

MBTA Customer Opinion Panel

July 2015 Baseline Report

8/14/2015

Overview on the web-based customer service survey

- We recently resumed the customer satisfaction panel survey, which was developed in partnership with M.I.T.
- The survey is web-based and part of a new approach to customer outreach which leverages a panel of 6000 participants
- Survey participants are balance by geography, mode used and basic demographics
- We plan to run the survey on a monthly basis going forward to compare performance against the benchmark
- “Net Positive %” is calculated by scoring every question on a 1-7 basis, removing the 4s, subtracting the “negatives” (1-3) from the “positives” (5-7) to get to “net positive”, which is divided by total responses

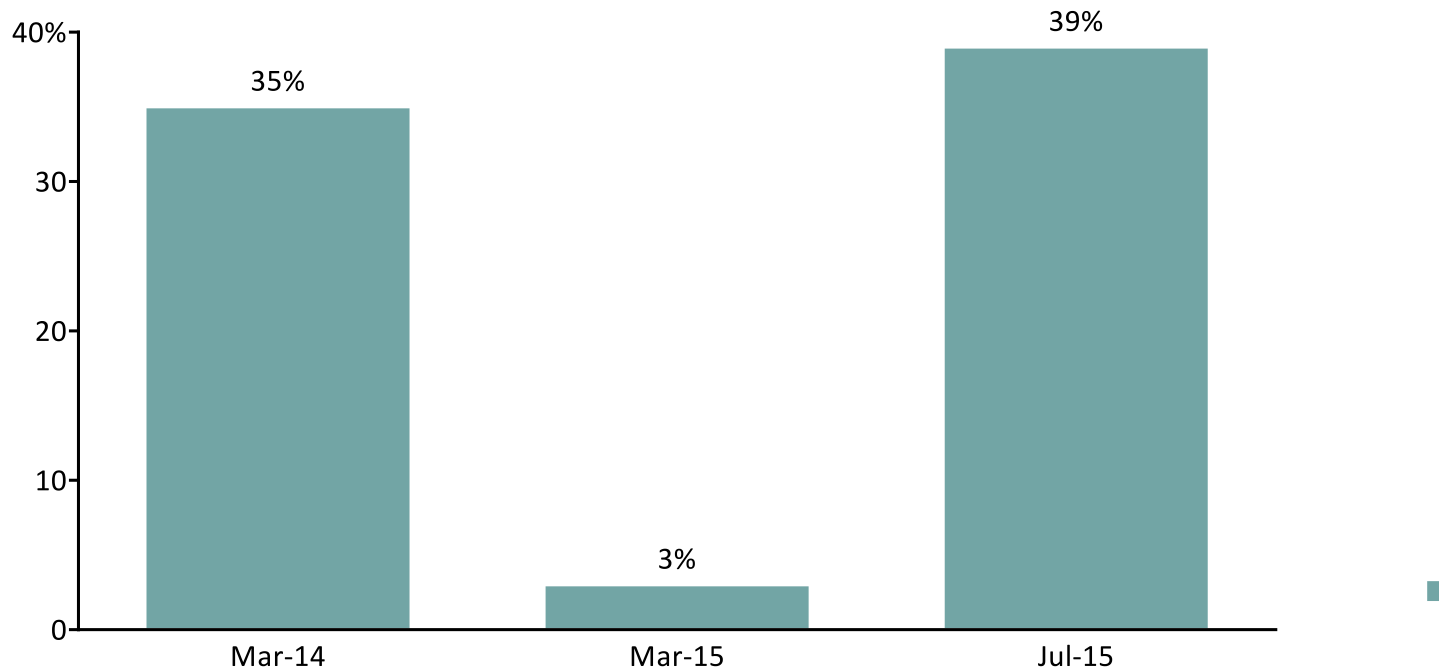
Overall Customer Satisfaction

March 2014 – July 2015

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Overall Satisfaction Net Positive
"Very Dissatisfied" to "Very Satisfied"



Source: MBTA Internal Data – July 2015 Survey – 647 customers began survey; 4000 total riders in the panel – Opinion Panel is a collaboration between the MBTA Office of Performance Management and Innovation and MIT

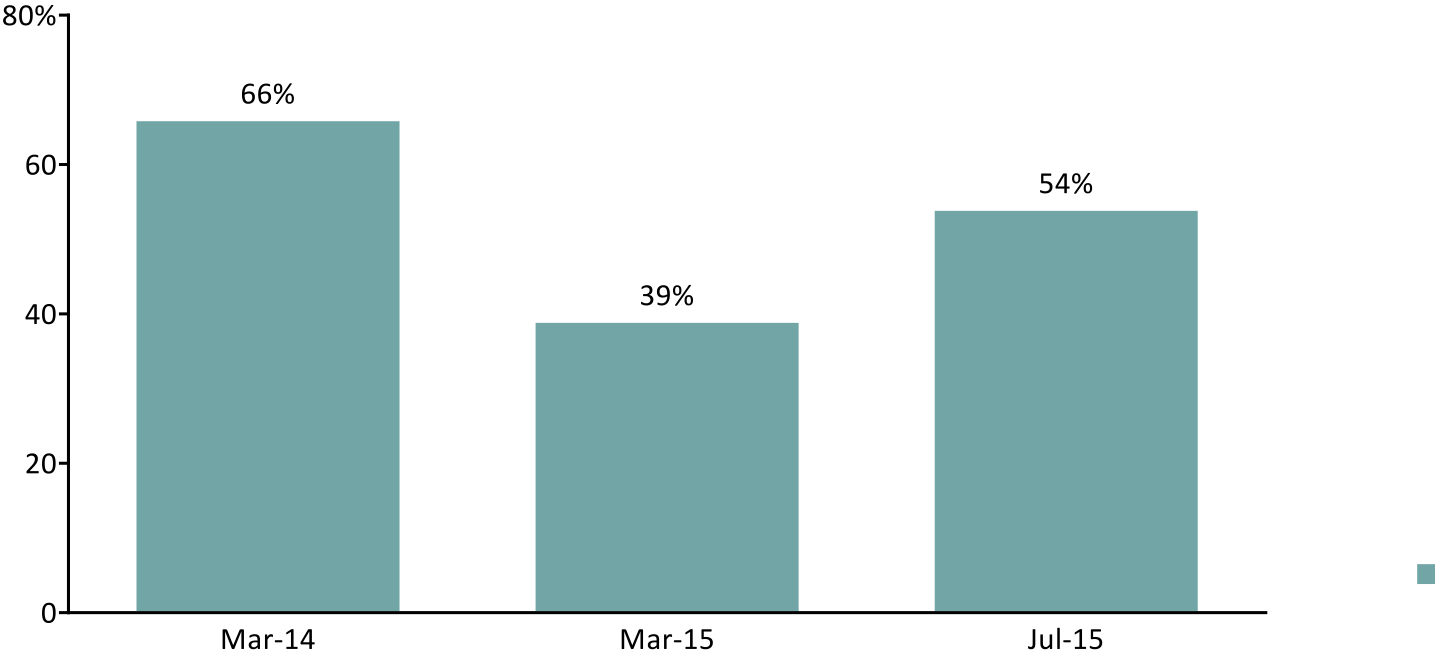
Likelihood to Recommend to Friend

March 2014 – July 2015

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Recommend to a Friend - "Extremely Unlikely" to "Extremely Likely"



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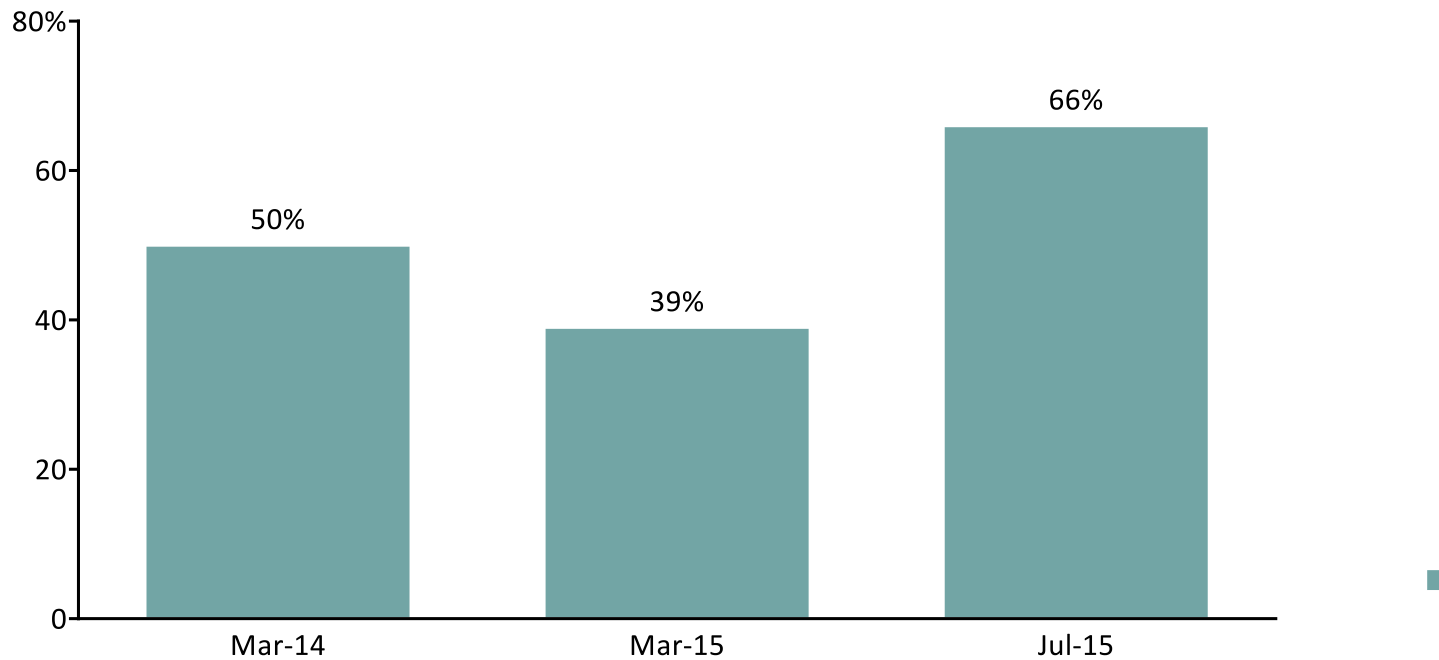
Wait Times

March 2014 – July 2015

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Wait Time - "Unacceptable" to "Excellent"



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