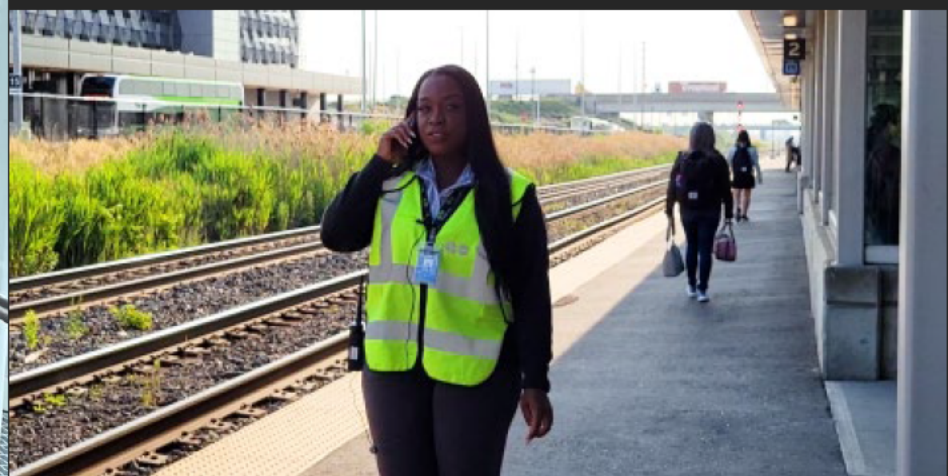


2024 Customer Experience Strategy

Presentation to the Metrolinx Board of Directors

Frank Ibe, Executive Vice President, Customer & Transit Operations



- 2023 Programs & Initiatives**
- Journey Stage Approach to CSAT
- Text For Help (77777)
- 'Safety Is' Campaign
- Managing My Platform Program
- Station Safety Ambassador Program
- GO in Bloom
- On-Time Performance Improvement Plan

Together, we can #STOPTrackTragedies. Safety is teamwork.

20th Annual Rail Safety Week
September 18 to 24

Learn more.
Metrolinx.com/safety

2024 Customer Experience Strategy

CSAT Achievements:

- GO Overall peaked in August 2023 at 88% (well above our target of 84%)
- GO Bus and GO Rail CSAT increased to 86% in September.
- UP Express remains strong at 87% year-to-date

Strategic programs that have improved CSAT:

- Enhanced customer service and communications
- Increased service offerings
- Improved punctuality and reliability
- Increased and improved safety measures

Our priority items for 2024 reflect what our customer's have told us are most important to them:

- Improving their experience during **planned and unplanned service disruptions**
- **Safety** for our customers and employees
- **How they feel** within our stations and on board our buses and trains



C	CUSTOMERS (the reason for all we do)
—	
S	STAFF
T	TICKETING AND REVENUE
A	AMBIANCE
R	RELIABILITY
S	SAFETY (underpins all we do)

C-STARS provides a clear vision for staff to guide their work and decision making, and for customers to understand the care and effort put into their journey.

OUR VISION



Imagine a transit system....

That goes above and beyond.
That makes a difference in our customer's day.

That not only gets them where they need to go. But gets, them. What they need, when they need it. Safely. And on time.

A transit system that knows how to make the journey perfect. And takes ownership when mistakes are made.
By making big and small moments matter, being there, at the right time, doing the right thing - always.

Where there is little surprise, a lot of delight and plenty of certainty. Where you want to give a little more every day.
Not because you have to, but because you really want to.

A place where customers are greeted on the platform. Where a friendly hello, or a knowing nod goes a long way. Where they can feel at home, and so can you.

That empowers employees to make decisions. That equips employees to know how. That celebrates the wins.
And learns from the losses. All with a common goal. Customer Service Delivery Excellence.

It's what we're doing here at Metrolinx. Making this ride the best one yet.
And the next one. And the one after that, too.

So, why are you here?
Because you believe in moving people. Because we all believe in moving people. Together, we make up a team of C-STARS. Every day.



2024 Programs and Initiatives

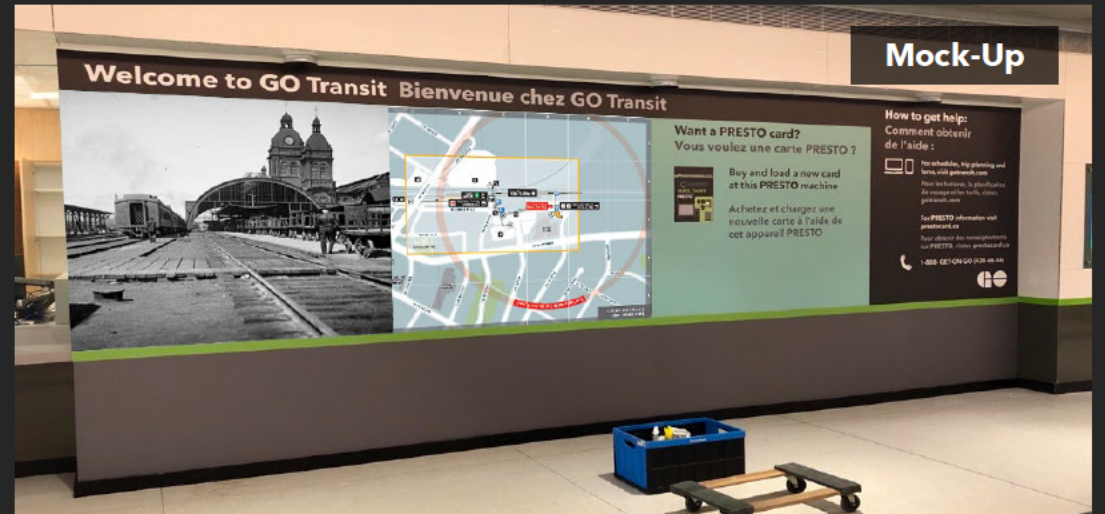
Our 2024 Customer Experience Strategy is focused on achieving our vision - C-STARS. Our priority strategic focus areas are:

- ✓ Improving their experience during **planned and unplanned service disruptions**
- ✓ **Safety** for our customers and employees
- ✓ **How they feel** within our stations and on board our buses and trains

- **Station Safety Ambassador (SSA) Program Rollout (Safety for customers and employees)**
- **Vulnerable Persons Strategy (Safety for customers and employees)**
- **Quality of Stations Program (How our customers feel)**
- **Enhanced Customer Communications During Planned / Unplanned Service Disruptions (Improvements to planned/unplanned service disruptions)**
- **Rainbow Board and Service Status (Improvements to planned/unplanned service disruptions)**
- **Service Counter Re-Design (How our customers feel)**

LINE	TRAIN SERVICE STATUS	OCTOBER PUNCTUALITY
Barrie Line [BR]	Minor Delays -	91.11%
	Defective train at King City impacting Inbound Services to Union	
Kitchener Line [KI]	Minor Delays +	92.69%
Lakeshore East Line [LE]	Severe Delays +	96.90%
Lakeshore West Line [LW]	Good, On-Time Service	96.34%
Milton Line [MI]	Good, On-Time Service	89.06%
Richmond Hill Line [RH]	Good, On-Time Service	99.29%
Stouffville Line [ST]	Good, On-Time Service	96.3%
UP Express [UP]	Good, On-Time Service	96.8%

Rainbow Board Example



Service Counter Re-Design Example