



Customer Satisfaction Survey Report

Assessment of PART Express Riders

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Introduction

The need to measure customer satisfaction is essential for any organization. PART understands the importance of building and effectively managing the relationship with riders. To do so it needs to understand and meet rider expectations. It is imperative to identify the parameters which cause customer satisfaction or dissatisfaction and continuously measure them to bring about the changes needed on the basis of customer perceptions.

Objectives

The Primary objective of the Customer Satisfaction Survey is to determine satisfaction levels of PART Express riders. Secondary objectives are to determine ridership demographics, price sensitivity, what marketing channel is best to target respondents, the level of satisfaction on specific PART attributes, and determine ways PART can improve services. Determining ridership demographics will aid PART in understanding its current customers, as well as identifying target markets. Understanding which marketing channel works best to gain riders will give PART an indication of where to focus strategic marketing efforts. Attribute levels will break down each element of the PART experience and allow respondents to rate each task, giving detailed information beneficial for improving customer satisfaction.

Methodology

PART targeted existing Express riders for the customer satisfaction survey. Surveys were distributed to all Express routes, PART's email list, Facebook, Twitter, as well as posted on the homepage of the PART website; designed to capture a demographic mix of respondents. 530 completed surveys were received and analyzed. Respondents are estimated to be roughly 50% of ridership and constitute an adequate survey sample size. The survey consisted of 19 questions, formatted as open ended, 5 point Likert Scale, basic demographics, and numerical questions (Appendix A).

Respondent Profile

Based on the demographic information received on the survey, it has been concluded that 60.5% of respondents were female and 39.4% male (Figure 1). The prevalent age range, at 26.9% was 55-64 years old (Figure 1). 72.2% of the respondents answered full time for their employment status, 21.5% and chose \$30,000-\$44,999 as their annual income (Figure 3). When asked “which best describes your race?” respondents answered 61.6% White, 31.3% Black, and 7.1% Other (Figure 2). Based on the open-ended question of “Where do you work”, 418 determined the top 5 largest employers. Baptist Hospital was the largest with 93 responses, Wells Fargo, UNCG, and GTCC were second with 14 responses each, Forsyth Medical Center and BB&T were third with 10 responses, Forsyth Tech Community College was fourth with 8 responses, Moses Cone and Tyco both came in fifth with 7 responses (Figure 2).

Findings

When respondents were asked to “Rate your level of satisfaction with PART”, 92.4% responded Somewhat to Highly Satisfied. 4.5% were Neutral, 2.2% responded Dissatisfied and less than < 1% were Very Dissatisfied (Figure 3).

When asked “How long have you used PART services?” 22.8% answered less than 6 months, 13.5% answered 6 months to 1 year, 32% answered 1 to 3 years, 23.3% answered 3 to 5 years, and 8.1% answered 5 years or more (Figure 4). 56.7% of the respondents stated that they rode PART every day (Figure 5). The Routes which showed highest were Surry Express with 32.8% ridership, Greensboro Express with 30% ridership and Winston-Salem Express with 28.3% ridership (Figure 6).

To determine price sensitivity a few new questions about fares were added to the survey this year. When asked “If you drove to work each day, how much would it cost?” 29.6% of respondents answered \$15.00-\$30.00. This was calculated by multiplying the daily round trip miles by 51 cents. The average PART rider saves \$5,850 per year by riding. (Avg. Cost \$22.50 times 260 work days per year) Of the 530 respondents 77.7% responded that \$2.40 One-Way/\$74.50 31-Day Pass was a fair price to ride PART Express (Figure 9). Nearly half of the respondents felt that they received a good value for the cost of the service (Figure 10).

An attribute table was used to measure the satisfaction level of PART Express riders from the following categories: customer service, professionalism, quality of transportation, understanding customers’ needs, bus operator performance, PART Hub staff performance, price, and convenience of transportation. These attributes seem to be going down in satisfaction rating since last year. (Figure 7).

To help identify the best channel for reaching new PART Express riders, respondents were asked “Which PART marketing tools have you seen/heard?” TV Commercials surpassed all other channels with 63.7%, the Email Messages was second highest with 42.8%, and 35.6% of respondents heard about PART through Billboards (Figure 8). When asked “What is the best way to communicate with you?” respondents requested that Email Messages and Flyers inside the buses was the best way to reach them (Figure10).

Recommendations

PART will review survey responses and categorize results to distribute to appropriate departments for further examination. After reviewing survey responses, areas of improvement will be identified.

With demographic information attained about PART Express riders, it is recommended that the results be used by the Marketing department to promote PART services to retain current riders, and to acquire potential riders. A demographic profile of the PART typical rider has been determined and should be used as a reference for marketing purposes, to determine the characteristics and interests of the majority of current PART Express Riders.

Many route, schedule and service recommendations were suggested and will be reviewed. From these suggestions PART should determine if changes suggested, are necessary and need to be made to existing routes. Potential areas that are not currently served need to be examined to see if there is potential ridership available.

The Customer Satisfaction Survey will be conducted once per year during the fourth quarter of the PART fiscal year. Results to this survey will be publicized on the PART website and in a press release to the media.

List of Figures

Figure 1: What is your Gender

<u>Respondent Profile</u>		<u>Percentages %</u>
Gender:	Female	60.5
	Male	39.4
Age:	Less than 18	0
	18-24	8.3
	25-34	16.6
	35-44	21.6
	45-54	24.3
	55-64	26.9
	65 or older	2.0
Employment Status:	Full Time	72.2
	Part Time	5.8
	Self-employed	2.2
	Not Employed	5.0
	Retired	3.3
	Student	8.4
	Military	< 1
	Other	2.4
Race:	Asian	< 1
	Black/African American	31.3
	Native American/Indian	1.5
	White	61.6
	Hispanic/Latino	1.1
	Other	3.7
Annual Income:	\$30,000 - \$44,999	21.5
	\$15,000 - \$29,999	19.0
	Under \$15,000	15.4
	\$45,000 - \$59,000	11.5
	Higher than \$60,000	10

* Percentages **bolded in red** indicate greatest categorical percentages.

Figure 2: Top 5 Largest employers

1. Wake Forest University Baptist Medical Center	93
2. Wells Fargo / UNCG / GTCC	14
3. Forsyth Medical Center / BB&T	10
4. Forsyth Tech Community College	8
5. Moses Cone Hospital / Tyco Electronics	7

Figure 3: How would you rate your level of satisfaction with PART

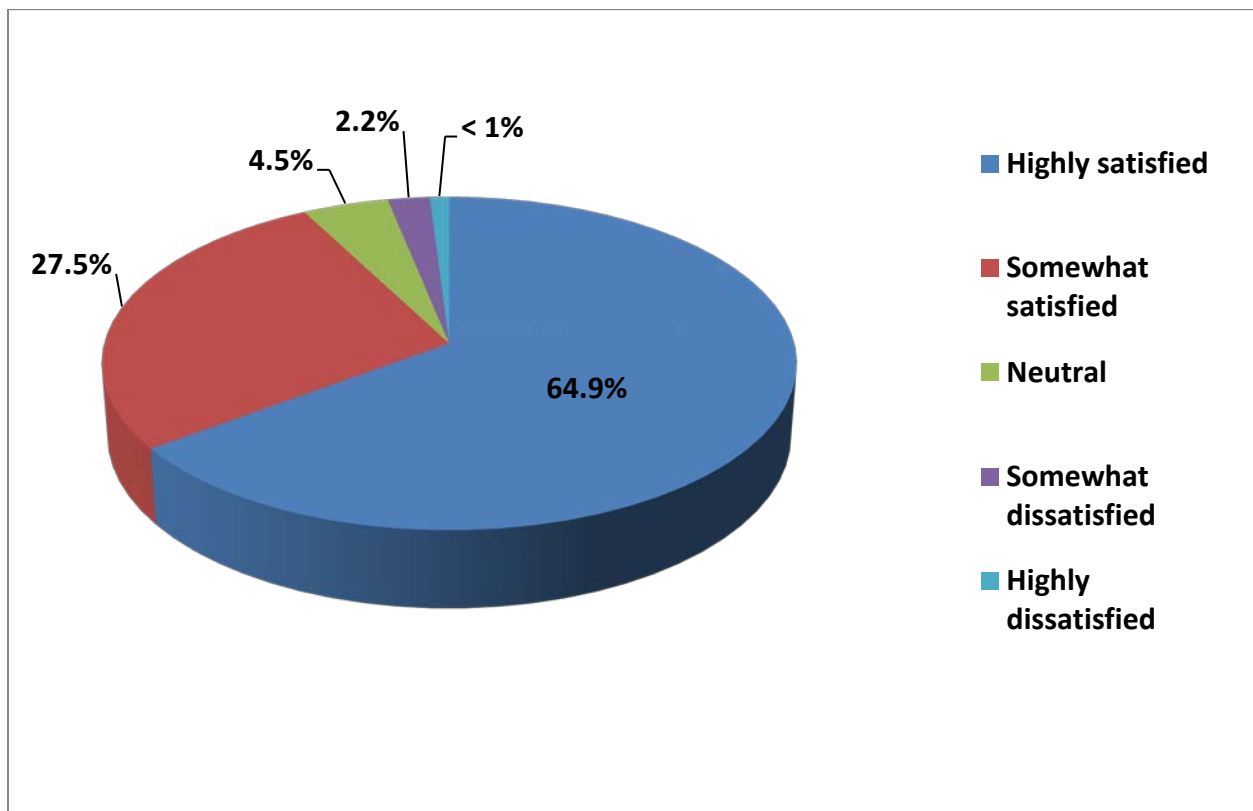


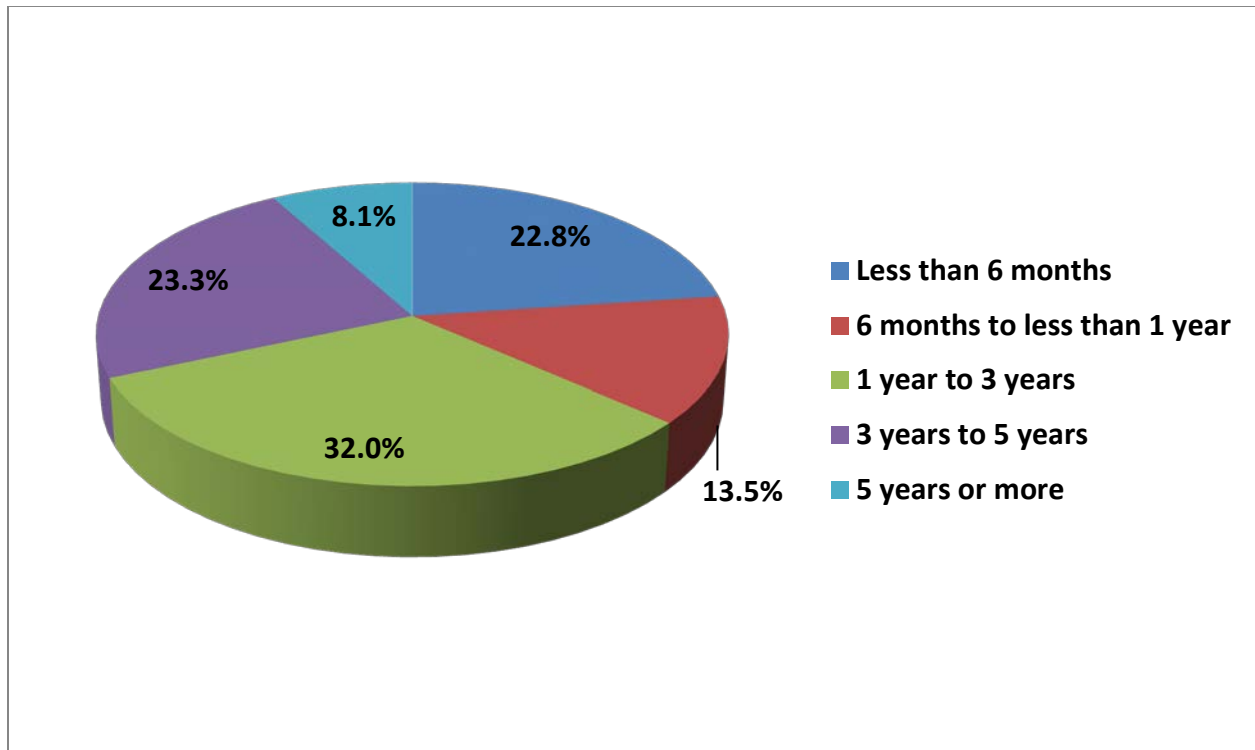
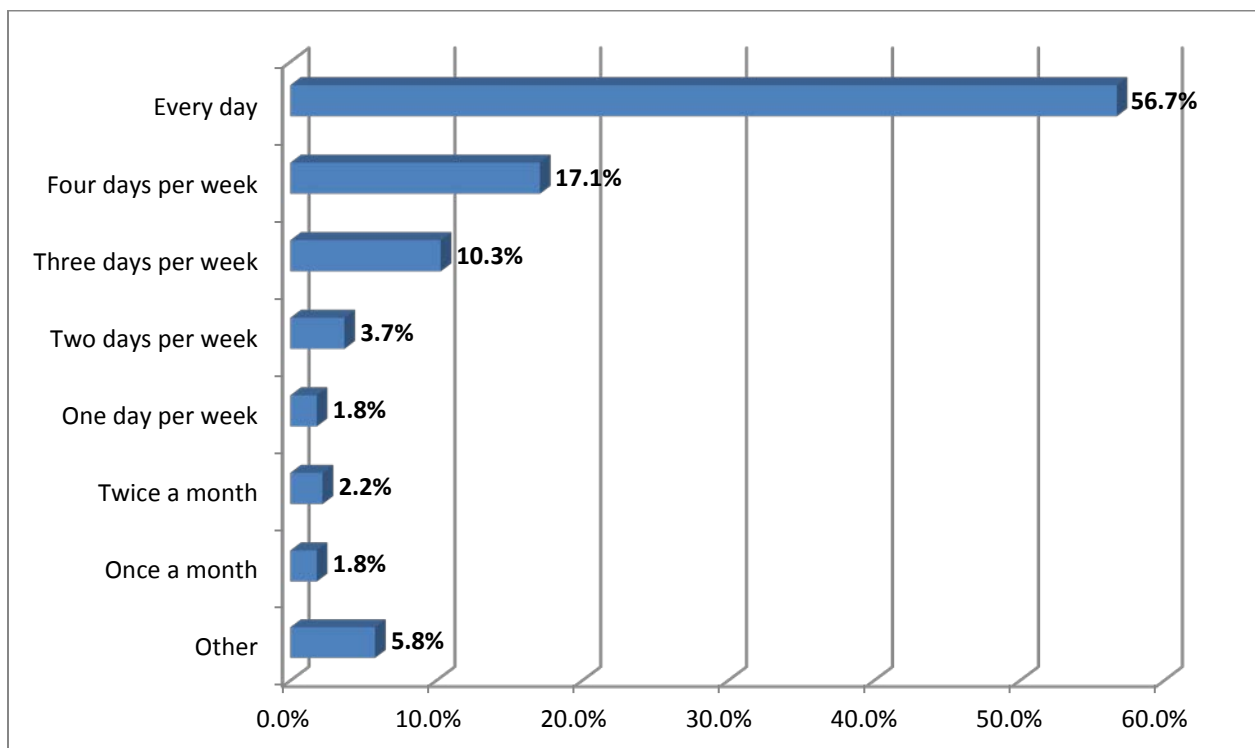
Figure 4: How long have you used PART services**Figure 5: How frequently do you ride PART**

Figure 6: Which PART Routes do you use

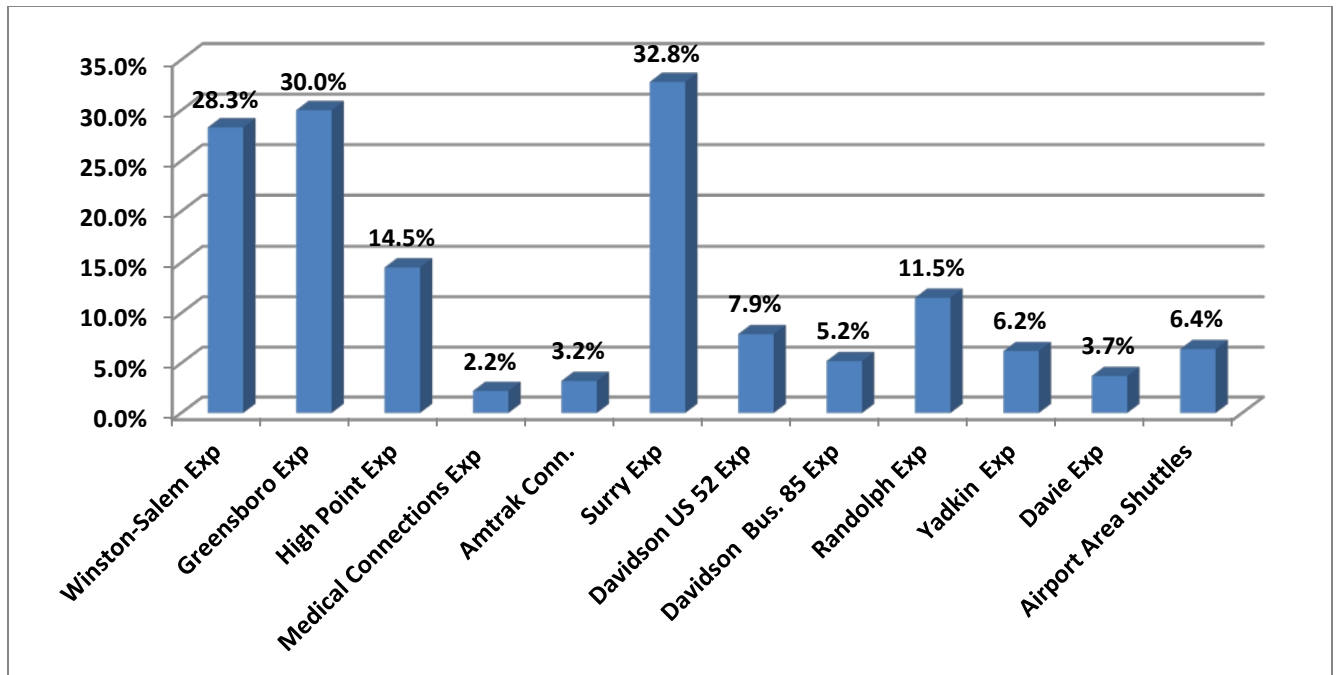


Figure 7: How does PART rate on the following attributes

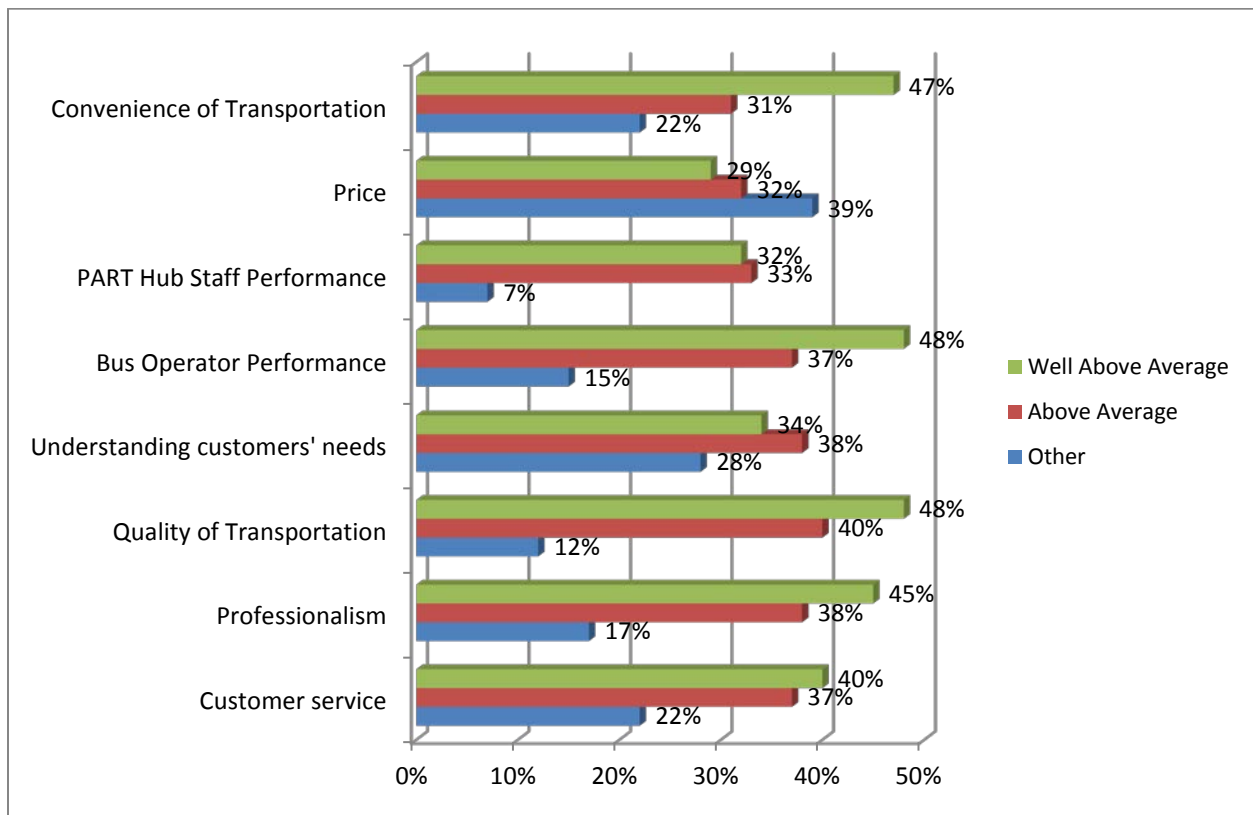


Figure 8: How did you hear about PART services

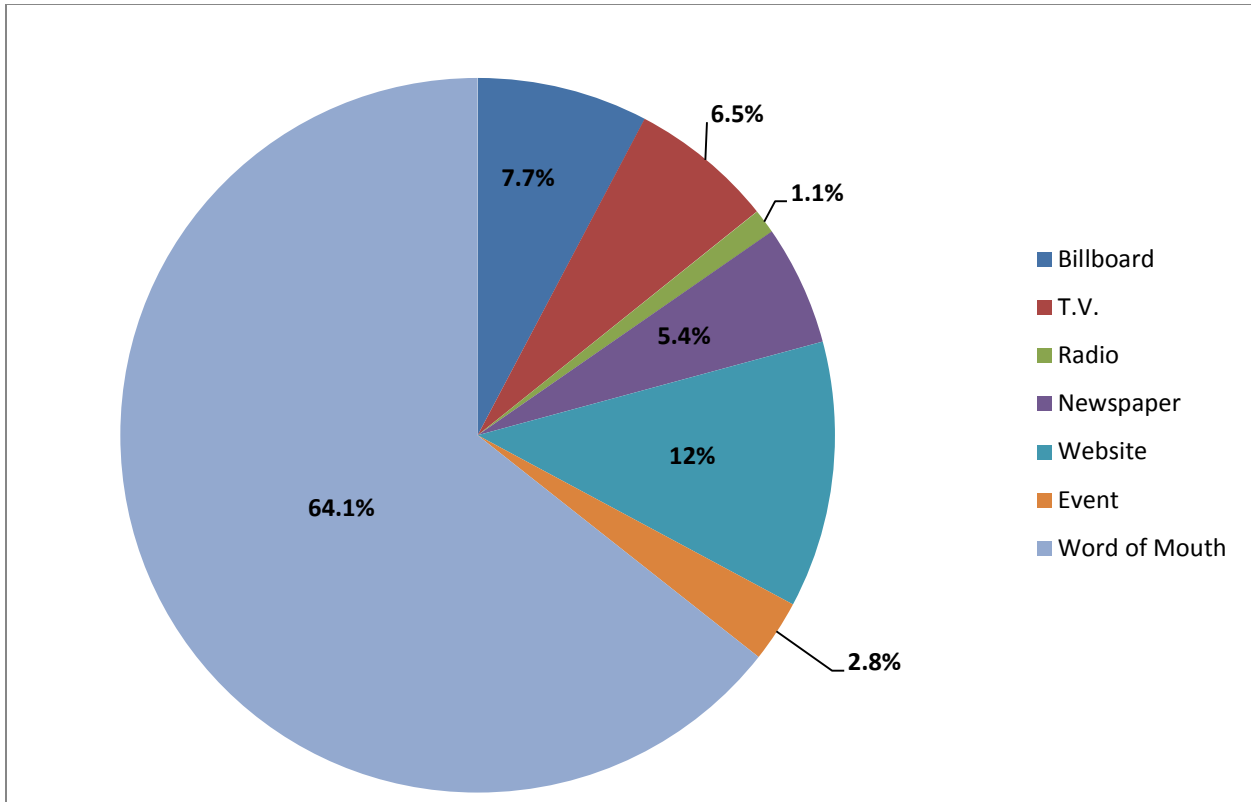


Figure 9: If you drove to work each day how much would it cost? (Daily round trip miles x .51)

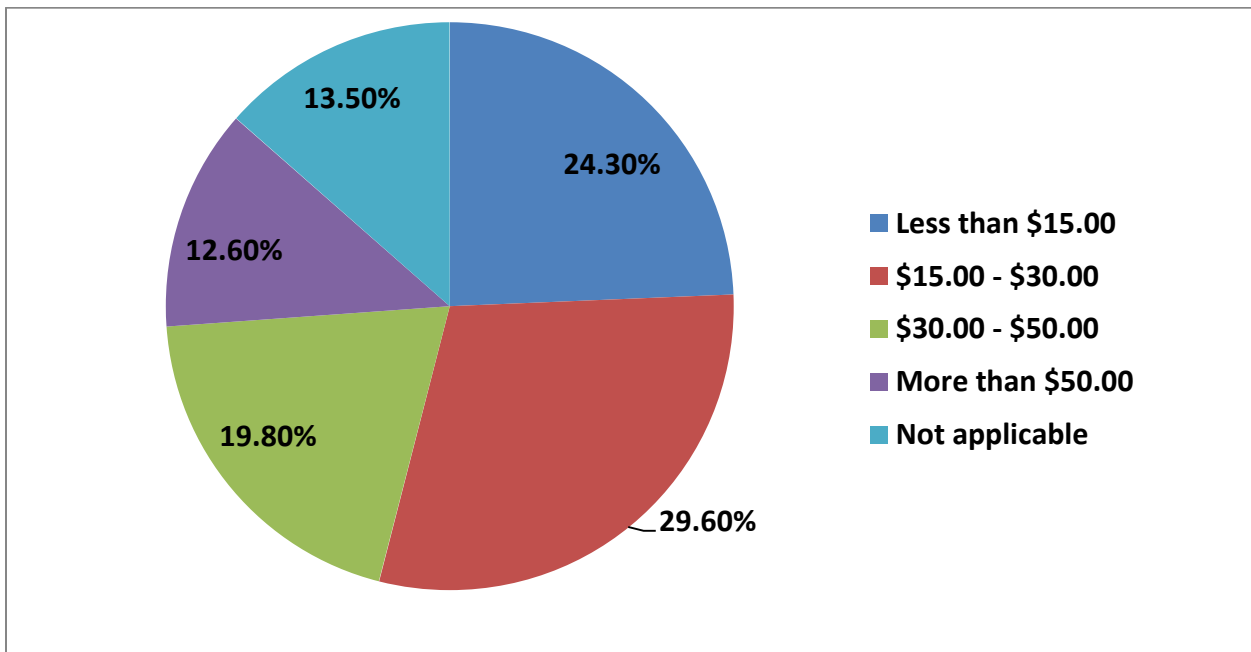


Figure 10: What do you feel is a fair price to ride PART express? (One way/ 31 day pass)

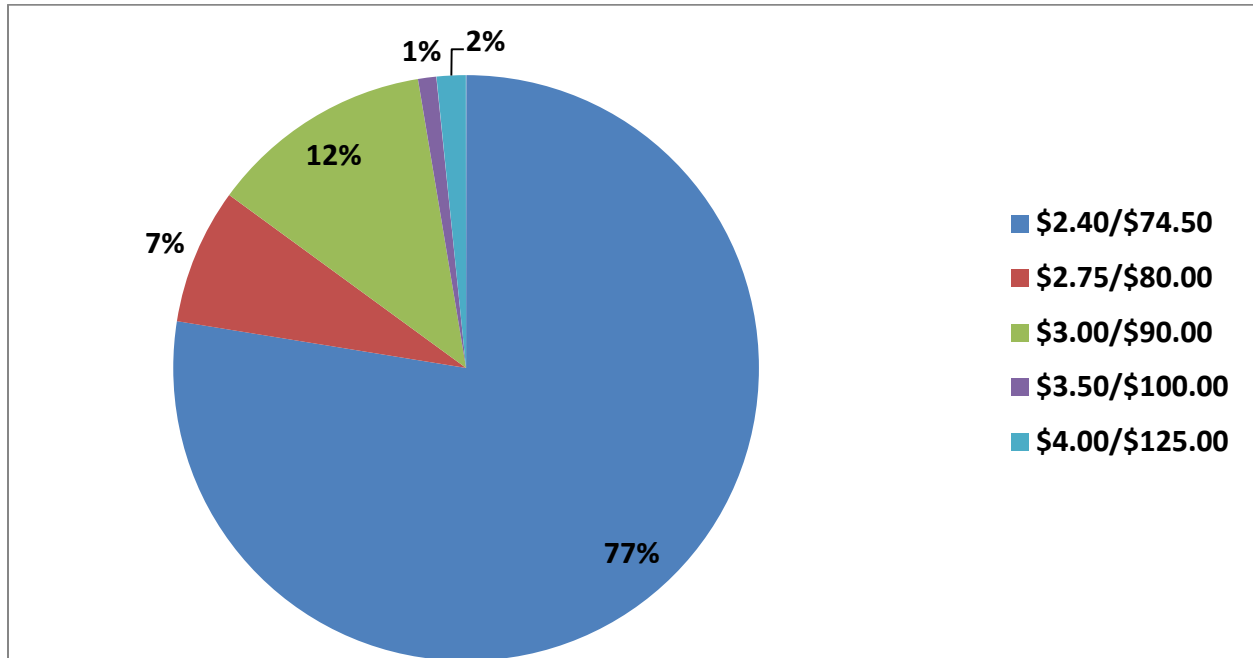
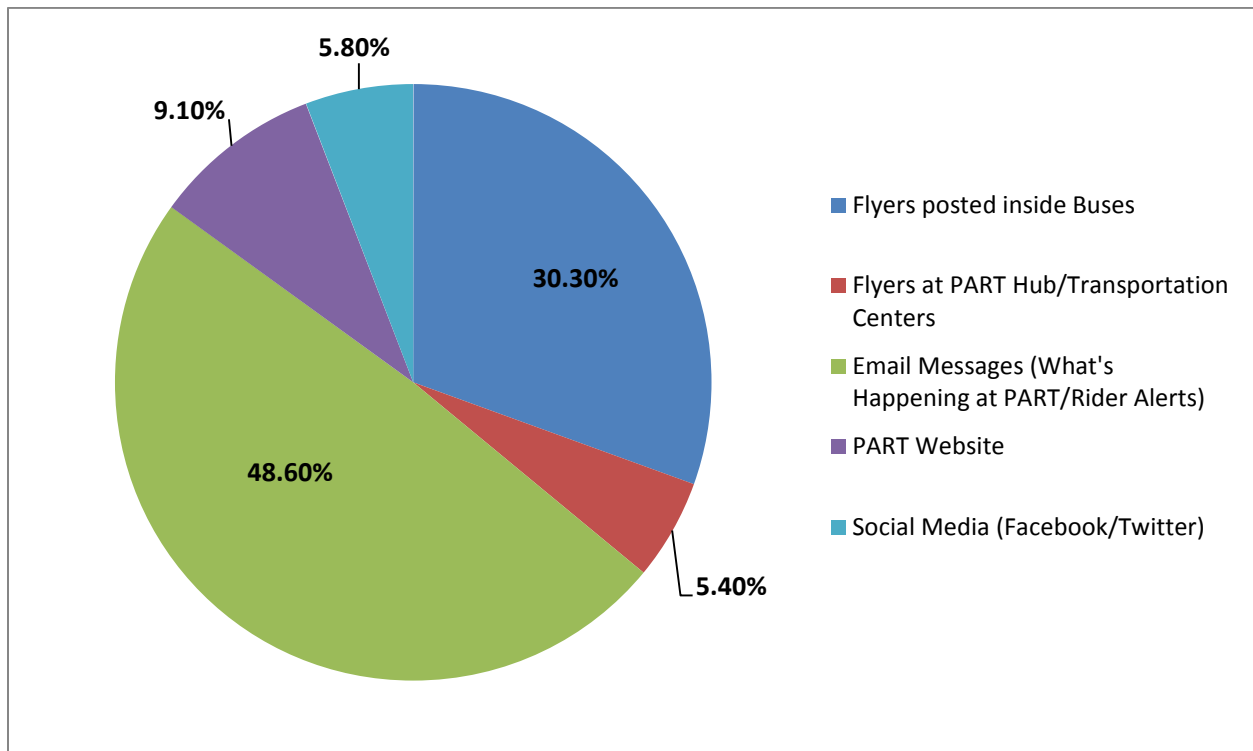


Figure 11: What is the best way for PART to communicate with you?



Appendix A: 2010 Customer Satisfaction Survey



2011 PART Express Customer Satisfaction Survey

(All Questions Are Required)

1. How long have you used PART Services?

- Less than 6 month's 3-5 years
 6 months-less than 1 year 6 years or more
 1-3 years

2. Which routes do you use? (Select all that apply)

- Rt. 1 Winston-Salem Express Rt. 8 Davidson Co. US 52
 Rt. 2 Greensboro Express Rt. 9 Davidson Co. Bus. 85
 Rt. 3 High Point Express Rt. 10 Randolph Co.
 Rt. 4 Medical Connections Rt. 13 Yadkin Co.
 Rt. 5 NC Amtrak Connector Rt. 14 Davie Co.
 Rt. 6 Surry Co. (serving King) PART Airport Area Shuttles

3. How frequently do you ride PART?

- Every day (5 days per week) 1 day per week
 4 days per week Twice a month
 3 days per week Once a month
 2 days per week Other _____

4. How would you rate your level of Satisfaction with PART?

- Highly Satisfied Somewhat Dissatisfied
 Somewhat Satisfied Highly Dissatisfied
 Neutral

5. How would you rate the following attributes?

	Well Above Average	Above Average	Neutral	Below Average	Well Below Average
Customer Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professionalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understanding customers' needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bus operator performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PART Hub Staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenience of transportation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. If you drove to work EACH DAY, how much would it cost? (Daily round trip x .51)

- Less than \$15 \$31 - \$50 Not Applicable
 \$15 - \$30 More than \$50

7. What do you feel is a fair price to ride PART Express? (One way fare/ 31 day full fare pass)

- \$2.40 / \$74.50 \$3 / \$90 \$4 / \$125
 \$2.75 / \$80 \$3.50 / \$100

8. Do you feel like you get a good value for the cost of the service?

- Well Above Average Below Average
 Above Average Well Below Average
 Average

9. How likely are you to continue riding PART?

- Very Likely Somewhat Unlikely
 Somewhat Likely Very Unlikely
 Neutral

10. How likely are you to recommend PART to a friend or colleague?

- Very Likely Somewhat Unlikely
 Somewhat Likely Very Unlikely
 Neutral

11. What could PART do to encourage additional ridership on your particular route?

12. Which PART marketing tools have you seen/ heard? (Select all that apply)

- TV Commercials Radio commercials
 Newspaper/Magazine Ads Billboards
 Email messages Social media
(What's happening at PART/Hidar Aloha) (Facebook/Twitter)
 Triad Today Show

13. What is the best way for PART to communicate with you?

- Flyers posted inside buses PART Website
 Flyers posted at HUB/ Transportation terminal Social Media
 Email Messages

14. What is your gender?

- Male Female

15. Which category describes your age?

- Younger than 18 45-54
 18-24 55-64
 25-34 65 or older
 35-44

16. What best describes your employment status?

- Full-time Retired
 Part-time Student
 Self-employed Military
 Not employed Other _____

17. If employed or a student, where do you work or attend school? (Ex. Baptist hospital, UNCG etc.)

18. Which category describes your race?

- Asian Black/African American
 Native American/ White
 American India Hispanic/Latino
 Other _____

19. Which category describes your income?

- Under \$15,000 \$60,000-\$74,999
 \$15,000-\$29,999 \$75,000-\$89,999
 \$30,000-\$44,999 \$90,000 or more
 \$45,000-\$59,999 Prefer not to answer

20. Please provide your information to receive future email communications about PART services.

First name: _____

Last name: _____

E-mail: _____

Company Name: _____

Return Survey To Your Driver Once You have Completed it - Thank You.

Appendix B: Comparison of 2009, 2010, & 2011 Customer Satisfaction Surveys

Comparison of 2009, 2010, & 2011 Customer Satisfaction Surveys				
Questions	2009	2010	2011	Notes
Responses	448	349	530	
Dates	July 6th-Aug 6th	May 19th - June 29th	July 7th - August 7th	
How long have you used PART services?	35.9% 6 month to less than 1 year	43.4% 1 year to 3 years	32% 1 year to 3 years, 23.3% 3-5 years	
Which routes do you use?	27.9% Surry 26.6% Gboro Exp 24.8% WS Exp	32.4% WS Exp 26.8% Gboro Exp 25.1% Surry	32.8% Surry 30% Gboro Exp 28.3% WS Exp	
How frequently do you ride PART?	48.3% Everyday 22.6% 4 Days/week	43.4% Everyday 20.4% 4 days/week	56.7% Everyday 17.1% 4 days/week	2010 - 74% ride 2 or more days per week 2011 - 87.8% ride 2 or more days per week
How would you rate your level of satisfaction with us?	72.7% Highly Satisfied 19% Somewhat Satisfied 4.4% Neutral 2.6% Somewhat dissatisfied	74.7% Highly Satisfied 17.7% Somewhat satisfied 4.9% Neutral 1.1% Somewhat Dissatisfied	64.9% Highly Satisfied 27.5% Somewhat satisfied 4.5% Neutral 2.2% Somewhat Dissatisfied	2011 - 92.4% Satisfied 2010 - 93% Satisfied 2009 - 92.3% Satisfied
How do we rate on the following attributes?				
Customer Service	60% Well Above Average 27% Above Average	63% Well Above Average 26% Above Average	40% Well Above Average 37% Above Average	Ratings going down
Professionalism	62% Well Above Average 24% Above Average	65% Well Above Average 26% Above Average	45% Well Above Average 38% Above Average	Ratings going down
Quality of Transportation	57% Well Above Average 30% Above Average	69% Well Above Average 25% Above Average	48% Well Above Average 39% Above Average	Ratings going down
Understanding customers' needs	47% Well Above Average 29% Above Average 16% Average	58% Well Above Average 27% Above Average 9% Average	34% Well Above Average 37% Above Average 22% Average	Ratings going down
Bus Operators Performance	66% Well Above Average 23% Above Average	68% Well Above Average 22% Above Average	47% Well Above Average 37% Above Average	Ratings going down
PART Hub staff Performance	47% Well Above Average 26% Above Average 23% Average	57% Well Above Average 27% Above Average 11% Average	31% Well Above Average 32% Above Average 32% Average	Ratings going down
Price	57% Well Above Average 24% Above Average 16% Average	65% Well Above Average 22% Above Average 10% Average	29% Well Above Average 31% Above Average 33% Average	Ratings going down
Convenience of Transportation	55% Well Above Average 24% Above Average 13% Average	61% Well Above Average 24% Above Average 10% Average	46% Well Above Average 31% Above Average 16% Average	Ratings going down
How likely are you to continue riding PART?	84.7% Very Likely	90.5% Very Likely	81.8% Very Likely	
How likely is it that you would recommend PART to a friend or colleague?	86% Very Likely	89.7% Very Likely	81.5% Very Likely	
What could PART do to encourage additional ridership on your route?	Varied answers	Varied answers	Varied answers	
How did you find out about PART services?	45.8% Word of Mouth	63.9% Word of Mouth	63.7% TV Commercials 42.8% Email Messages	Changed ? In 2011
What is your gender?	58.7% Female 41% Male	63.9% Female 35.1% Male	60.5% Female 39.4% Male	
Which category describes your age?	32.3% 45-54 25.2% 35-44 19.9% 55-64	24.3% 45-54 22.9% 55-64 21.6% 35-44	26.9% 55-64 24.3% 45-54 21.6% 35-44	
What best describes your employment status?	72.7% Employed Full Time 6.8% Employed Part Time 4.2% Student	65% Employed Full Time 6% Employed Part Time 12.1% Student	72.2% Employed Full Time 5.8% Employed Part Time 8.4% Student	
If employed or student, where do you work or attend school?	Main Employers: Baptist Hospital & Forsyth Medical Center Main Schools: UNCG	Main Employers: Baptist Hospital, Forsyth Hospital Main Schools: ASU, UNCG		
Which category best describes your annual income?	21.5% \$30,000-\$44,999 17.5% \$15,000-\$29,999	20.2% \$30,000-\$44,999 17.1% Under \$15,000	21.5% \$30,000-\$44,999 19.0% \$15,000 - \$29,999	
Which category best describes your race?	-	-	61.6% White 31.3% Black 7.1% Other Answers	Added ? In 2011