



Customer Experience Plan

Introduction

'Building good customer experience doesn't happen by accident – it happens by design' – Clare Muscutt

Customer experience is defined by the interactions and experiences your customer has with your business throughout the entire customer journey, from first contact to becoming a happy and loyal customer.

Globally, the design of public transport systems is evolving to become more encompassing. Customers are desiring more control about how and when they travel, and this impacts the entire customer journey, from research and planning their trip to when customers arrive at their end destination.

As transport operators Premier Motor Service are becoming increasingly aware of the value of customer experience and are constantly reviewing our transport systems and networks and taking a human-centred design approach to create a holistic and multi-modal journey for our customers.

By collaborating and co-creating with TfNSW, along with the local community and our customers, we can create public transport systems that drive higher customer satisfaction, increased efficiency and patronage growth.

Not all customers have the same expectations. It's crucial to remember that cleanliness and comfort on-board public transport for some customers is just as important as arriving on time. For others, it is the perception of safety while waiting at a stop. Considering the entire journey and deeply understanding customer needs and expectations is critical to ensure investment and priority in the delivery of services is allocated to provide the most return on investment.



The above eight guidelines (when executed well), provide a foundational model that enables growth, innovation and continuous improvement. Operators that change their focus from moving vehicles to moving customers have already begun the journey, but it doesn't stop there. Embedding customer-centricity in organisational culture is critical – delivery of public transport services that are customer focused is the responsibility of the entire organisation, from the executive to the front line (and all in-between).

Additional information can be found in our Passenger Relations Plan which details our customer service standards and our processes in relation to timetable information, enquiries, feedback and complaints, as well as our ongoing research and development.

The overall condition of our fleet of vehicles is a top priority and Premier Motor Service is committed to ensuring our vehicles meet or exceed the standards set under our Asset Management Plan. Our commitment to providing a high standard of vehicles adds to our commitment to the overall customer experience.

Another important part of the overall customer experience is the Transit stop signage and infrastructure available across our transit routes. As part of our ongoing commitment to our customers we conduct regular checks of all

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stops within our service routes to ensure they are in good working order. If any issues are found then our maintenance team will arrange to have them repaired as soon as possible or alternatively notify the relevant authority for transit stop infrastructure not in our scope of responsibility. Full details are listed in our Transit stop maintenance and servicing procedure.

Our destination signage displayed on the front, rear and side of our vehicles clearly identifies the route service for our customers.



Staff Competencies, roles, deployment and responsibilities

As part of our overall commitment to the customer experience it is important to have experienced and qualified staff as part of our team.

All staff are provided with a job description which clearly outlines the duties and responsibilities of their position and any relevant competencies required for the role as well as a copy of the company policies and procedures which provide clear guidelines on the standards set by our company and the processes that need to be followed.

All of our drivers are required to hold a current heavy vehicle licence and NSW Bus Authority (which includes a medical clearance), and these are checked daily to ensure that they remain current.

We also have 5 experienced and qualified driver trainers on staff in the group who not only conduct a pre-employment assessment of any new drivers but also offer ongoing driver training and assessments to all drivers on a regular basis to ensure that they meet the high standards required of a professional driver.

All staff are provided with on job training and support to ensure that they are able to meet the requirements of the job and additional training is provided as required. Training is recorded on our Maus system and any relevant certificates are uploaded into the system as well.

Our office staff including customer service officer and on time running clerks are all provided with customer service training and ongoing support to ensure that they provide a high standard of customer service at all times.

Customer Communication – during normal, degraded and planned service disruption operations

We provide timetable and service information online, by phone or in person to ensure that our customers are able to access this information easily. Access via the TfNSW Trip Planner also provides customers a solution for integrated network solutions.

In the event of a service disruption, we will notify TfNSW immediately and seek approval for a service variation. When making changes to our services due to disruptions such as road closures, accidents etc, we will consider all options available and aim to minimise the impact on our customers.

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Where possible our team will notify customers of any changes or disruptions as soon as possible to minimise any potential inconvenience. Phone calls will be provided to schools and notices will be placed on buses, and our website/social media will also be updated.

Our drivers are in constant contact with our call centre so that up-to-date information is available at all times and they will keep passengers informed throughout the journey of any disruptions or delays.

Customer and Staff Safety and Security

The safety and security of all persons employed within the company, contractors, those visiting the organisation and members of the general public are considered to be of the utmost importance.

Premier Motor Service is committed to creating a culture around safety within our work environment for all staff and customers. This is achieved through ongoing education of staff and our risk-based approach to hazards and safety within the workplace.

Our staff are provided with training and documentation around safety and the correct process to follow in the event of an emergency. All buses are fitted with a 2-way radio for drivers to contact base for support if they have any concerns, and they also have a duress alarm fitted which will alert base immediately.

CCTV cameras are operational on all of our buses which also assists in deterring people from certain behaviours and provides security to our drivers and customers.

Our drivers are trained to check all exit and entry points regularly and to ensure that passengers are seated safely where possible prior to departing.

Additional information can be found in our WHS Policy and our Safety Management System documents.

Event Services Support

Throughout the service term of the contract, there will be a number of major events which occur annually, known as planned events. Premier will prepare for these events and provide a plan to TfNSW in accordance with Schedule 2B (planned Services) & Schedule 1D (special services) of our contract. All event service information will be updated on our website and 131500 so that customers have access to any relevant information.

There may also be events that are not included as Planned events in our contract and we will prepare and plan these as required and liaise with TfNSW to ensure that we meet the required service outcome and customer expectations. These will also be included on our website.

Ticketing, Revenue Protection and Mitigation of Fare Evasion

Premier Motor Service derives the major part of its revenue from OPAL/CTP products, which includes contactless payment by credit card through the OPAL/CTP system.

Drivers ensure that ticket machines are working prior to commencing shift and any problems are reported immediately to minimise any disruption.

OPAL/CTP products are used on our services and drivers ensure that passengers utilise these with tap on and off and monitor for the validation sound as passengers board the bus.

Due to a shift in customer ticketing preferences and considerations for driver health and safety, Premier Motor Service operates a cashless ticket system.

Refer to our Revenue Protection Plan for further details.

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Operational Integration with other Public Transport Services

Premier Motor Service are committed to delivering highly integrated bus services, including integration with other bus service operators and other transport modes, to enable passengers to easily and efficiently transfer to and from other transport modes.

Our operational planning team consider connecting services when reviewing and updating our timetables, with many of our services connecting with rail services across the Illawarra area enabling our passengers to utilise the option of multi modal travel.

Customer Feedback and Lost Property Maintenance

Providing a great overall customer experience is key to our business and customer feedback is an important part of our ongoing review and improvement strategy.

All customer feedback is received via TfNSW and relayed to our Customer Service Officer on a daily basis. Once received, the feedback is investigated and the customer is contacted within 2 business days to discuss further and advise of any findings or outcome. Investigations may involve obtaining a statement from a driver or witness, contacting interested parties such as schools, or checking CCTV footage for verification.

Any concerns raised regarding staff behaviour that are substantiated will be referred to our HR department for further action.

Lost Property is managed through the TfNSW lost and found portal which enables customers to look in one place for any items they may have lost during their daily journey which may have been with multiple providers.

Our staff check the bus at the end of each shift and any lost property found is labelled with the date, route, driver and rego. Our office staff collect any lost property from the storage cabinet in the driver area and then record it in the portal and then it is placed in the lost property storage area.

All lost property is kept in our secure storage area for 28 days and if not claimed then it is updated in the portal and then disposed of appropriately.

Customer Service Training and Staff Development

Premier have 5 experienced and qualified staff trainers within the group who provide ongoing training and support to all staff and all training provided is recorded in our Maus system.

Customer service and engagement are an important part of our regular driver assessments and our trainers ensure that our drivers understand the importance of not only providing the best service possible but also engaging with our customers to better understand their needs.

As part of our annual staff assessment process, we offer additional training and support to assist our staff to achieve goals and to develop their skills and qualifications as required.

Customer Engagement and continuous Improvement of Service delivery

Premier Motor Service is committed to providing the best overall customer experience possible by researching our customer needs and continuously monitoring and improving our systems and the overall services provided.

Our company objectives are to provide our customers with a pleasant and safe travel experience and to ensure they receive a professional, friendly and efficient service. This is monitored by our designated customer service officer and the on time running team who are constantly tracking and monitoring our vehicles to ensure the services are running to the scheduled times.

All customer feedback received is reviewed and followed up by our customer service officer to ensure that we address any relevant customer concerns or queries and improve our overall customer experience.

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Any staff related issues are addressed with the staff member involved and additional training or performance management is provided as required.

Equitable Access for All Customers

An important part of the customer experience is accessibility to public transport for all passengers including those with a disability. Premier Motor Service provides transport services that are DDA compliant as per our Accessible Transport Plan and our staff are provided with training to assist customers with disability.

The Accessible Transport Plan has been designed in accordance with the Disability Discrimination Act 1992 and related guidelines / standards.

It is the intent of this plan to ensure that our services are not discriminatory, either directly or indirectly, by ensuring compliance to the relative standards of accessibility within the time frames set.

Where compliance is unable to be achieved as a result of design restrictions or other circumstances beyond our control equivalent access will be provided with direct assistance if necessary.

Many of the standards apply to infrastructure and premises which interlink with our services, but are not under our direct control. In these situations, management will liaise with the other companies / authorities concerned and offer assistance where possible to help those companies / authorities adhere to the required standards.

Further information can be found in our Accessible Transport Plan which provides a detailed overview of our commitment to accessible transport.

Compliance and Reporting

This Customer Experience Plan will be reviewed annually and reported to TfNSW as part of the Annual Customer Experience Plan Report.

A current copy of the Customer Experience Plan will be published on our website and made available to passengers, upon request, free of charge.

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