



# Nottingham Trams Limited

April 2017

**Building a Culture of  
Customer Service Excellence**

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# Our Mission

**To be the  
Number 1  
Tram  
Operator in  
the UK!**

- **Safety**
- **Operational Excellence**
- **Customer Satisfaction**
- **Employee Engagement**
- **Community Engagement**

# Welcome to Nottingham

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- ⦿ 6<sup>th</sup> Largest City in England, located in the Midlands
- ⦿ Population: 314,000 (city) with 682,000 (shire)
- ⦿ 2 Universities: Trent & University of Nottingham: 57,000 students
- ⦿ 12 million visitors annually
- ⦿ Major regional hospital: Queens Medical Centre
- ⦿ Top Industries in Nottingham (based on turnover): Boots, Pendragon, Sports Direct, Wilko, Gala Coral Group, Experian and Speedo



## Facts & Figures

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- ⦿ 32km of tramway
- ⦿ 51 tramstops
- ⦿ 16 substations
- ⦿ 37 trams
- ⦿ 126 TVMs, 203 validators & 94 PEHP
- ⦿ 7 park & ride sites with 5,400 spaces
- ⦿ 1 depot & 1 control room
- ⦿ 186 CCTV cameras
- ⦿ 288 staff (139 drivers, 47 engineering, 47 revenue protection, 11 customer service)
- ⦿ NPS customer satisfaction @ 98%



# Nottingham Express Transit

**Phase 1**  
Line 1 Opened

Consortium

- Transdev
- Carrilion
- Bombardier
- NCT

**Phase 2**

Consortium

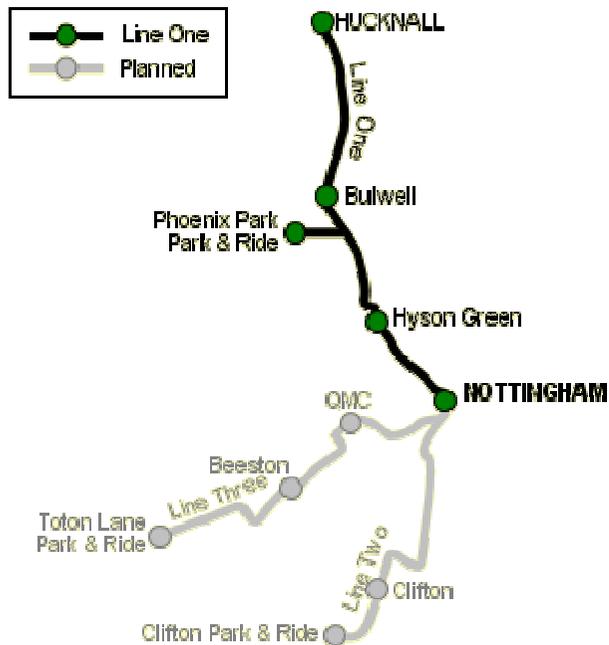
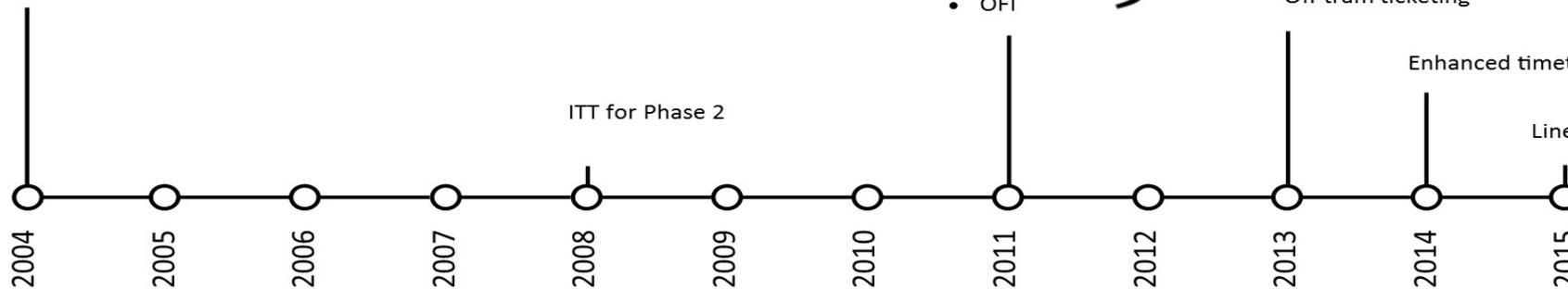
- Keolis
- Vinci
- Alstom
- Trent Barton
- Meridian
- OFI

} Tramlink

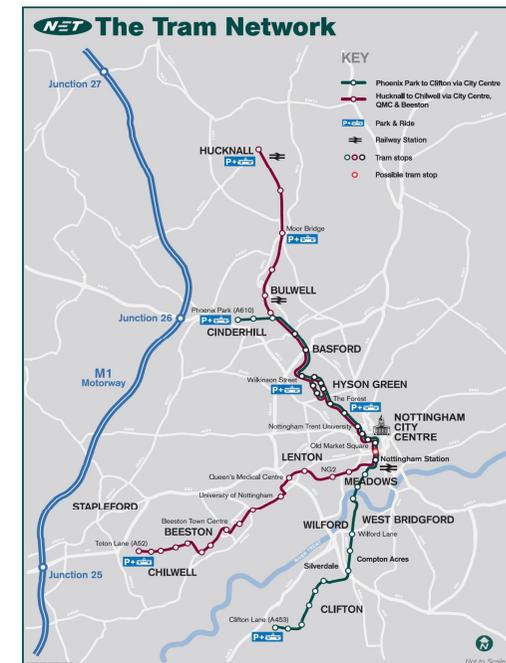
Off tram ticketing

Enhanced timetable

Line 2 & 3 opened



The journey so far ...



# Customer Satisfaction Initiatives

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- ⦿ Opened NET Travel Centre in the City Centre
- ⦿ Recruited, trained & deployed new Customer Service team
- ⦿ Integrated into the Control Room – PEHP/CCTV/AVLS/PA's
- ⦿ Increased customer service opening hours to 7 days/week



## Customer Satisfaction initiatives cont...

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- ⦿ Institute of customer service membership
- ⦿ First Impressions training
- ⦿ Service improvement projects
- ⦿ Customer Service Champions to drive projects & culture
- ⦿ Think like a passenger journeys (Senior Management and customer service staff). What was is like to be a passenger today?
- ⦿ Driver public address announcement training
- ⦿ Customer communication during disruption plan
- ⦿ Keolife Full



# Managing Disruptions

## Passenger and team communication

### ⦿ Passenger Communication Management

- Proactive – Social Media
- Service delivery manager live communication with customer services
- Proactive – website messages
- Service Management Board
- AVLS for customer service
- PA's for customer service
- Help points
- Text to Travel Officers



# **Complaints, Listening to customers and support**

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## Handling customer complaints, customer facing staff

- ⦿ Customers can contact via website, email, phone call, social media and face to face in the travel centre
- ⦿ Travel centre offers face to face customer element
- ⦿ Travel officers on system for revenue protection and customer assistance (Here to help!)
- ⦿ Ambassadors deployed for launch and major events like Marathons/Fairs
- ⦿ Social media allows us to listen to customers in real time, gauge the customer feeling and deal with any issues

# Managing Customer Satisfaction

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Over 4 years NET has changed each year:

<b>2012</b> – Line 1 operating in steady state	94% customer satisfaction
<b>2013</b> – off tram ticketing – automated ticketing, Ambassadors, Travel Centre, community campaign	89% customer satisfaction
<b>2014</b> – Enhanced high frequency timetable, here to help officers, communication campaign	92% customer satisfaction
<b>2015</b> – Full Service Commencement Lines 1, 2 & 3 Ambassadors, Travel Officers, communication campaign, monthly customer surveys, community engagement	98% customer satisfaction

# Employee Engagement

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- ⦿ Recruitment attraction, integration & training
  - Local commitment PTA Hub
- ⦿ Sense of belonging initiatives
  - Intranet
  - Employee of the Month
  - Bright Ideas
  - Keolis newsletter
  - Employee App
- ⦿ Well being at work incentives
  - Loyalty recognition
  - Flexible holidays
  - Employee handbook / benefits
  - Christmas gift
- ⦿ Response rate – 56% & 69% engagement index
- ⦿ Investors in People Accreditation (standard for staff engagement)





**Thank you for  
your attention**

**Questions / Answers**