



Customer Service Plan

Customer Promise

At Torrens Connect, we believe in connecting with the customer at core. This means exceeding our customers' expectations at every step of their journey.

The connected customer is at the core of everything we do. This means that when we are planning, maintaining and delivering services, the customer is at the centre of our decision-making and future planning.

From the day they join the Torrens Connect team, our people understand the importance of a customer-centric mind-set and are trained in delivering the best customer service through our comprehensive training programs.

Our Purpose

At Torrens Connect, we safely and easily connect *all* of our customers with people and places in Adelaide that are important to them. Simpler. Faster and more Connected.

The purpose of our Customer Service Plan is to outline our seamless customer experience for our customers. To ensure we are continually improving customer satisfaction across our networks, Torrens Connect has developed principles which address our overall commitment to our customers, define our expectation of our drivers and our wider employee group, and focusses on nine key areas to improve customer experience:

- Safety
- Timeliness
- Connected
- Accessibility
- Ticketing
- Customer service
- Cleanliness
- Information
- Comfort.

For more information, download our Torrens Connect Customer Charter from torrensconnect.com.au.

Objectives

Torrens Connect aims to:

- Exceed performance targets for customer satisfaction
- Reduce customer dissatisfaction and complaints
- Respond to all customer feedback within 3 business days
- Develop all Torrens Connect team members with a focus on customer service
- Work closely with DPTI on innovations to improve customer communication channels
- Take a proactive approach in seeking customer feedback
- Achieve an excellent rating for all vehicles and stops when audited for presentation.

Customer Charter

Torrens Connect has developed a promise to Adelaide to deliver public transport in a safe, integrated and customer-focused way. We believe that our connection with our customers and communities transcends just riding on a bus or tram. We form an important part of Adelaide. We connect our customers with the people and places important to them. We create memories for visitors, help commuters get home early to spend time with their families, allow students to make important lectures, and provide independence to those less mobile.

Our Purpose – At Torrens Connect, we safely and easily connect all of our customers with people and places in Adelaide.

Our Customers – Our customers are all those visiting, and the community of Adelaide. We believe in connecting our customers with the people and places that are important to them.

Our People – We value safety and celebrate the diversity of our people, allowing Torrens Connect to place the connected customer at the core of everything we do.

We believe that connection to Adelaide is broader than our customers and we are invested in benefiting the community in innovative yet supportive ways. This includes the development of education programs for transport safety for all ages, through to active participation with organized groups for the betterment of Adelaide.

Our full Customer Charter is available at torrensconnect.com.au

Customer Experience Team

The Torrens Connect Customer Experience team is responsible for customer experience and satisfaction, stakeholder communication, customer communication and marketing.

Our Customer Experience and Communication roles cover:

- Customer experience strategy, plans, and campaigns
- Information campaigns
- Customer service training
- Management of customer service employees
- Keeping our employees informed of news and events impacting our community
- Management of the Torrens Connect website
- Ensuring equitable access for all customers
- All relevant signage and infrastructure
- Special event customer service management

Community Engagement

Torrens Connect believe in having an ongoing open relationship with our customers and community and believe the key to developing a strong relationship is regular, targeted and valuable communication undertaken in a variety of ways, including:

- Information campaigns
- Education programs for schools and the community
- Publishing the quarterly *Connections* newsletter
- Community engagement forums
- Customer focus groups
- A commitment to supporting local businesses.

Keeping Customers Informed

At times, Public Transport Operators encounter incidents requiring urgent action that may result in unplanned disruption to services. When Torrens Connect encounter these urgent incidents, we will quickly notify the Department of Public Transport and Infrastructure (DPTI) and South Australian Public Transport Authority (SAPTA) who will, in turn provide updated information to the Adelaide community through the Adelaide Metro website and various third party apps.

In addition, onboard announcements will be made, and where possible, Customer Service Officers will be deployed to provide customers with information relevant to them – including providing information on how to best get to where customers want to go.

Torrens Connect employs dedicated contact persons to manage planned and unplanned disruptions, roadworks and detours on our network. These employees work very closely with DPTI and SAPTA to ensure that information is provided and updated in a timely manner in order to keep customers informed and to minimise inconvenience, even with 'emergency' disruptions.

Our Depot Coordinators and Customer Experience Team continually monitor vehicles in real time in order to optimise service quality. By monitoring our network, Torrens Connect is able to assess the situation and take quick, decisive, and appropriate action in the event of delays and disruption.

Keeping Customers Safe

Torrens Connect is committed to offering customers a safe and reliable journey.

Besides educating the community about safe practices whilst on board and around buses and trams, Torrens Connect is continually looking to improve its own practices with regards to public safety and satisfaction.

On-board telematics on our buses and trams enables real time reporting to understand and improve driving behaviour.

We check driver fatigue as part of commencing shifts and regularly check vehicles for safety.

All tram operators, bus drivers and Customer Service Officers have radios and are in continual contact with operations centres – always ready to help!

Vehicle Presentation

We understand that how our Buses, Trams and On-Demand vehicles look impacts the overall customer experience.

Vehicles are checked thoroughly before and after every shift and any issues rectified immediately or logged for a future response.

Torrens Connect has dedicated Response Teams at various locations, ready to attend any reported incidents on-site. They will be equipped with cleaning equipment for the removal of graffiti, spills and rubbish, as well as tools to make-safe any damage.

Snap, Send, Solve

Snap Send Solve is an app that enables customers to identify issues (such as graffiti, damage or rubbish) on our network and sends the issues to us directly. This enables Torrens Connect to rapidly fix any concern raised throughout our bus and tram network. Free to download from the Apple Store and Google Play, and available online, Snap Send Solve eliminates the complexity of knowing where and how to report incidents on the spot by enabling users to capture and send photos of issues that require action, then send them directly to the Torrens Connect Customer Experience team to initiate action.

Many members of the Adelaide community already have Snap Send Solve as it is used by many authorities across Australia and New Zealand, including local Councils. Torrens Connect is the first public transport operator in the world to adopt this useful tool to keep our buses, trams and stops clean and in good condition.

Customer Feedback

Customer feedback is invaluable. Torrens Connect acknowledges the importance of customer feedback and, as such, has heavily invested in the capture, investigation, action generation, and processing of feedback across customer channels, effectively connecting with our community, collaboratively creating a better future for Adelaide.

Taking a proactive approach to customer feedback ensures our services are aligned with what our customers want; we do not wait for feedback to come to us, rather, we proactively seek it. Making it easy for customers to connect with us allows us to rapidly act on feedback and continuously improve.

Torrens Connect is committed to continually improving the customer experience to improve customer satisfaction and experience. Torrens Connect works closely with DPTI to continually improve our customer feedback process and we view every comment as an opportunity.

To provide feedback, phone the Adelaide Metro InfoLine on 1300 311 108 or go to adelaidemetro.com.au/Contact-us.

Lost Property

Any items left on a vehicle are logged by the driver and stored at the relevant depot. Lost items are checked for any identifying information and the owners contacted if possible. If the item remains unclaimed after three months, it is forwarded to a charitable organisation.

If you have lost something, please phone the Adelaide Metro InfoLine on 1300 311 108 or go to adelaidemetro.com.au/Contact-us.