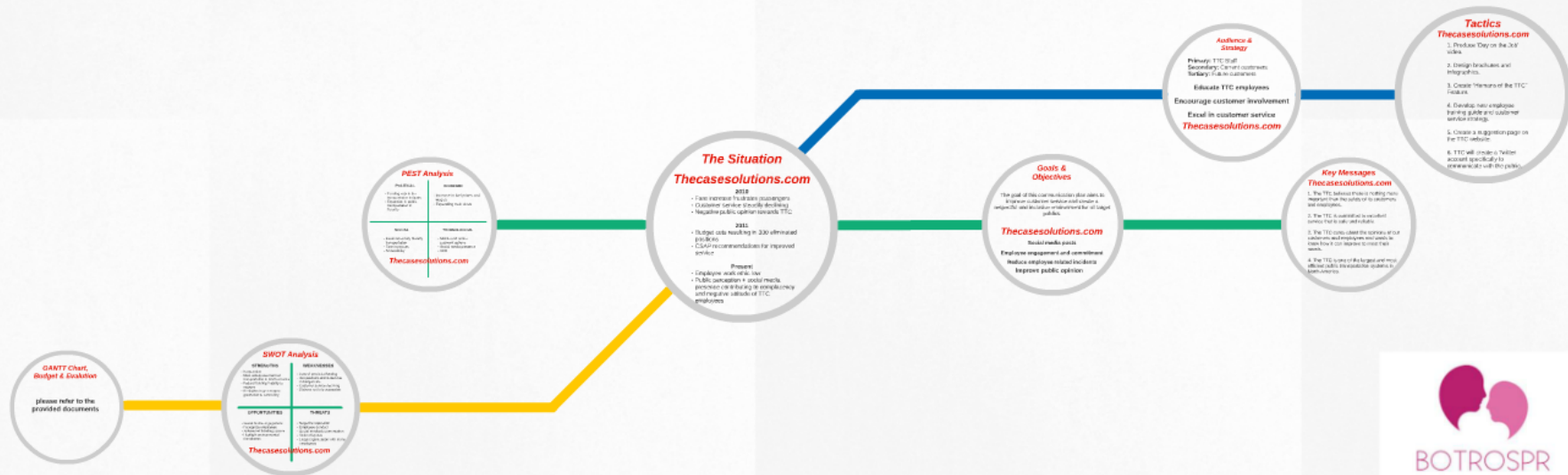


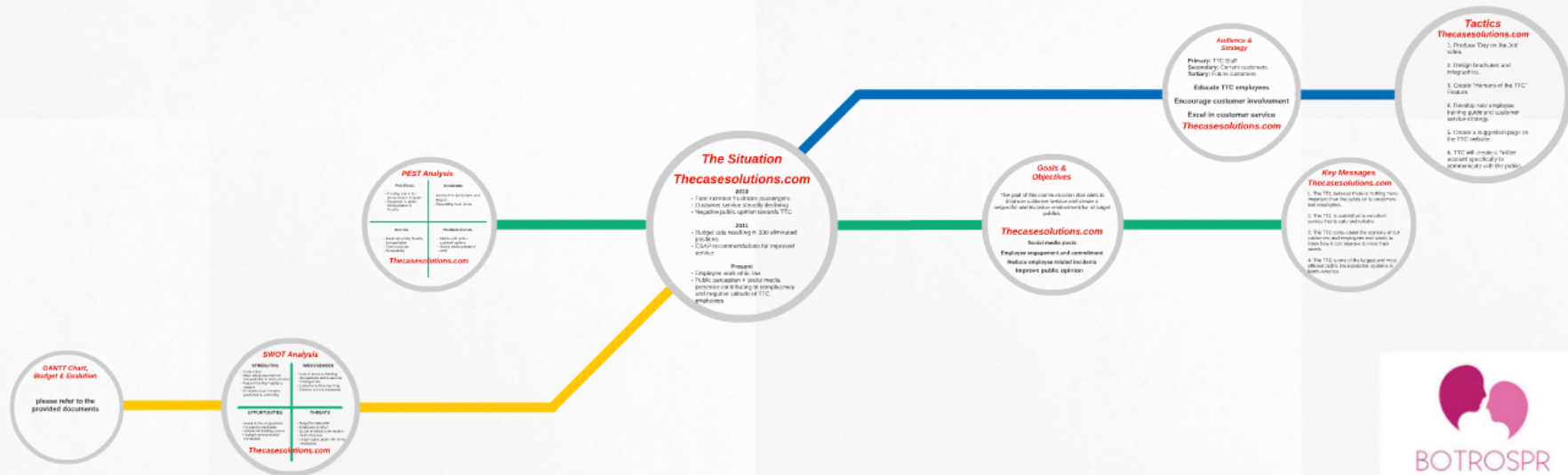
Toronto Transit Commission: Service Quality and Customer Perception

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The Situation

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2010

- Fare increase frustrates passengers
- Customer service steadily declining
- Negative public opinion towards TTC

2011

- Budget cuts resulting in 300 eliminated positions
- CSAP recommendations for improved service

Present

- Employee work ethic low
- Public perception + social media presence contributing to complacency and negative attitude of TTC employees

SWOT Analysis

STRENGTHS

- Inexpensive
- Most widely used form of transportation in North America
- Federal funding = ability to improve
- Reduction in greenhouse gases due to carpooling

WEAKNESSES

- Loss of provincial funding
- 300 positions eliminated due to budget cuts
- Customer service declining
- Stations not fully accessible

OPPORTUNITIES

- Social media engagement
- Recognize employees
- Automated ticketing system
- Highlight environmental-friendliness

THREATS

- Negative reputation
- Employee conduct
- Social media documentation
- Union disputes
- Large organization with many employees

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PEST Analysis

POLITICAL

- Funding cuts in the transportation industry
- Expansion in public transportation in Toronto

ECONOMIC

- Increase in fuel prices and wages
- Expanding train sizes

SOCIAL

- Environmentally friendly transportation
- Fare increases
- Accessibility

TECHNOLOGICAL

- Mobile and online payment options
- Social media presence
- WIFI

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Goals & Objectives

The goal of this communication plan aims to improve customer service and create a respectful and inclusive environment for all target publics.

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Social media posts

Employee engagement and commitment

Reduce employee related incidents

Improve public opinion

Audience & Strategy

Primary: TTC Staff

Secondary: Current customers

Tertiary: Future customers

Educate TTC employees

Encourage customer involvement

Excel in customer service

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Key Messages

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1. The TTC believes there is nothing more important than the safety of its customers and employees.
2. The TTC is committed to excellent service that is safe and reliable.
3. The TTC cares about the opinions of our customers and employees and wants to know how it can improve to meet their needs.
4. The TTC is one of the largest and most efficient public transportation systems in North America.

Tactics

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1. Produce 'Day on the Job' video.
2. Design brochures and infographics.
3. Create "Humans of the TTC" Feature.
4. Develop new employee training guide and customer service strategy.
5. Create a suggestion page on the TTC website.
6. TTC will create a Twitter account specifically to communicate with the public.