

# KCATA

## Developing a Customer Focused Agency Through Training

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Susan Miller, VP of People Development

# Developing a Customer Focused Agency Through Training

- Positioning - Knowing Your Customer
- Blending Training with Customer Experience
- Start with Why
- Learning and Development Framework
- Department Support / Gaining Investment
- Our Pandemic Example

# Why Customer Service Focus?

Customers are our business!

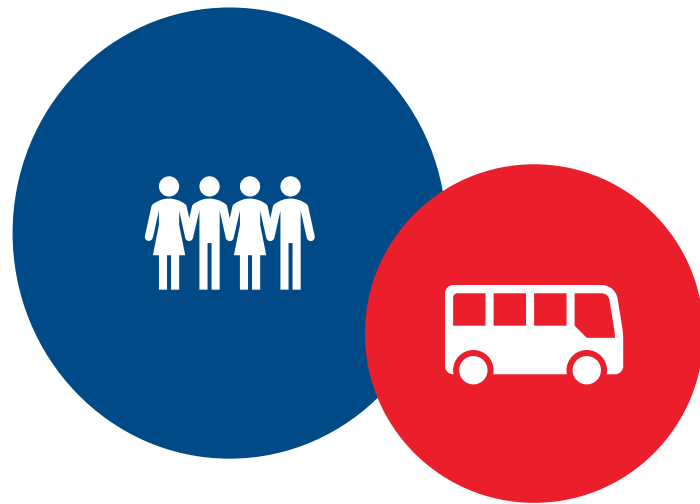
KCATA Mission: We connect people to opportunities.

Best way to reach your success goals – mindset, training and delivery:

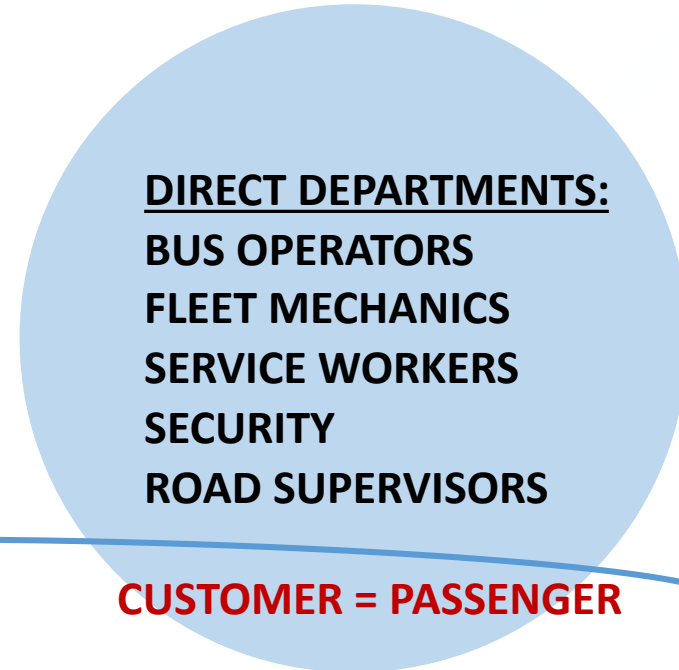
- Delivery Excellence and Reputation
- Customer Loyalty and Retention
- Job Satisfaction

# Positioning - Knowing Your Customer

## Our Goal: Deliver Quality Transportation to Passengers



**30,000 PASSENGERS PER DAY (CURRENT)**  
**250 VEHICLES**



**DIRECT DEPARTMENTS:**  
**BUS OPERATORS**  
**FLEET MECHANICS**  
**SERVICE WORKERS**  
**SECURITY**  
**ROAD SUPERVISORS**

**CUSTOMER = PASSENGER**



**SUPPORT SERVICES:**  
**DISPATCH**  
**CALL CENTERS**  
**HUMAN RESOURCES**  
**FINANCE / PROCUREMENT**  
**MARKETING / COMMUNICATIONS**  
**TRAINING**

**CUSTOMER = EMPLOYEE**

**750 EMPLOYEES**

# Training for Customer Service Excellence

## Aligning Your Delivery Model

- Why – What Makes Effective Transportation
- Compliance – Rules, Regulations and Policies
- Skills Needed – Driving, Maintenance, Cleaning, Office
- Metrics – What are Customer Service goals?





# Training for Customer Service Excellence

## What Else?

### **Prioritizing a Customer-Centered Workforce** **Integrate into Training in the Classroom & Daily Operations**

- Clear Customer Strategy Goals
- Identifying Customer Experience Needs
- Employee Satisfaction – Happy Driver = Happy Passengers!
- Strong Leadership by Example
- Recruiting with desire, passion and customer service skills
- Instill Dedication and Passion from Day 1
- Culture of Customer-Focused Innovation and Improvements
- Customer Respect / Healthy Customer Relationships
- Accountability to each other

# Learning and Development Framework

## Consistency and Reinforcement

- Continuous goal reminders
- Continuous training, repetition and feedback throughout the year (consistency!)
- Credible discipline, targeted training and reinforcement
- Reward and Recognition

# Learning and Development Framework

## Consistency and Reinforcement

Example – Bus Operators:

- Customer Service Performance **Goals**: Clear and shared measures to public and employees  
**Periodic** Goal Reminders: customer service, safety, efficiency and encouraging or reversing trends
- **Annual** Training: classroom, road observation, behind-the-wheel ride alongs and goal reminders
- **Quarterly** Training: behind-the-wheel ride alongs with learning reinforcement
- **Daily** Observations and feedback: by road supervision, training and management
- **Motivators**: Reward and recognition, celebrating successes
- **Deviations** should be followed up with recurrent training and as necessary, some credible discipline



# Training: Pandemic Example

Return to Work Training



All Agency Refresher Training

Live Testing  
Our Strategy

## Bus Operators – RTW & Refresher Training Agenda

Time	Training Topic	Guests/Speakers
8:00-8:15am	<b>Welcome!</b> <b>Introductions &amp; Training Expectations</b>	
8:05-9:00am	<b>CEO Support Message</b> Recognizing Frontline Hero's Video <b>Company Overview &amp; Covid-19 Campus Updates</b> <b>Communications &amp; Employee Support Updates</b> <b>Q&amp;A</b>	Executive Leadership
	<b>SKILLS TRAINING - Transportation Department</b> -Optimization/Performance -Policies & SOP Updates -Safety Goals	Transportation Management
9-10:00am	<b>COMPLIANCE TRAINING</b> <b>Harassment Awareness &amp; Discrimination</b> <i>(Sexual Harassment, Gender Bias, Diversity &amp; Inclusion and Bystander Training)</i>	Training Instructor
10-10:15am	BREAK	
10:15-11:30am	<b>Customer Service Experience</b> Professionalism/De-Escalation/Verbal Judo	Security Team
11:30-12:30pm	<b>KCATA Safety &amp; Compliance</b> Active Shooter Safety Tornado Safety Fire Safety	Training Instructor
12:30-1:30	LUNCH	
1:30-4:00pm	<b>Behind-the-Wheel Driving Observation &amp; Evaluation</b>	2-3 Operators w/Training Instructor

# Gaining Investment Winning at Customer Focus from your Employees

## Customer Service Training – All Agency

- Learning from passenger questions and complaints
- Know your customer - Solicit feedback (surveys, other) and data trends, listen

## Aligned Metrics and Goals – All Agency

- Make customer service metrics part of your agency goals
- Integrating service goals into support departments – customer and employee
- Tying employee goals to service goals

## De-Escalation Training – Bus Operators and Road Supervisors

- Tactics and protocol to reduce customer conflict and disagreement
- Using diplomacy where possible to minimize customer dissatisfaction
- Knowing when to contact road supervision or security

## Leadership Training – All Agency

# Start With Why, *Simon Sinek*

Employee  
Thank You  
Video –  
our  
Training  
Opening

