@SEPTA_SOCIAL Customer Satisfaction 2013

Web Survey Report

October 2013
Methodology

- The @SEPTA_SOCIAL Customer Satisfaction Survey was conducted online from August 28th through September 30th.
- @SEPTA_SOCIAL’s Twitter feed provides a service that only Followers and those that interact with the feed can realistically assess, as such to control for this:
  - The survey link was delivered to @SEPTA_SOCIAL followers via tweet
  - However, Followers were able to retweet the link in tweets of their own
  - The survey link was not posted on SEPTA.org
- 118 surveys were completed
- The intent is to repeat this effort on an annual basis giving Followers the opportunity to provide feedback every year as well as to get trending data to determine whether efforts to improve the service have been successful.
Detailed Findings
@SEPTA_SOCIAL: Satisfaction Ratings

Overall Satisfaction with @SEPTA_SOCIAL (Mean = 4.00)

- Excellent: 3%
- Good: 21%
- Average: 31%
- Poor: 40%
- Very Poor: 7%

Helpfulness of @SEPTA_SOCIAL (Mean = 4.01)

- Excellent: 6%
- Good: 17%
- Average: 31%
- Poor: 42%
- Very Poor: 9%

Accuracy of @SEPTA_SOCIAL (Mean = 4.08)

- Excellent: 3%
- Good: 23%
- Average: 36%
- Poor: 38%
- Very Poor: 3%

Responsiveness of @SEPTA_SOCIAL (Mean = 4.15)

- Excellent: 6%
- Good: 4%
- Average: 10%
- Poor: 28%
- Very Poor: 52%

Likelihood to Recommend @SEPTA_SOCIAL (Mean = 4.12)

- Excellent: 6%
- Good: 4%
- Average: 15%
- Poor: 21%
- Very Poor: 53%

N = 118
@SEPTA_SOCIAL: Mode Utilization

SEPTA Mode Utilization*

<table>
<thead>
<tr>
<th>Mode</th>
<th>Utilization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional Rail</td>
<td>54%</td>
</tr>
<tr>
<td>Market-Frankford El</td>
<td>46%</td>
</tr>
<tr>
<td>City Bus</td>
<td>42%</td>
</tr>
<tr>
<td>Broad Street Subway</td>
<td>25%</td>
</tr>
<tr>
<td>City Trolley</td>
<td>16%</td>
</tr>
<tr>
<td>Suburban Bus</td>
<td>9%</td>
</tr>
<tr>
<td>Suburban Trolley</td>
<td>9%</td>
</tr>
<tr>
<td>Don't use SEPTA</td>
<td>1%</td>
</tr>
</tbody>
</table>

N = 118

* Percentages total more than 100% as this question allowed multiple answers
@SEPTA_SOCIAL: Service Usage Frequency

SEPTA Service Usage Frequency

- Daily: 84%
- Weekly: 10%
- Monthly: 5%
- Less than Once a Month: 1%
- Never: 0%

N = 118
@SEPTA_SOCIAL: Longevity of Following

@SEPTA_SOCIAL: Began Following Within:

- Past Week: 10%
- Past Month: 13%
- Past 3 Months: 22%
- Past 6 Months: 49%
- Do not follow @SEPTA_SOCIAL: 2%
- Don't know: 4%

N = 118
@SEPTA_SOCIAL: Likelihood to Interact in Future

Likelihood to Have Conversation with @SEPTA_SOCIAL in Future

- Very Likely: 50%
- Somewhat Likely: 34%
- Not sure: 5%
- Somewhat Unlikely: 5%
- Very Unlikely: 6%

N = 118
@SEPTA_SOCIAL: Number of Tweets

# of Tweets Direct to @SEPTA_SOCIAL

- 0: 25%
- 1-2: 21%
- 3-5: 34%
- 6-10: 12%
- 11-20: 6%
- >20: 2%

Mean = 4.11
N = 118
@SEPTA_SOCIAL: Other Transit Twitter Activity

Transit Agency Twitter Feed Activity

Following Other than SEPTA?

Yes 25%
No 75%

Who?*

- Amtrak 45%
- MTA 24%
- WMATA 14%
- NJ Transit 14%
- PATCO 14%

@SEPTA_SOCIAL is…

- Much Better 48%
- Somewhat Better 14%
- Similar 31%
- Somewhat Worse 3%
- Much Worse 3%

N = 118  N = 29  Mean = 4.00

Q8/Q9/Q10 * Among those that follow other transit agencies
@SEPTA_SOCIAL: SEPTA Alert Twitter Feeds

Following SEPTA Alert Twitter Feed?

- Yes: 81%
- No: 19%

N = 118
@SEPTA_SOCIAL: Other Customer Service Twitter Activity

Customer Service Twitter Feed Activity

Following Anyone Interesting?

- Yes: 12% (14 Users)
- No: 88%

N = 118

Who?*

<table>
<thead>
<tr>
<th>Mention</th>
<th>Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>@ComcastCares</td>
<td>5</td>
</tr>
<tr>
<td>@VerizonSupport</td>
<td>1</td>
</tr>
<tr>
<td>@Nordstrom</td>
<td>1</td>
</tr>
<tr>
<td>@Wawa</td>
<td>1</td>
</tr>
<tr>
<td>@SouthwestAir</td>
<td>1</td>
</tr>
<tr>
<td>@DunkinPhilly</td>
<td>1</td>
</tr>
<tr>
<td>@Zappos_Service</td>
<td>1</td>
</tr>
<tr>
<td>@Oreo</td>
<td>1</td>
</tr>
<tr>
<td>@ZipCarPhilly</td>
<td>1</td>
</tr>
<tr>
<td>@PhillyPolice</td>
<td>1</td>
</tr>
<tr>
<td>@McDPhilly</td>
<td>1</td>
</tr>
</tbody>
</table>
@SEPTA_SOCIAL: How to Improve

@SEPTA_SOCIAL: What Can We do to Improve?

<table>
<thead>
<tr>
<th>Suggestion</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No response</td>
<td>62%</td>
</tr>
<tr>
<td>Nothing, great as is!</td>
<td>14%</td>
</tr>
<tr>
<td>More responsive</td>
<td>6%</td>
</tr>
<tr>
<td>Actually fix problems</td>
<td>5%</td>
</tr>
<tr>
<td>Expand hours of team</td>
<td>3%</td>
</tr>
<tr>
<td>Follow up w/ CS via phone</td>
<td>2%</td>
</tr>
<tr>
<td>Be more accurate</td>
<td>2%</td>
</tr>
<tr>
<td>Be proactive w/ fare changes</td>
<td>1%</td>
</tr>
<tr>
<td>Clarity for those unfamiliar</td>
<td>1%</td>
</tr>
<tr>
<td>More professional tone</td>
<td>1%</td>
</tr>
<tr>
<td>Take ownership of all lines</td>
<td>1%</td>
</tr>
<tr>
<td>Take suggestions seriously</td>
<td>1%</td>
</tr>
<tr>
<td>Inefficient</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
</tbody>
</table>

N = 118
THANK YOU!