

To: Metrolinx Board of Directors
From: Anita Sultmanis
Chief Customer & Marketing Officer
Date: June 27, 2017
Re: **Customer Experience & Marketing Quarterly Update**

Recommendation

That this report be received for information.

Recent Highlights

Division Creation

- Metrolinx recognizes the importance of attracting and retaining customers to encourage ridership and create transit advocates. To achieve this, in November 2016, the Customer Experience & Marketing Division (the “Division”) was created. Primarily comprised of existing staff, this Division was formed with the goal of creating a seamless customer journey, using customer-centric research and analytics to inform decision-making that leads to an enhanced customer experience.
- The Division informs the region about plans and capital builds through a customer lens. It bolsters ridership and increased usage of services such as PRESTO through targeted campaigns that tout service benefits and a support and encourage use.

Building Regional Awareness

- In May, Metrolinx launched its Regional Tour. The tour extends throughout the year, through an interactive display that is set up at 21 events (some spanning several days) in communities throughout the Greater Toronto and Hamilton Area (GTHA). The interactive display showcases the Regional Transportation Plan, highlights community projects, offers a view of the future of transit, and provides the latest news about GO/PRESTO/UP Express service.
- On May 23, GO celebrated its 50th anniversary by showcasing how the growth and investment in transit infrastructure has enhanced the region over the years. Promotion highlighted current and future GO service and the benefits of an expanded GO network. The campaign generated over 5 million impressions - all positive about the legacy of GO in our communities.
- A multi-channel PRESTO/TTC Customer awareness campaign launched June 13. With as many as one in four customers already owning a PRESTO card, customer education provides an opportunity to encourage greater adoption and usage of

features like autoloan. Working closely with our TTC partners, the campaign focuses on the benefits of PRESTO and the reason to switch to PRESTO now. The campaign concludes in August.

- Customer etiquette on GO trains has been an area of common complaints for GO customers. A spring etiquette campaign was launched, building on the success of the 2016 campaign. Last year complaints about customer etiquette dropped 80% and we expect a 10% reduction this year during and following the campaign.

Enhancing Customer Experience Through Strategic Partnerships

- The Division works to identify strategic partnerships designed to enhance the customer experience and build loyalty. On May 8, we announced our partnership with Loblaw. One of the partnership initiatives included the launch of PRESTO cards to be sold under the Shoppers Drug Mart banner. This partnership will continue to expand throughout the summer/fall.
- On May 15, CIBC celebrated its birthday by providing UP Express riders at all UP stations complimentary rides during a surprise morning activation at no cost to Metrolinx. Approximately 850 customers took advantage of this promotion.
- June was a very busy month. We launched a proactive marketing plan for GO summer service partnering with Niagara Region to create affordable and fun experiences for individuals and families exploring Niagara and Ontario this summer. The program includes a discount for families travelling on the GO train, a shuttle service from Niagara GO Station to tourist destinations, as well as special attractions packages and an on-board experience with Ripley's Believe it or Not. This program leverages Metrolinx's extensive network and relationships to build a connected travel experience.
- Also in June we launched a partnership with Kilmer Group to pilot Tim Horton's concept restaurants at five GO stations. The first Tim Horton's location opened at Oakville GO Station.

Respectfully submitted,

Anita Sultmanis
Chief Customer and Marketing Officer