



Greater Sydney Bus Contract 9

A8.1 Appendix A Customer Experience Plan

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1. Introduction

Transdev John Holland Buses is committed to delivering reliable, safe and accessible public transport services which continuously evolve to meet changing customer needs and expectations. We place our customers at the heart of every decision we make.

On behalf of Transport for New South Wales (TfNSW), we operate Greater Sydney Bus Contract Region 9 – a network that spans the geographic area of Sydney's Eastern and South Eastern suburbs. These bus routes enable people to get to jobs, education, health, and leisure activities by serving:

- Key commercial and retail areas such as the Sydney CBD, Bondi Junction and Pagewood
- A number of secondary and tertiary education facilities including University of NSW, University of Sydney, and University of Technology Sydney
- Major health precincts such as St Vincent's Hospital, Royal Prince Alfred Hospital, Sydney Children's Hospital, Prince of Wales Hospital and East Sydney Private Hospital
- Key tourism and sporting destinations including Moore Park, Centennial Park, Randwick Racecourse, Sydney Football Stadium, Sydney Cricket Ground, and the eastern suburbs beaches.

We deliver a range of bus services as defined under our Contract with TfNSW, including:

- Route Services, i.e. timetabled services
- Dedicated School Services
- Headway Services
- Special Services including Emergency Bussing (unplanned replacement of other transport modes), Event Services, Planned Rail and Metro Replacement, and Eastern Beaches Summer Supplementation.

Our bus depots are located at Randwick, Waverley, and Port Botany.

1.1. Purpose

This Customer Experience Plan is designed to provide our customers transparency on the initiatives and strategies we will implement to put the customer at the heart of everything we do. We use this Plan to drive improvement across our services and continuously improve customer satisfaction.

1.2. Objectives

The objectives of our Customer Experience Plan include:

- Embedding a customer-centric culture throughout the organisation
- Implementing frequent and reliable services that run on time
- Ensuring that customers feel safe and secure throughout their journey on our network
- Delivering accessible services that cater for all
- Providing comfortable journeys and giving customers confidence that our services are clean, sanitised and well maintained
- Keeping customers informed with clear, relevant, and easy to understand information at all touch points and across all states of service status
- Truly listening to our customers and enabling them to easily voice their views and aspirations.

2. Our customer experience strategy

Our customer experience strategy guides our commitment to placing the customer at the heart of everything we do and encompasses TfNSW's nine customer satisfaction drivers relating to the end-to-end customer experience.

The strategic framework shown in Figure 1 governs the way in which we create a whole of organisation focus to deliver an exceptional customer experience across all touchpoints.



Figure 1: Our Customer Experience Framework

This strategy forms the backbone of our Transdev John Holland Customer Promise. Our Promise sets out our commitments for the customer service levels we aim to provide to all customers, including people with accessibility needs. It is a living document that we review annually to ensure our commitments are up-to-date and that we are tracking our performance against our targets.

Our Customer Promise is published on our website where we will also provide updates on how we are performing against our commitments annually.

3. Our Customer Experience Team

Transdev John Holland believes it is essential that our Customer at Heart philosophy runs through the core of our organisation and is inherent in the DNA of all our employees. Our Customer Experience Manager is the custodian of this.

Our Customer Experience Manager will be supported by a dedicated team of:

- **Customer Experience Officers** – responsible for managing the handling and resolution of customer feedback and lost property
- **Customer Experience Ambassadors** – responsible for delivering positive customer experiences out on the network
- **Customer Information Officers** – responsible for providing accurate and timely service information to customers.

4. Our customer-centric culture

At Transdev John Holland, we recognise that each and every one of our employees has a role to play in making exceptional journeys happen for our customers. We encourage all our employees to see things from a customer perspective and the critical part they play in our day-to-day operations through our Journey Makers Employee Value Proposition.

This is accompanied by the roll-out of our comprehensive customer service training program which will provide all our employees with the skills to engage and manage customers through all kinds of situations and scenarios.

5. Customer feedback

We use a range of channels to engage with our customers and the wider community. The objective is to deliver meaningful quantitative and qualitative insights that guide improvement and innovation of our services.

5.1. TfNSW channels

Across NSW, all public transport customers may lodge feedback through TfNSW channels, including transportnsw.info website, the Opal Travel app, and via the 131 500 call centre. This is also applicable to Transdev John Holland customers.

Feedback which is deemed relevant to our services will transfer directly to us. We use proven procedures to interrogate the data received via these channels, understand the root cause of complaints, and implement timely and relevant actions to resolve issues.

Our Customer Experience Officers will respond to customer feedback daily via phone and email.

We are committed to investigating every complaint. This means we aim to have at least 70 per cent of complaints resolved within two business days, and 100 per cent of complaints resolved within 20 business days.

5.2. Other feedback channels

In addition to formal TfNSW customer feedback channels, we proactively extend further opportunities to customers and the wider community to enable them to express their opinions and experiences.

This includes the following supplementary avenues:

- **Customer Experience Ambassadors** – frontline customer service employees will be deployed to key interchanges such as Bondi Junction, Eastgardens, beaches and schools to engage with and collect informal feedback from customers
- **Meet our Managers sessions** – we run regular Meet our Managers sessions across major Region 9 interchanges and hubs to meet and discuss issues with customers

- **Customer Council** – a community consultation group of volunteers will be formed via expressions of interest to raise, discuss and solve key issues together
- **Pop-up information stalls** – additional information stalls will be planned on an ad hoc basis during community events to provide additional opportunities for the community to engage with us.

6. Lost property

As part of TfNSW's multimodal strategy, all customers are encouraged to report lost items via the lost property portal (transportnsw.info/lost-property). Any enquiry that relates directly to a Transdev John Holland service will be forwarded to one of our lost property officers. We respond to all lost property requests by close of business the following day.

When one of our employees finds an item of lost property on the network, the item will be taken to the vehicle's Depot for safe keeping in a secure storage location.

When matching lost and found items, we ensure all descriptions align to guarantee we return items to their rightful owners.

Customers will be notified which depot their item is being stored at and will have the opportunity to collect their lost property from Monday to Friday between 8am and 4pm.

Any property that remains unclaimed for 28 days will be either recycled, donated to charity or disposed of.

7. Customer information

We believe that the provision of customer information is a critical aspect of providing quality transport services and empowers customers to make informed travel decisions.

Customers can access information regarding our services via the Transport Info website (transportnsw.info), the Opal Travel App, the 131 500 call centre, a number of third party travel apps, as well as our helpful drivers and other employees on the network.

As part of our commitment to increasing customer satisfaction regarding the provision of information on our services, we provide the following initiatives:

- **Bus stop signage** – We ensure that all bus stops within our operating area contain up-to-date timetable information. In the event of a timetable change, all relevant stop signage such as flags, timetables and other printed collateral will be promptly replaced with the updated information.
- **Digital passenger information displays** – Any electronic displays under our control will be operated and maintained in line with established TfNSW processes and guidelines to ensure they are in full working order to display correct information at all times.
- **Other digital channels** – We ensure that TfNSW receives the relevant data from our Operational Control Centre to ensure all digital channels, such as Opal and other open data apps, are updated with accurate and up-to-date information.
- **Transdev John Holland employees** – We aim to keep all our frontline employees up to date with the current service status of our network, with our Customer Information Officers acting as the single source of truth.
- **Frontline support** – If a need is required, additional employees will be set to key locations across the network to assist customers during times of service change.
- **Disruption notices** – We ensure that clear signage is activated at stops where service changes are planned and that our key stakeholders, such as affected schools or hospitals, are informed.

8. Safety and security

At Transdev John Holland, we believe that safety comes first. We are committed to providing safe and secure services to our customers, communities and employees through the following initiatives:

- **Security guards** – We have contracted a security provider to provide regular presence on our network at identified hotspots to deter anti-social behaviour and provide security to customers travelling on our network
- **CCTV surveillance** – All our vehicles are equipped with CCTV and our Operational Control Centre aims to respond to any activation of the driver duress alarm within 30 seconds.
- **Schools safety and security program** – We will pilot our first safety and security educational program with selected local schools across our region to embed safe and sustainable travel behaviours in our youngest travellers.
- **COVID-safety measures** – We adhere to NSW government guidelines to ensure we keep both our customers and employees safe on our services. This includes mask-wearing, social distancing measures and additional cleaning services when required.

9. Accessibility and inclusion

Transdev John Holland is a firm believer in creating a public transport network that is welcoming and accessible to everyone. Accessibility and inclusion forms part of our core values and we are committed to continually improving the access and equity of our services.

Our Accessible Transport Action Plan, available on our website, outlines the measures we are taking to improve the accessibility of our services and ensure compliance with state and federal legislation.

10. Plan review

At the end of each contract year, Transdev John Holland will review this plan and make amendments each year to ensure we continuously meet and exceed customer expectations.

Our next plan will be published in April 2023.