



TRANSDEV SYDNEY FERRIES
CUSTOMER SERVICE PLAN 2019-2020



CUSTOMER EXPERIENCE & COMMUNICATIONS



Transdev's Customer Service Plan is designed to improve customer service, enhance customer experience and increase customer satisfaction through achieving the following objectives:

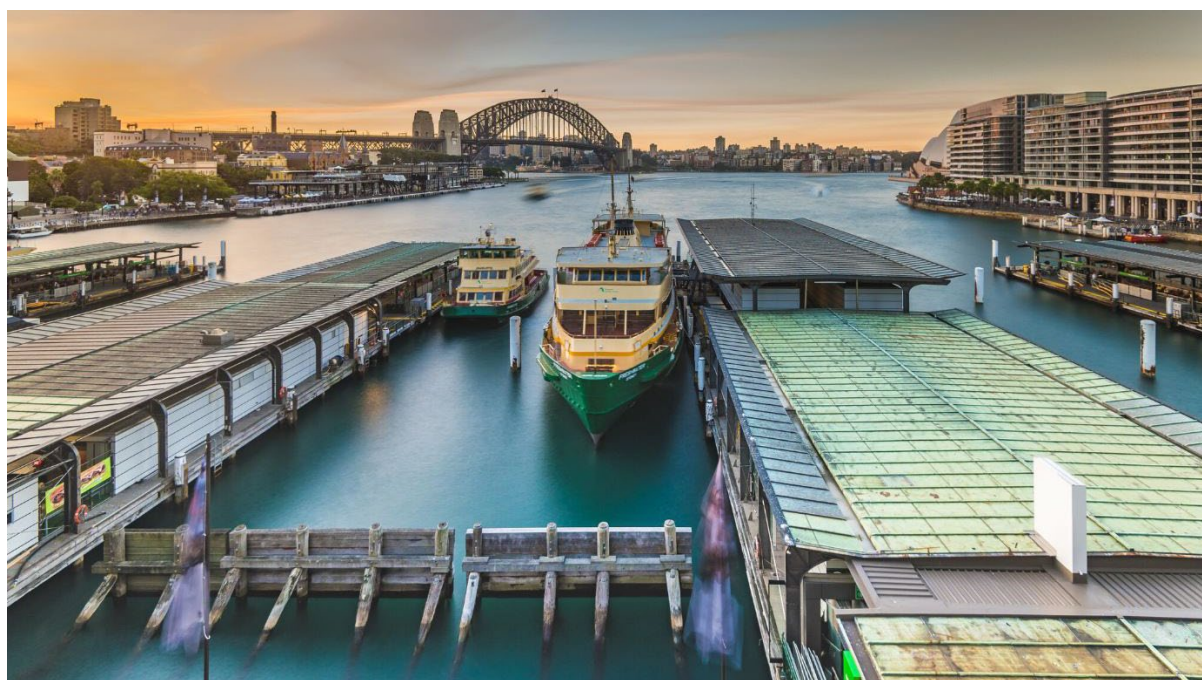
- Leveraging Transdev's unique understanding of Sydney Ferries' customers, the customer experience environment, and our current performance and scope for improvement.
- Driving improvements in customer satisfaction and experience by drawing on Transdev's Customer at Heart approach and proven initiatives and tools from the broader Transdev Group across rail, bus and ferry experience.
- Drawing up an action plan for the first year of the current contract (28 July 2019 to 27 July 2020) to deliver the initiatives necessary to achieve our customer satisfaction and customer experience targets.

Sydney Ferries are an integral component of Greater Sydney's public transport network, carrying 15 million customers on 170,000 services throughout Sydney Harbour and its related waterways annually. The network consists of eight key routes and 36 wharves, ranging from Manly in the north-east to Parramatta in the west and including key destinations such as Barangaroo and Circular Quay.

Transdev's intensive customer research has identified five unique groups of customers:

1. Tourists and non-working leisure users
2. Weekend leisure users
3. Off-peak casual customers
4. Occasional commuters
5. Regular commuters

We are proud that customer satisfaction increased from 91% in Nov 2013 to 98% in May 2018.



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Customer at Heart

This strategy puts customers at the heart of everything Transdev does, from maintenance to operations teams through to senior management, in order to achieve an exceptional customer experience.

OUR STRATEGY:



TO DELIVER TRANSPORT FOR NEW SOUTH WALES' VISION:

“ Placing the customer at the centre of everything we do ”

BROUGHT TO LIFE THROUGH SERVICE DELIVERY FOCUSING ON:

Capturing the pulse of our customers	Being Journey Makers	Improving customer information
Engaging and listening to our customers	Ensuring the highest levels of customer safety	Providing equitable access to all

ACHIEVING EXCELLENT CUSTOMER SATISFACTION across the 9 customer service drivers and their attributes:



Transdev has developed the six-step 'Customer Journey', a living, interactive strategic tool tailored for Sydney Ferries.

The six main steps of the customer journey are:

1. Planning the journey
2. Getting there
3. At the wharf
4. On board
5. Going somewhere
6. Giving feedback

This enables Transdev to track the customer experience at every customer touchpoint.

Transdev will also develop *Our Customer Promise*, a customer charter outlining the experience customers can expect at each touchpoint when travelling. This will set out clear, measurable commitments for customer service levels Transdev will provide to all customers, including people with specific accessibility needs. It will be:

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- Displayed on vessels.
- Published externally to customers and stakeholders
- Displayed on Transdev's website
- Posted free of charge to customers upon request.

To create a visible step change in customer service, Transdev will publish a clearly written internal *Customer Standards of Excellence*. This will detail what is expected from employees in terms of presentation, verbal skills, attitudes and proactivity, ensuring clarity and consistency across the business.

To ensure ferry services are accessible and employees are equipped to assist customers with specific mobility needs, as well as those of culturally or linguistically diverse backgrounds, Transdev will run Accessibility Awareness training for all customer-facing employees every three years.

We will conduct regular customer research initiatives and analyse the collected results so that Transdev can focus additional customer insight initiatives. A range of initiatives to inform and assist passengers will be introduced over the term of this plan with the aim of making journeys safer, more informative and more enjoyable.

Transdev will closely monitor a number of performance indicators to assess the impact and performance of our Customer Service proposals. As a data-driven company, Transdev has identified additional indicators to the Key Performance Indicators (KPIs) included in our contract with the NSW Government. The way in which Transdev monitors and reports on performance indicators will enable a full, detailed and transparent assessment of Customer Service performance.

Transdev applies a continuous improvement approach to contract management and performance. Integral to continuous improvement is understanding and addressing the root cause of performance issues. Transdev establishes corrective action plans in line with the Plan, Do, Measure, Improve (PDMI) cycle.

*This document is a summary of the full plan and is published for information of Transdev customers, stakeholders and the general public.

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