



Customer Satisfaction Survey Report

Assessment of PART Express Riders

August 10, 2009

Prepared by:

Piedmont Authority for Regional Transportation

Introduction

The need to measure customer satisfaction is essential for any company. PART understands the importance of building and effectively managing the relationship with our riders, and to do so we need to understand and meet the expectations of our customers. It is imperative that we identify the parameters that cause customer satisfaction or dissatisfaction and consciously measure them and bring about the changes needed on the basis of customer perceptions.

Objectives

The primary objective of the Customer Satisfaction Survey was to determine satisfaction levels of PART Express riders. The secondary objectives were to determine ridership demographics, determine what marketing channel is best to target respondents, determine the level of satisfaction on specific PART attributes, and determine ways PART can improve services. Determining ridership demographics will help PART understand our current customers as well as potential target markets. Understanding which marketing channel works best to gain riders will give PART an idea of where to focus more marketing efforts. The PART attribute levels will break down each element of the PART experience and allow respondents to rate each task; this will give us detailed information that will be beneficial to use to improve customer satisfaction.

Methodology

PART targeted existing customers for the customer satisfaction survey. Surveys were distributed to all Express routes, to our Email list, and posted on the homepage of the PART website; ensuring a demographic mix of respondents. 448 completed surveys were received and analyzed. The survey consisted of 14 questions with question types such as open ended, 5 point Likert Scale, basic demographics, and numerical.

Respondent Profile

Based on the demographic information received on the survey we have determined that 59.1% of respondents were Female and 41.2% Male. The prevalent age range was 45-54 years old at 32.5%. 73.2% of the respondents answered Full Time for their employment status and 21.6% chose 30,000-44,999 as their Annual Income. Based on the question of 'Where do you work' we were able to determine that the top 5 largest employers were Baptist Hospital, UNCG, Winston-Salem, Forsyth Medical Center and BB&T.

Findings

Major findings from our Customer Satisfaction Survey: 73.3% of the respondents were Highly Satisfied, 19.1% Somewhat Satisfied, 4.4% Neutral, 3.6% Dissatisfied. When asked "How long have you used PART?" 36.1% answered 6 months to 1 year, 32.8% answered 1 to 3 years. The most used routes were Winston-Salem Express, Greensboro Express and Surry County Express. 22.7% of respondents said they rode PART every day.

An attribute table measured the satisfaction of the following: customer service, professionalism, quality of transportation, understanding customers' needs, bus operator performance, PART Hub staff performance, price and convenience of transportation. 6 out of 8 service attributes received a score of Well Above Average from more than 50% of the respondents.

When asked "How likely are you to continue riding PART?" 85.2% respondents answered Very likely, 9.8% Somewhat likely, 2.9% Neutral, 2.4% Unlikely. 86.6% were Very likely to recommend PART to a friend or colleague, 9.3% somewhat likely, 3.1% Neutral, 2% Unlikely.

To help determine the best avenue for reaching new PART riders, included was a question that asked "How did you hear about PART Services?" 46.2% responded with Word of Mouth, 24.1% Other, 9.8% Newspaper, 8.2% Website, 6.4% TV, 4% Billboard, 1% Radio, 1% Event.

Detailed results are attached. If interested, open ended responses to questions such as "What could PART do to encourage additional ridership on your particular route?" are available upon request.

Recommendations

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

With demographic information about riders now determined, it will be beneficial to use for marketing PART services to our current and potential riders. A demographic profile of the PART typical rider can also be built and used for marketing purposes. Characteristics of non-riders can also be determined.

Many route, schedule and service recommendations were suggested and will be reviewed. From these suggestions PART will determine if changes need to be made to existing routes and look into potential areas that are not currently served.

This Customer Satisfaction survey will develop the baseline for future surveys PART will conduct. 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.

Respondent Profile

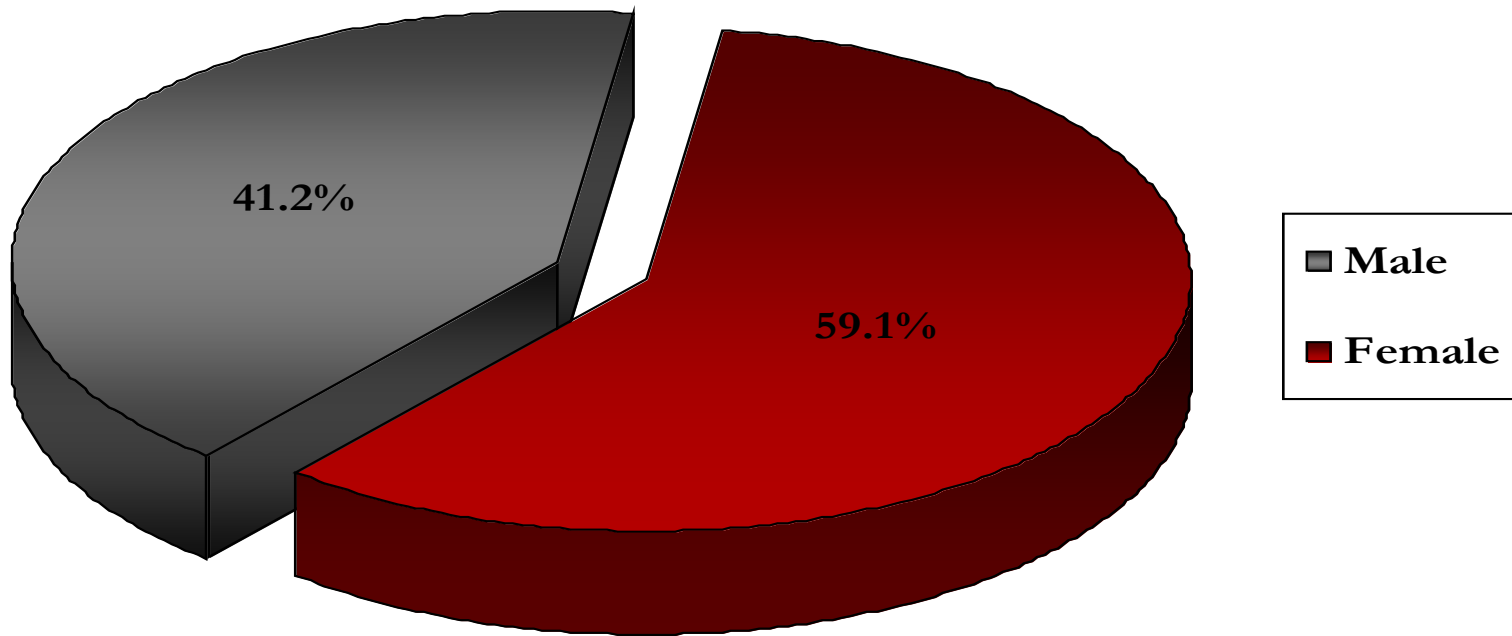
Respondent Profile		Percentages %
Gender:	Female	59.1
	Male	41.2
Age:	Less than 18	< 1
	18-24	7.5
	25-34	10.7
	35-44	25.4
	45-54	32.5
	55-64	20.0
	65 or older	3.5
Employment Status:	Full Time	73.2
	Part Time	6.9
	Self-employed	1.5
	Not Employed	< 3
	Retired	2.9
	Student	4.2
	Military	0
	Homemaker	1
	Prefer not to answer	1
	Other	8.2
Annual Income (2009): 30,000- 44,999		21.6



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

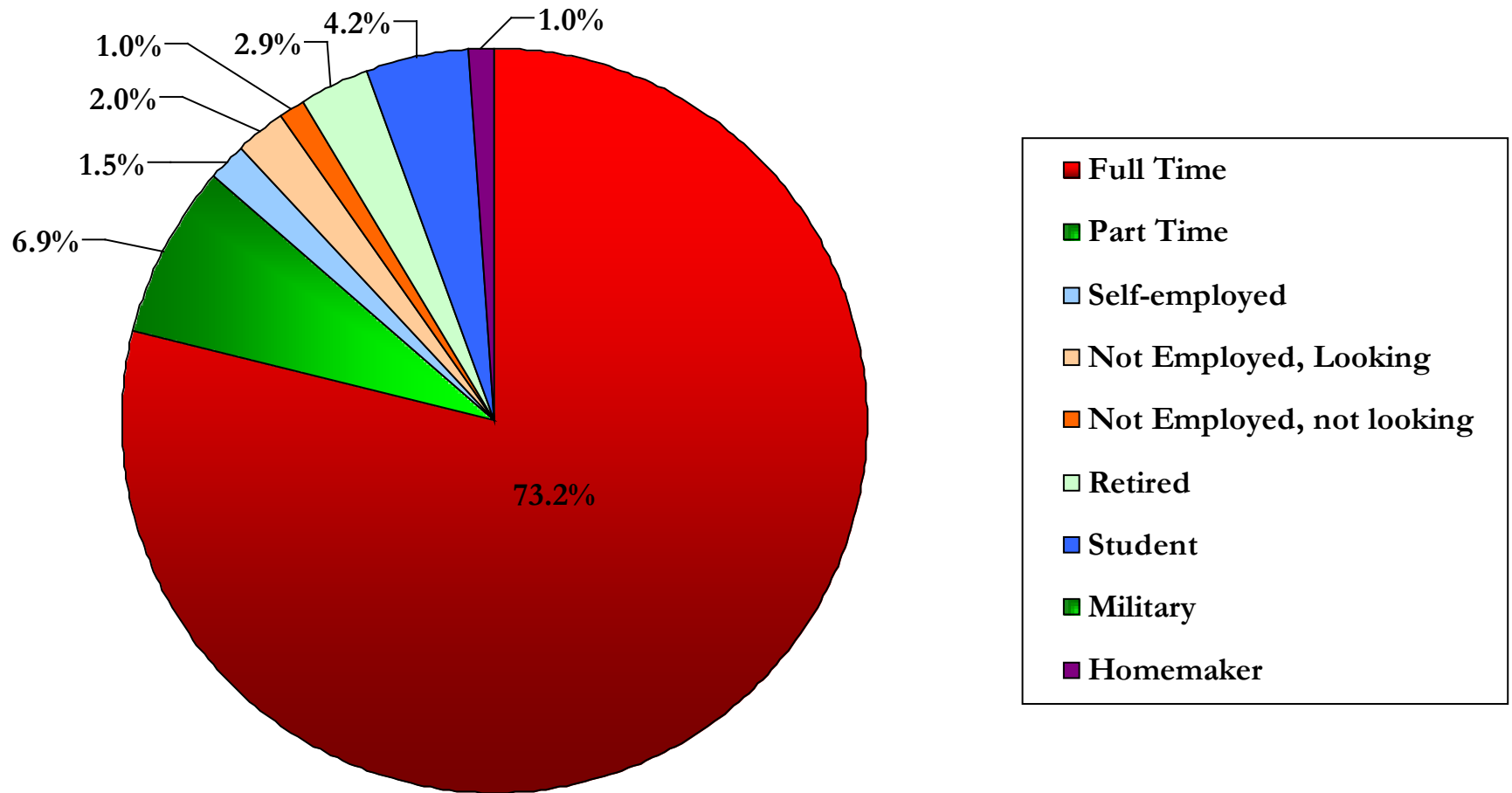
Findings

What is your gender?



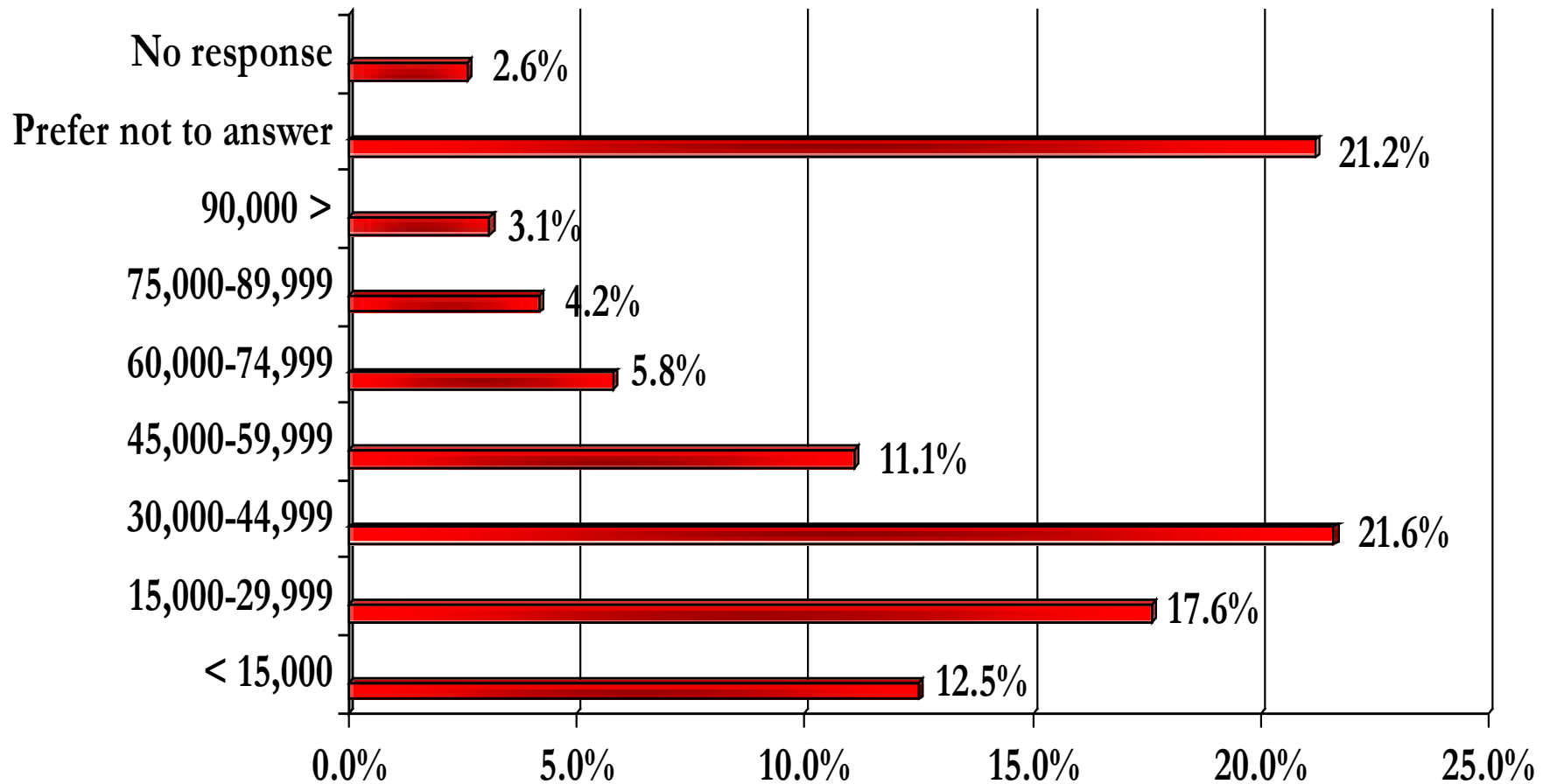
Findings

What best describes your employment Status?



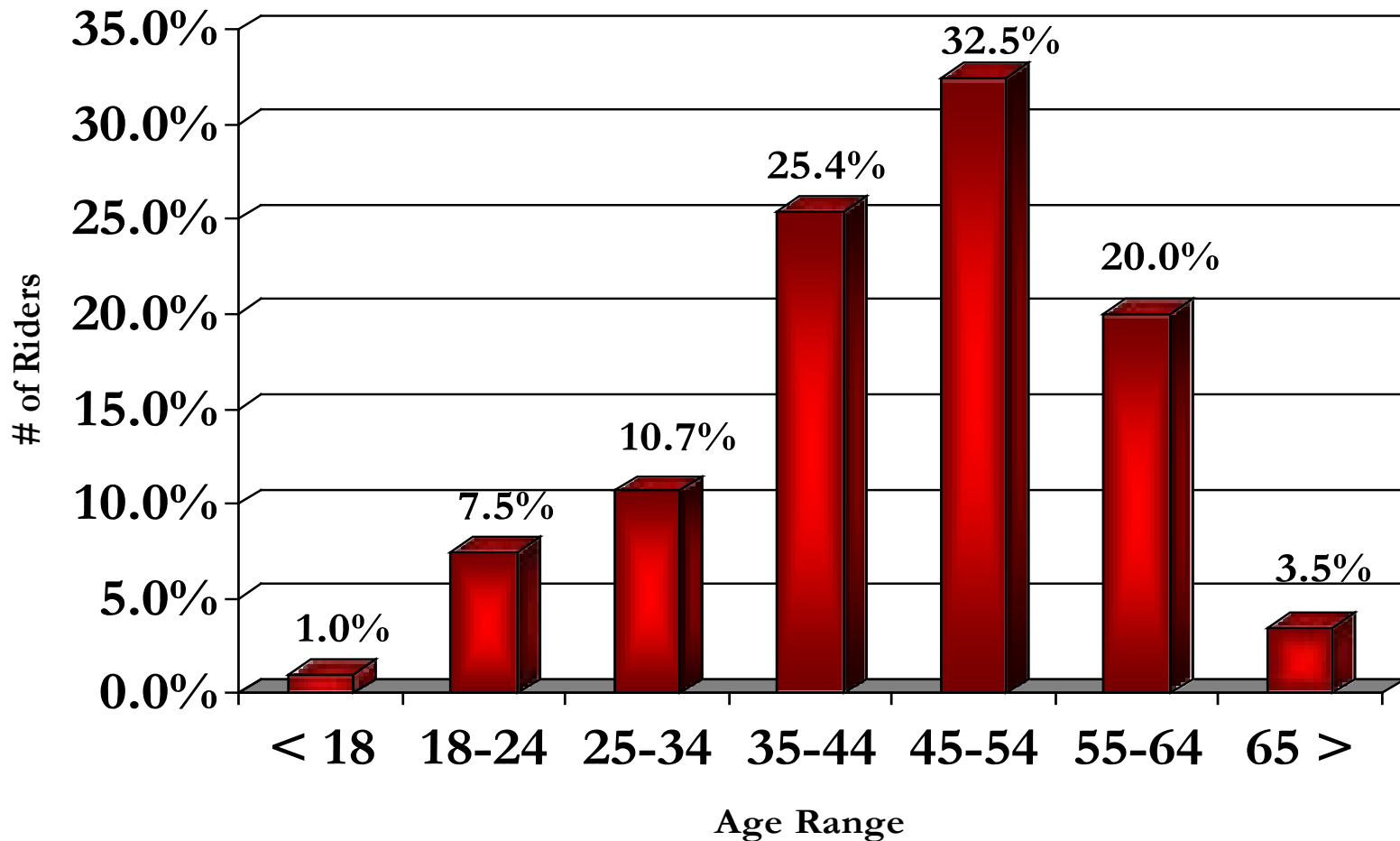
Findings

Which category best describes your income?



Findings

Which category describes your age?



Findings

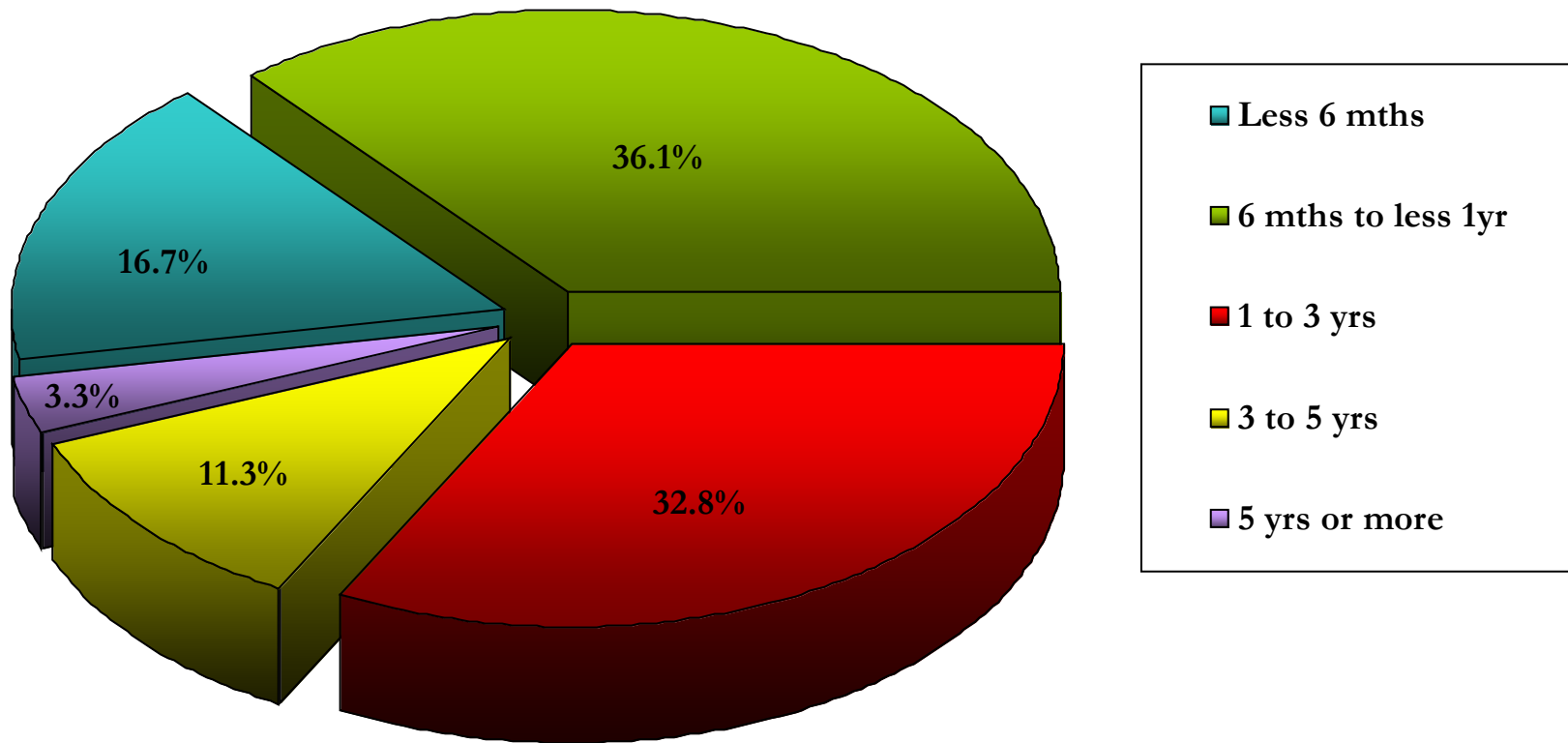
Top 5 largest employers

1. Baptist Hospital	54
2. UNCG	25
3. Winston-Salem	23
4. Forsyth Medical Center	12
5. BB&T	11

* Data results according to respondents' open ended comments. Total of 341 responses.

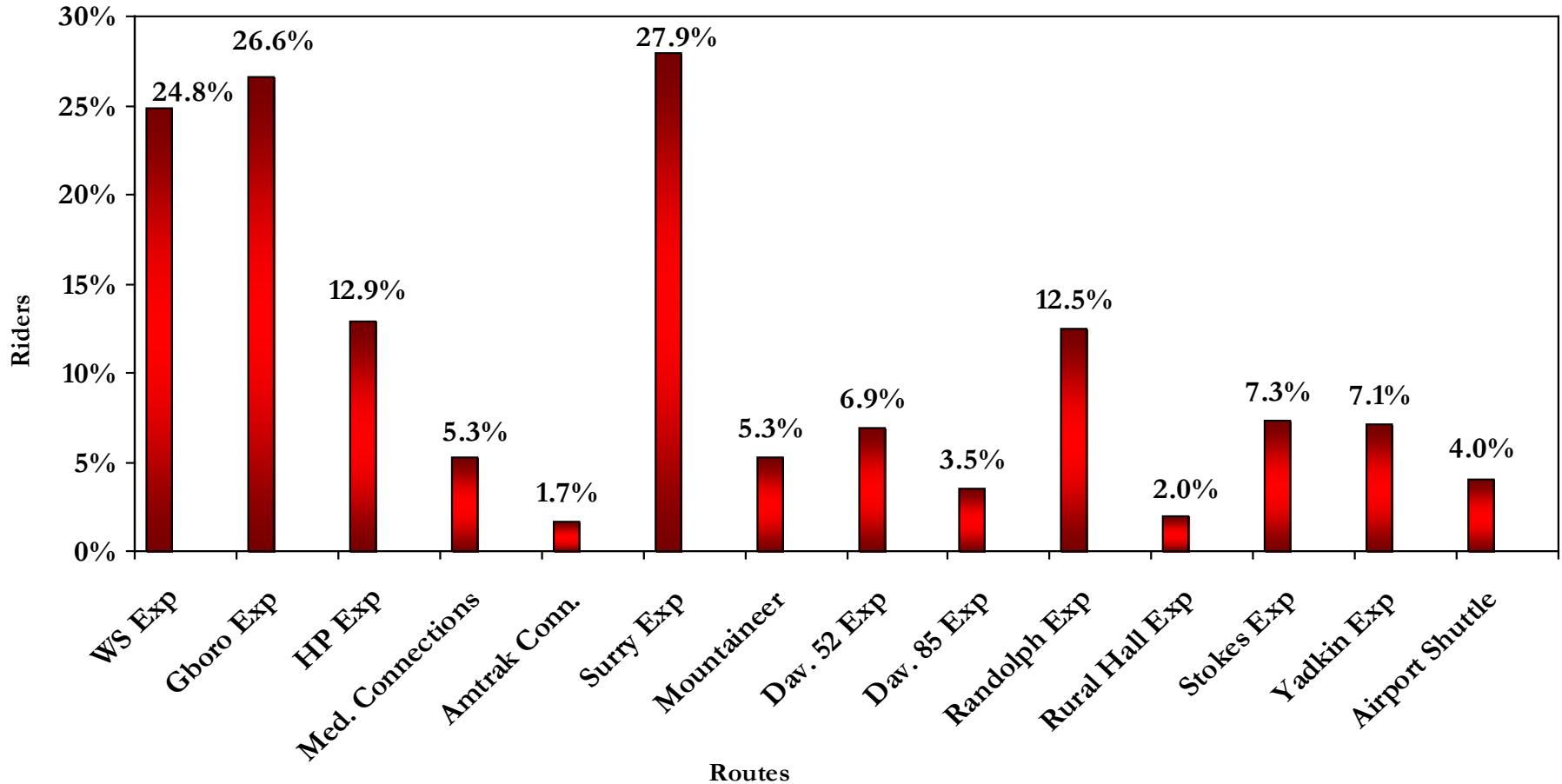
Findings

How long have you used PART services?



Findings

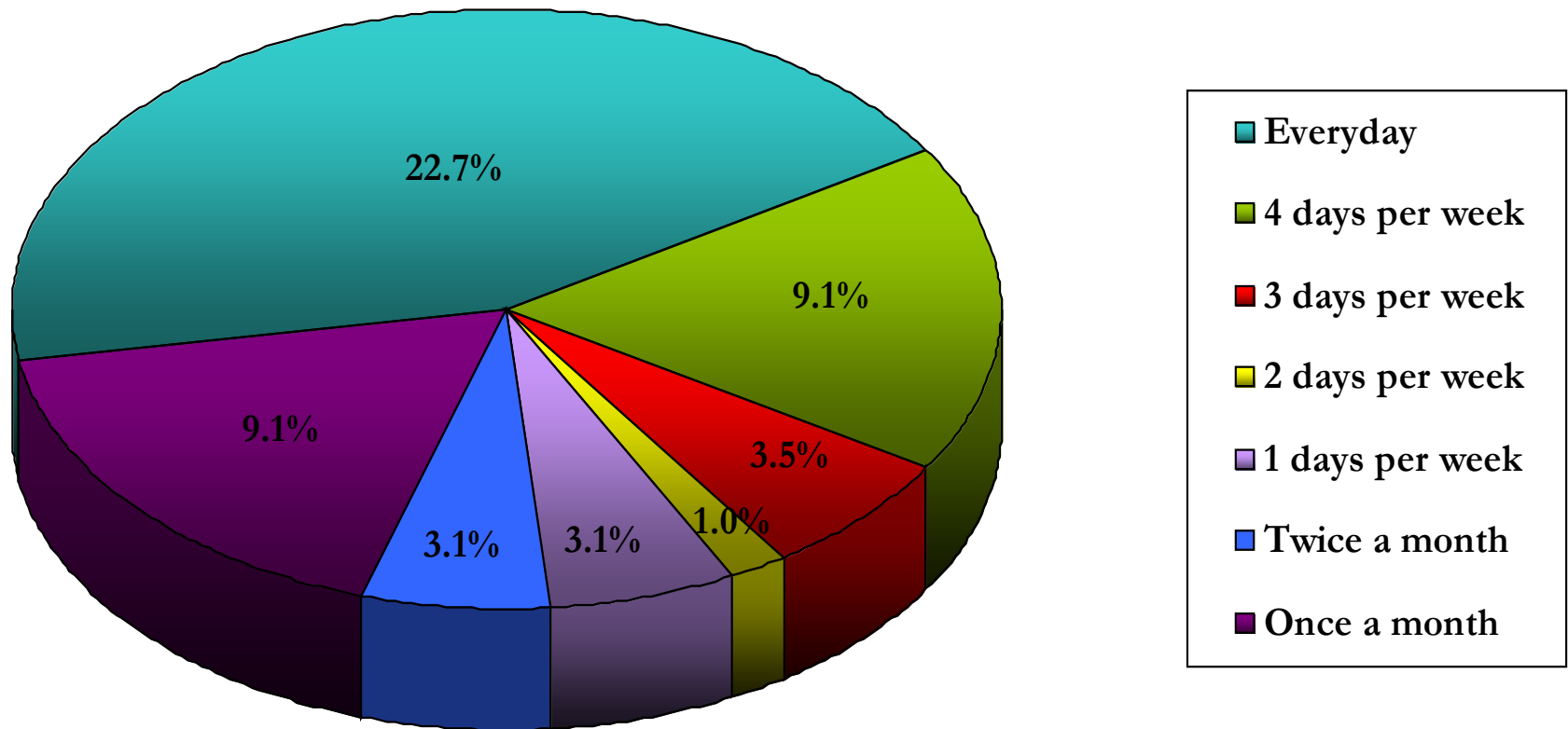
Which of our routes do you use?



* Respondents could indicate more than one route. Thus, the results will total to more than 100%.

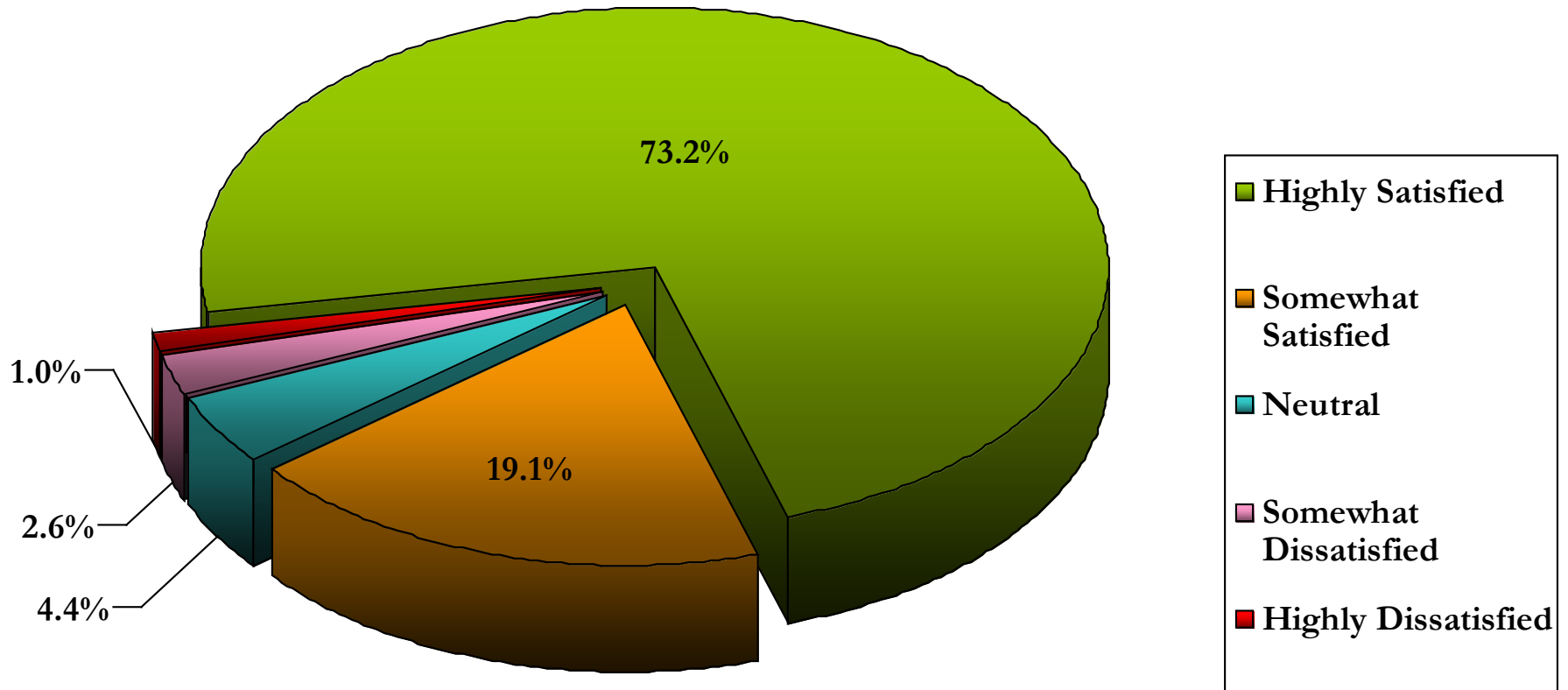
Findings

How frequently do you ride PART?



Findings

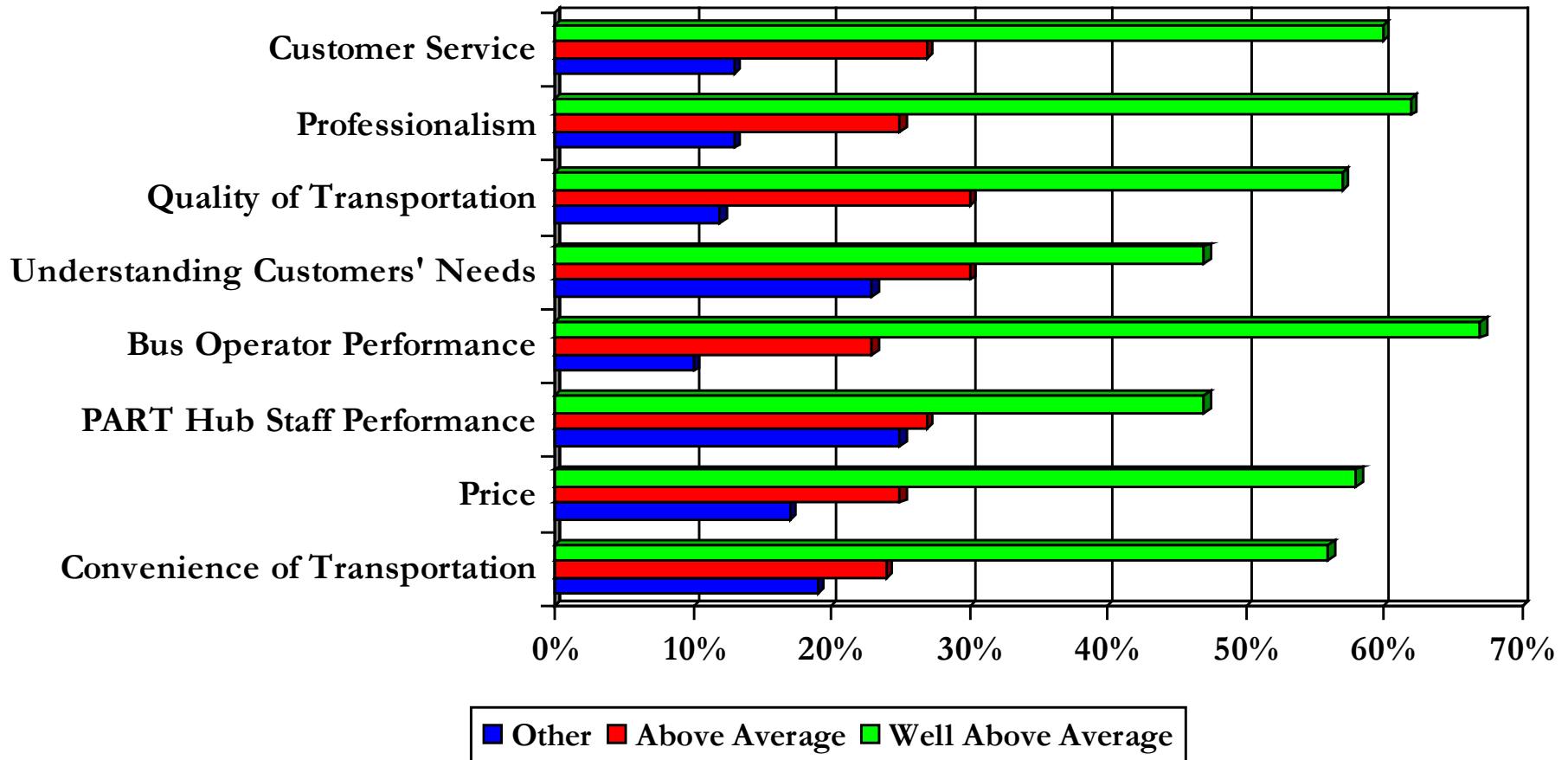
How would you rate your level of satisfaction with us?



Findings

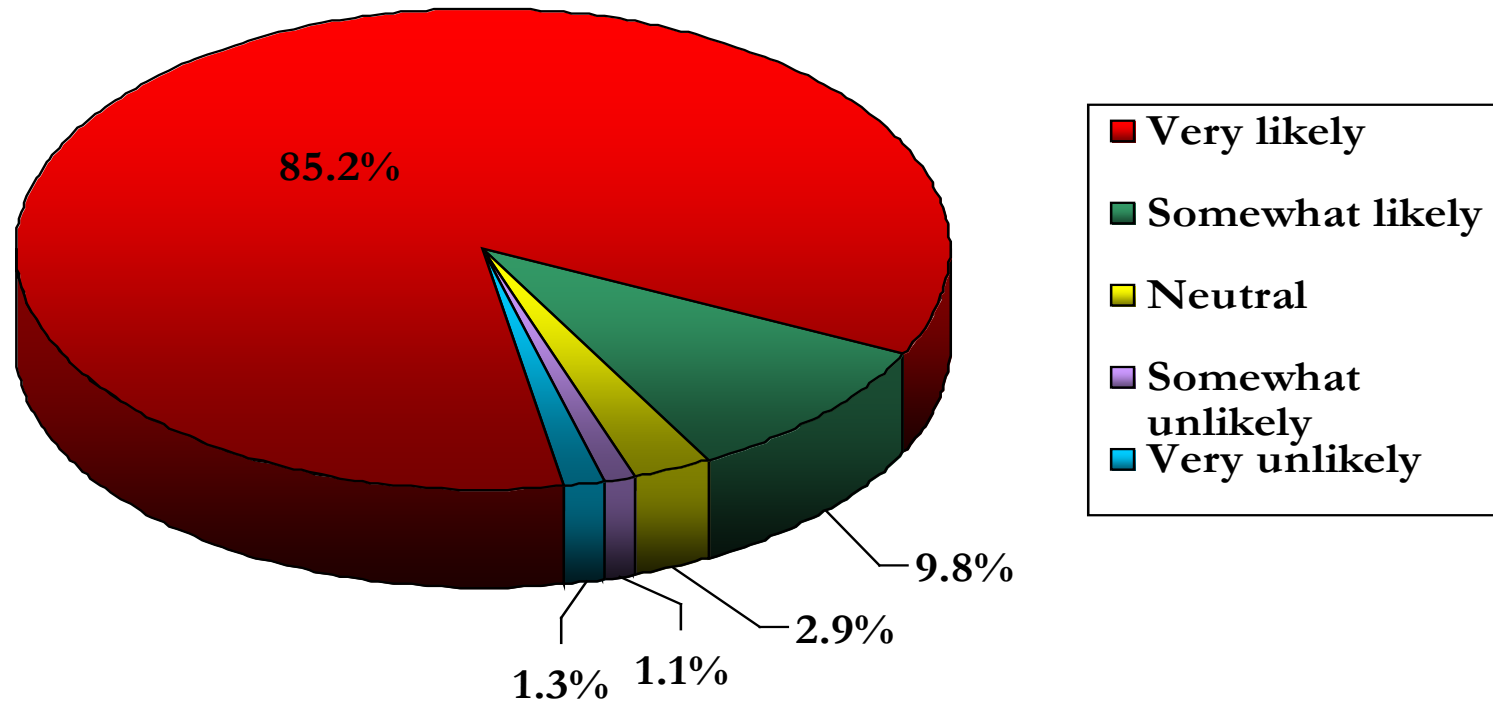
How do we rate on the following attributes?

1= Well above avg. 2= Above avg. 3= Neutral 4= Below avg. 5= Well below avg.



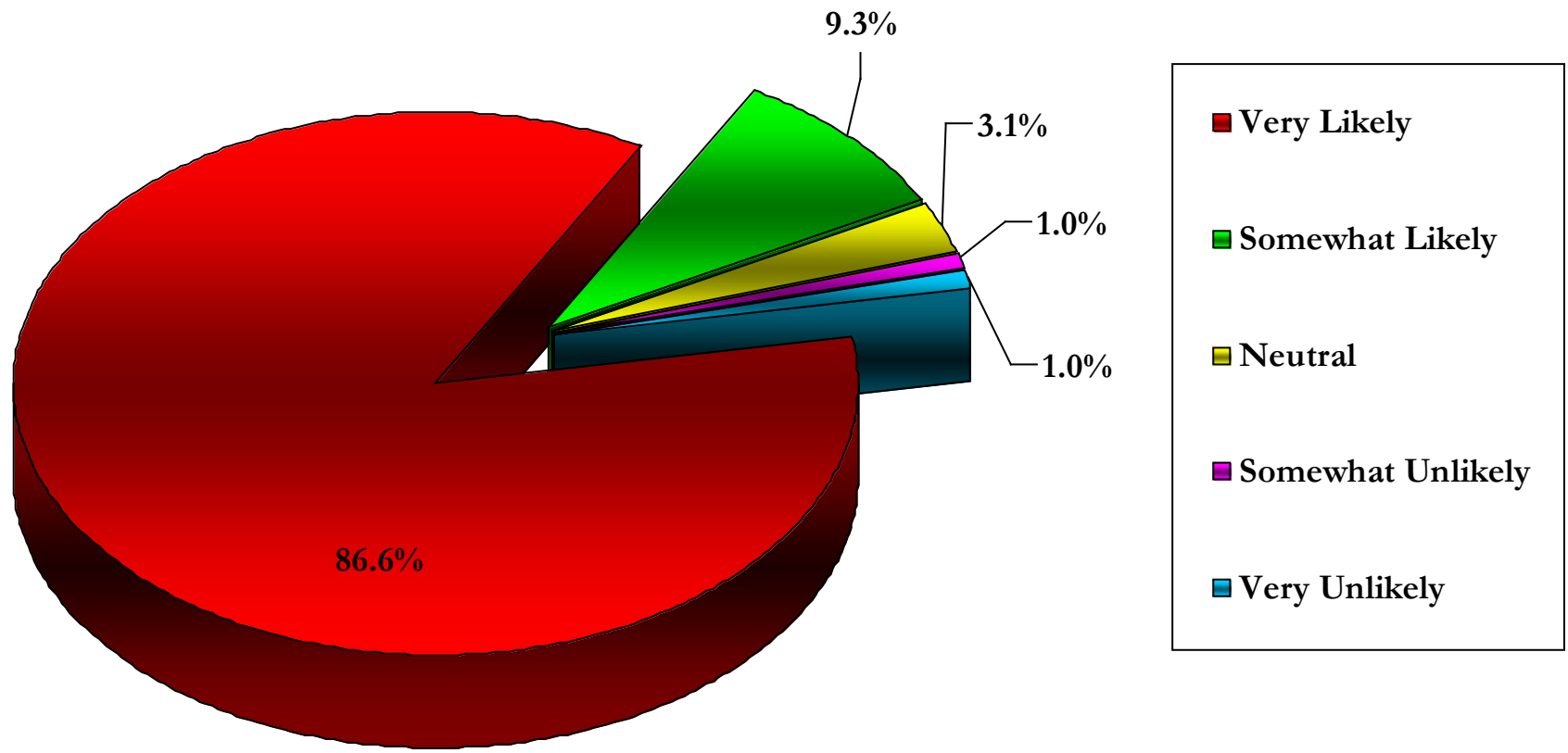
Findings

How likely are you to continue riding PART?



Findings

How likely is it that you would recommend PART to a friend or colleague?



Findings

How did you hear about PART services?

