



Airdrie Transit Customer Advisory Group

Purpose:

To provide Airdrie Transit with ongoing input and advice on how to improve the customer experience on Airdrie Transit; and to help foster and sustain a culture of customer service and innovation in Airdrie Transit.

Roles and Responsibilities of Advisory Group Members:

- a. Promote dialogue and information exchange regarding key customer experience issues
- b. Serve as a sounding board for key Airdrie Transit initiatives related to customer service
- c. Provide Airdrie Transit with ideas on how to improve customer experience from a variety of perspectives
- d. Assist in advising on policy issues for services regarding the interest of customers

Examples of pertinent customer experience issues would include:

- a. Service levels and destinations served
- b. Communication of service delays or changes
- c. Features and functionality of the Airdrie Transit website
- d. Cleanliness, upkeep, quality and safety of Airdrie Transit facilities
- e. Fares and fare payment systems
- f. Customer service protocols
- g. New technology and other innovative practices related to customer experience such as mobile device applications, GPS, etc.
- h. Enforcement and safety on Airdrie Transit

Issues NOT within the scope of Advisory Group Members:

- a. Scheduling or other operational issues related to specific bus or train routes (i.e. "my #3 bus is late")

Membership Composition:

The intent of the Advisory Group membership composition is to have a wide cross section of perspectives on customer experience on Airdrie Transit. Membership for this Advisory Group is on a voluntary basis and will consist of both current users and non-users.

Airdrie Transit is looking for individuals that:

- a. reside in Airdrie;
- b. are willing to constructively bring their ideas, enthusiasm and unique customer perspective to the Advisory Group;
- c. demonstrate and outline the reasons they want to contribute helping to improve the customer experience on Airdrie Transit; and
- d. demonstrate the ability to commit to attending all meetings and participating in on-line discussions

Meetings and Activities:

The intent of the Advisory Group is to allow it to be dynamic and nimble. As an ad-hoc group, meetings will not be regularly scheduled and will be called with a minimum one week advance notice.

More Information:

For more information, including applying to be part of the Airdrie Transit Customer Advisory Group, please contact Chris MacIsaac, Transit Coordinator – Airdrie Transit.

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