

# Customer Experience (CX) Action Plan

CT NRZ Advisory Board Meeting- September 8, 2022



#### Introduction to the CX Action Plan

- Connecticut DOT is developing a Customer Experience (CX) Action Plan that will shape future investments in public transportation services and solutions in ways that promote positive customer experiences.
- The Action Plan will be informed by customer insights and feedback and will help ensure the customer and their experience is influencing and supporting innovation and decision-making within the state's public transportation services.



#### Goals of the CX Action Plan

#### **CONNECT**

Connect with transit riders to listen and learn about their experience using public transportation

#### **UNDERSTAND**

• Better understand changing customer needs, expectations, and desires for the state's transit system

#### **VISION**

• Define a vision for the future of public transportation in Connecticut which is based on customer priorities

#### **ACTION**

 Create a clear plan that includes actions that can be taken to achieve the vision and make transit a more pleasant, reliable, and efficient experience for everyone



## **Engagement Activities So Far**

Stakeholder Interviews

Focus Groups

Pop-Up Events

Surveys



#### Website

### Website TransitCX.com

# Email DOT.TransitCX act.gov







Understanding you—our transit customers—and what you need and expect in your public transportation travel is key to changing the way Connecticut plans and creates a better customer experience for riders.

Although the Connecticut DOT may not directly operate your transit service, we are responsible for a majority of the funding and planning of all public transit in the state. With a goal of making sure that riders have the best experience on the services that we subsidize, we're reaching out to you for your input.

This feedback will inform the first ever Statewide Customer Experience (CX) Action Plan. Click the links below to learn more about the CX Action Plan and how you can share your experience.











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Contact the Customer Experience Unit at <u>DOT.TransitCX@ct.gov</u>

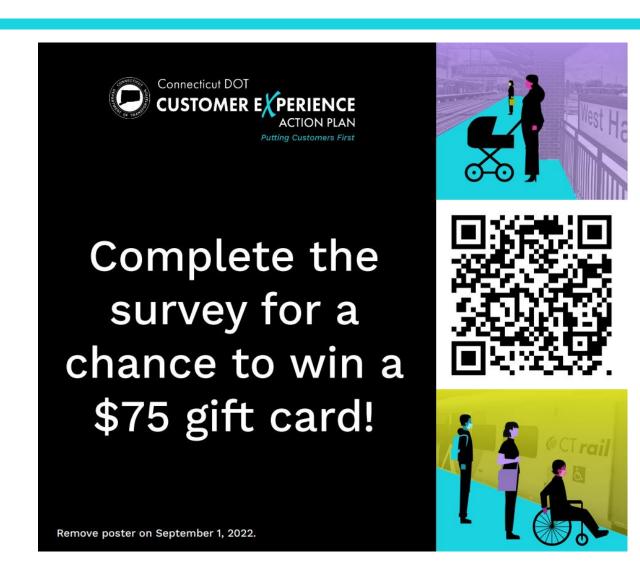
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## NEW! CX Survey



Survey-Open until September 15<sup>th</sup>!

www.cxactionplan survey.com/#/





## Next Steps

- Continue Outreach and Engagement to collect feedback until Fall
- Action Identifications and Plan Development
- Draft Plan Release for Comment early 2023





## Thank you!

Alicia Leite
Transportation Supervising Planner
Customer Experience (CX) Unit
CTDOT Bureau of Public Transportation
Email: alicia.leite@ct.gov