

2017 Annual Report

Edmonton Transit Service Customer Satisfaction Tracking Survey

Edmonton



MUSTEL GROUP
MARKET RESEARCH



➤ Foreword

Background

- Edmonton Transit Service (ETS), the City of Edmonton's public transit service, has undertaken a revitalized customer satisfaction research program to monitor and identify areas for improving service delivery to existing customers and to be prepared for growing demand and new ridership in the future. Informed by an initial, in-depth customer mapping research phase*, the tracking study design incorporates measurement of the 'critical moments of truth', as well as a series of other aspects integral to ETS' service delivery.
- A continuous tracking survey, being conducted year-round, collects customer perceptions and usage information. Concurrently, the survey is developing a panel of customers to take part in future research, some of whom participated in a Voice of Customer (VOC) pilot study (reported separately).

Research Objectives

- This new research program has been designed to identify customer needs and expectations on a regular, ongoing basis and provide actionable insights for implementation of service, fare and other customer enhancement strategies in a timely, effective and efficient manner.

- Specific research objectives are as follows:
 - Measure ETS service satisfaction overall and for key customer experience touchpoints
 - Provide satisfaction evaluations by ETS modes (and annually by market segments and user types)
 - Provide detailed insights into reasons for customer dissatisfaction
 - Profile customers demographically
 - Assess customer loyalty and factors affecting loyalty
 - Assess use and frequency of transit services and fare products used
 - Determine issues of importance to customers
 - Determine customers' overall service provision priorities
 - Conduct trend analysis over time
- The survey addresses all aspects of the customer experience, pre-trip, in-trip and post-trip satisfaction, perceived value and future use. As well, the survey enables flexibility to add questions as needed to address topics of interest and emerging issues.
- Findings are presented for the calendar year 2017 in comparison to calendar year 2015.

* Refer to "ETS Customer Experience Mapping & Critical Moments of Truth Research" report (July 2014)



➤ Methodology

- A continuous, random probability telephone sampling method was implemented with Edmonton residents aged 15 years and older to ensure accurate, valid and reliable results projectable to the population.
- Samples were drawn monthly from the sampling frame consisting of both landlines and cell phones, in order to maximize coverage and include harder-to-reach populations such as youth, cell-only households and users of the transit system.
- The tracking questionnaire was developed in collaboration with ETS following review of the Customer Experience Mapping focus group results conducted with transit system users and operators.
- At the interview stage, respondents in households with ETS employees were screened out to remove employment bias. Further steps to address for non-response bias are as follows:
 - random selection of age/gender within the household,
 - minimum of 6 and up to 10 attempts to reach the selected household or individual.
- Finally, a question was asked to identify ETS customers (defined as past 4 week users of ETS) in this research.
- In 2017, a total of 4,980 screener interviews were conducted resulting in 1,608 surveys with past 4 week users of the ETS system.
- Surveys were conducted throughout each month of each quarter with the monthly samples weighted on age within gender and geographic quadrants according to census statistics for the City of Edmonton. This method enables trending analysis using a 'rolling quarter' aggregation of 3-month samples (for the monthly Dashboard reports).
- Margins of Error
 - On a quarterly basis the margin of error on a random sample of 400 customers is ± 4.9 percentage points at the 95% level of confidence and ranging from ± 5.2 to 5.7 among LRT and bus rider samples (approximately 300 to 350 interviews each).
 - For the total 2017 year sample, the margin of error on 1,608 interviews is ± 2.5 percentage points.
 - The margin of error is ± 3.8 percentage points when comparing 2016 results to the 2015 base of 1,099 interviews with past 4 week riders.
- Dates of interviewing for 2017, excluding holidays, were:
 - Q1: January 2 – March 27
 - Q2: April 1 – June 30
 - Q3: July 4 – September 28
 - Q4: October 5 – December 22
- A copy of the questionnaire is appended; detailed data tabulations have been provided separately. NOTE: In Q4 2017 Ad Hoc questions were included (see Appendices).