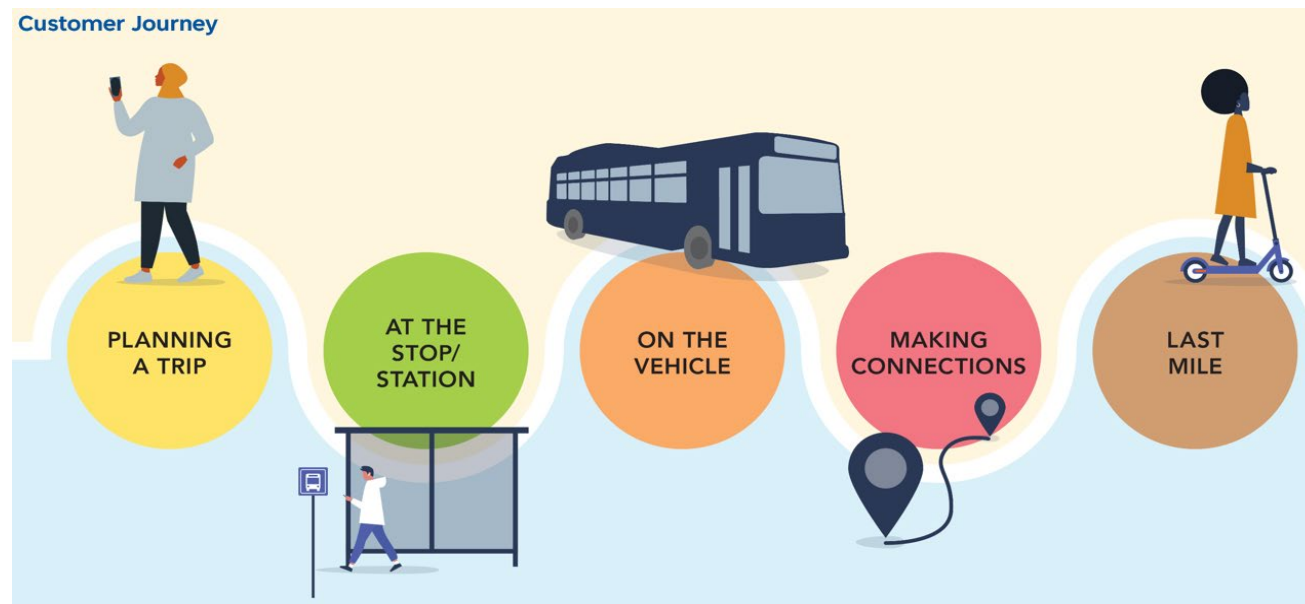
**So, what actually IS customer experience?**

# What is Customer Experience (CX)?

Customer Experience is the perception customers have of Metro Transit - **formed over time by every interaction across the journey.**

CX isn't one project or team - it's the sum of many touchpoints working together.

**Customer support is one set of touchpoints *within* CX** - available anytime. **CX is the whole journey:** proactive + reactive, end-to-end.




**Every stage has touchpoints that shape trust, ease, and reliability**

# Case Study – A customer sends a message to Text for Safety to let us know snow/ice needs to be cleared from Target Field Station



- Customer told they need to call Customer Relations or fill out webform
- Internal systems not integrated
- Onus put on customer to take additional steps to solve our problems


### Customer Service



Covers only **one stage** of the entire customer journey. It's reactive in nature.

- Customer's issue is documented regardless of the channel they contact us
- Internal systems integrated so work order is created immediately
- Customer is in the loop and aware when issue is resolved

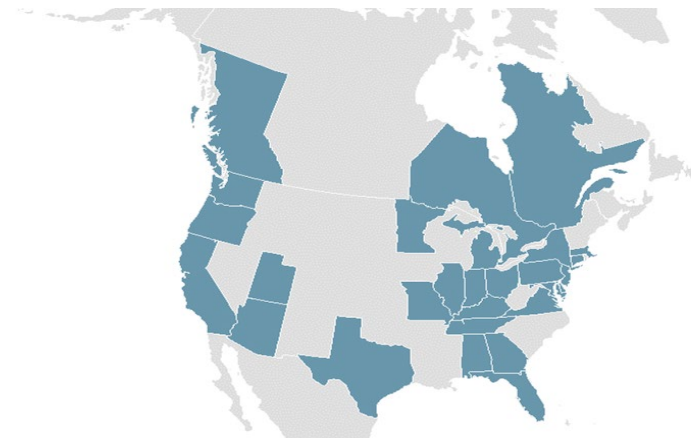
### Customer Experience



Encompasses **all touchpoints** within a customer journey. It's proactive in nature.

- We use rider feedback to generate insights
- Those insights drive resource allocations and innovative approaches
- The customer never has to contact us about this issue

# CX in transit is established – and evolving



74 agencies • 30 states / provinces •  
rapid growth in recent years

## Core CX capabilities

- 1. Insights & understanding.** Capture what customers experience.
- 2. Customer experience strategy.** Clear focus areas tied to impactful customer outcomes. Defined processes.
- 3. Measurements & ROI.** Metrics that show improvement + guide investment.
- 4. Design, implementation, & innovation.** Turning insights into practical changes. Building repeatable processes. Improving as we go.
- 5. Culture & accountability.** Customer-centric mindset through agency. Shared ownership across teams – not a single department.

# Peer Agency Examples

## TransLink

- 1<sup>st</sup> action plan in 2019 – on 3<sup>rd</sup> iteration (5-year roadmap)
- Built out digital CX team and in-system teams (wayfinding, signage, disruption communication) and anchor progress on key experience indicators (KEIs)
- Current CX Action Plan priorities include:
  - Operational reliability
  - Communication
  - Frequency & Convenience
  - Safety & Security
  - Comfort & Cleanliness
- Evolution of how they are listening to customers and using feedback leading to the upcoming launch of Voice of the Customer (VoC) program

## TransLink Report Card

### Our Performance:

2022–2027 Customer Experience Commitments	
<b>37</b>	TOTAL COMMITMENTS
<b>17</b>	PROJECTS DELIVERED
<b>16</b>	PROJECTS IN PROGRESS
<b>4</b>	PROJECTS CANCELLED

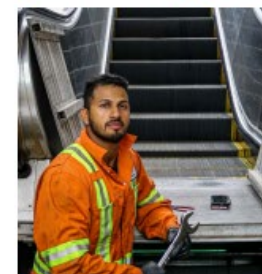
### Major Achievements:



**Climate Action Plan:** Board-adopted plan with clear implementation targets.



**Transit Police Community Safety Officers (CSOs):** First class of CSOs graduated in 2023.

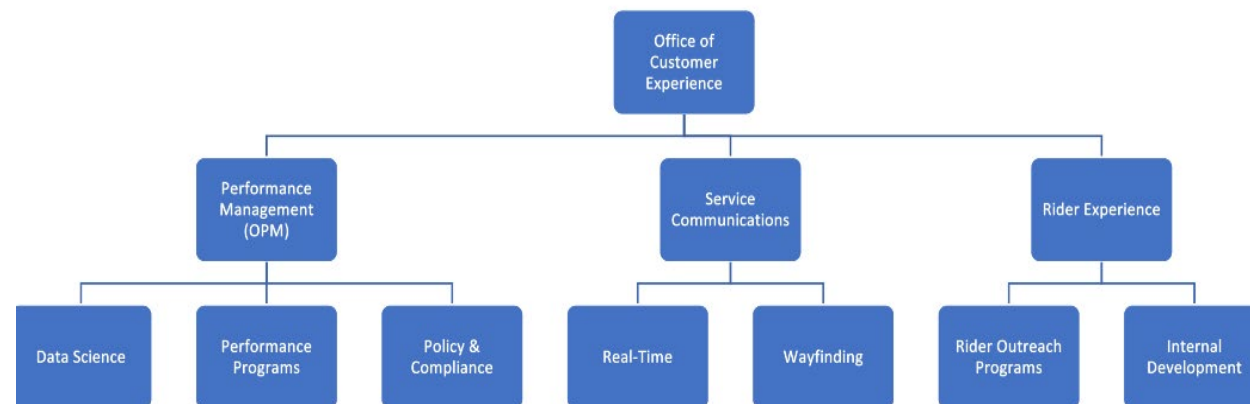


**Escalator Replacement Program:** Replaced 37 aging escalators on the Expo Line and Waterfront's West Coast Express platform improving accessibility and reliability.

# Peer Agency Example

## Maryland Transit Agency (MTA)

- 1<sup>st</sup> action plan in 2025
- Newly created Office of Customer Experience
  - Rider Experience
  - Service Information
  - Performance Management
- Short-term roadmap (updated annually)
- Current CX Action Plan priorities include:
  - Service reliability, Safety, Accessibility & Navigation, Transit App Experience, Disruption Communication, Cleanliness & Comfort, Fare Collection, Rider Engagement





# Customer Experience Department

# 2026 CX Department Efforts



## PLANNING A TRIP

- Downtown wayfinding
- Real-Time detours
- Rider alert enhancements
- Push-button annunciator upgrade

- New Trip Planner
- Improved Contact Center tools
- Contact center integration

## AT THE STOP/STATION



## ON THE VEHICLE

- Onboard digital display

- GTFS data enhancements
- Real-time detours
- Wayfinding



## MAKING CONNECTIONS



## LAST MILE

- On-demand discoverability
- Follow-up comms

Get help anytime (part of CX)

Channels (phone, text, chat, email/web) + Enablers (telephony + routing + CRM + case history + reporting & insights)

# CX is moving forward to design and implement improvements for our customers



## CONTACT CENTER INTEGRATION

- Align Customer Relations and Transit Information under one CX structure to scale solutions
- Recalibrate the roles and responsibilities of front-line staff and leaders to drive accountability
- Cross-pollinate knowledge, ways of working, and capabilities to design a solid foundation for growth



## TECHNOLOGY MODERNIZATION

- Implement a new CRM to create a single source of truth for all customer interactions
- Enhance Trip Planner tools for employees and riders to create an easier planning journey
- Integrate other fit-for-purpose tools for effective and efficient experiences



## PEOPLE & CHANGE READINESS

- Coordinate the sequence of implementation to minimize change saturation across front-line teams
- Engage all impacted stakeholders to drive involvement and obtain solution buy-in
- Develop reusable playbooks and templates to build long-term capabilities and growth

**Coordinated execution across people, technology, and structure is what will make CX transformation real for every rider**

# Our goal is that every rider's voice is heard, shapes our decisions, and drives measurable results





## Your Role in CX

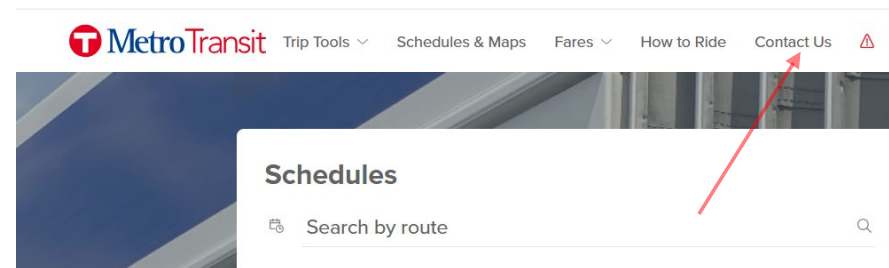
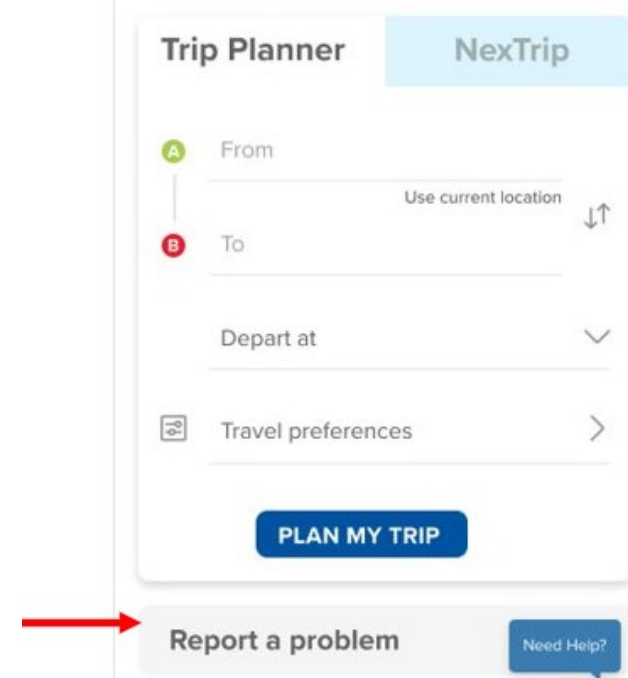
# Reporting Issues

## Ways customers can report issues to Metro Transit:

- Submit issue through web form: [Contact Us - Metro Transit](#)
- Contact Customer Relations department: 612-373-3333, option 3

## If customers contact you:

- You can reach out to your Community Relations Consultant who will connect with Metro Transit and ensure issues are reported and resolved.



**Thank You!**

**Ben Rajkowski – Director, Customer Experience**

*[Ben.Rajkowski@metrotransit.org](mailto:Ben.Rajkowski@metrotransit.org)*