



Customer Service Policy Passenger Relations Plan

The quality of the service we provide to our customers is an integral part of Kennedys Bus & Coach business and as part of our Core Business Commitment, we have developed our Customer Service Policy and Passenger Relations Plan.

Service can be measured from two points of view:

- From the point of view of the service provider
- From the point of view of the customer

Whilst both points of view are important, it is the point of view of the customer, which will give us a very accurate assessment of the quality of the service we provide.

We are all customers at various times, and it is during these times that we are quick to notice and comment poor service. We are more inclined to remember bad experiences, as a customer, than we are the good experiences. It is these bad experiences, which prompt us to urge our friends not to do business with a particular company, shop, bus service, etc. In the case of a bus service it is poor service which drives passengers away. They will seek some other mode of transport, rather than put up with poor service. We should not adopt the attitude that **'they have to use our service because there is no other.'** There are many other ways around poor service, and people will find and use them and often put up with the inconvenience. A lost customer is very hard to win back.

What is poor service?

Many things when put together make up poor service. Any one of them alone can turn away a customer. Several together can be disastrous. The following list is an example of things, which are recognized as poor service:

- ✗ Arriving late at a bus stop or destination
- ✗ Arriving ahead of timetable
- ✗ Not being well groomed
- ✗ Driving erratically
- ✗ Treating passengers negatively (rude, abrupt....)
- ✗ Dirty bus/coach
- ✗ Unable to answer passengers' questions
- ✗ Attitude to your job

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What is the effect of poor service?

It does not matter what type of business it is, poor service is costly. For a bus operator, the loss of customers means a loss in revenue and this in turn can lead to the loss of jobs. In extreme cases, poor service can lead to the closure of a business.

Good service ensures the long-term survival of the business. **“The purpose of a business is to get and keep customers”** states Theodore Levitt, Professor of Marketing at the Harvard Business School.

So, what is good service?

This question must always be answered from the point of view of the customer.

From that point of view good service is the provision of service which:

- ✓ Gets passengers to their destinations on time
- ✓ Provides a clean, safe bus/coach at all times
- ✓ Makes sure that drivers are well groomed at all times
- ✓ Ensures that passengers are treated with courtesy at all times, which means they are greeted and treated as we would want to be greeted and treated ourselves (“do unto others.....”)
- ✓ Provide accurate information to passengers

Good service relies on good people.....not only those with direct customer responsibility, but also managers, supervisors and support staff. Customer service (relations) is an important part of every person's job in the business. The attitude needs to be one of providing added value, going out of your way to satisfy the customer.

Customers service extends to those people who are our internal customers, (Management, Fellow drivers, Office staff, Maintenance staff)

We should also extend a customer service attitude to employees of other companies.

People who are good at customer service:

- ✓ Take pride in their work
- ✓ View the customer as the reason they have a job
- ✓ Take the initiative to solve customer problems
- ✓ Know how to handle the difficult customer
- ✓ Give consistently good service (the quality of service remains the same no matter what the circumstances)
- ✓ Provide a pleasant environment
- ✓ Communicate clearly with the customer
- ✓ Look for ways to service the customer better

As a driver, you are an important person to your employer, for you are the front-line contact person with the customer. How you handle that contact situation each time is critical to the success of our bus company. You not only need to present a professional image, but also you need to act professionally at all times. Remember a lost customer is very difficult to win back.

On Line Customer Service Training **MUST** be completed by all Employees

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Passenger Relations Plan

This plan looks at 6 Key areas that affect Kennedys Bus & Coach Customers:

- Information, Feedback & Customer Response
 - Timetables, Consumer awareness
 - Customer Enquiries
 - Complaints
- Incident Management
 - Emergency / Incident Management
 - Management of lost or abandoned children
 - Lost Property
- Customer Consultation & Research
 - Service Evaluation
 - Service Guidelines
- Marketing
 - Marketing of Bus Services to the community
 - Development & Design of Timetable
 - Website / Media / Advertising
- Transport for NSW Contractual Obligations
 - Commitment to Customer Service Charter
 - Collaboratively work with Transport for NSW & Regional Transport Co-ordinator
- Passenger Assistance
 - Travel Education / Individualised Assistance
 - Accessible Transport

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Information, Feedback & Customer Response

Objective - Treat all passengers with respect and in a polite and friendly manner. Respond to customer enquiries in a timely manner.

Initiatives

Transport Info Line	<p>Ensure Transport Info Line 131500 is provided accurate information on Transport Services.</p> <p>Provide Feedback on Service Issues as required.</p>
Timetables, Consumer awareness	<p>Publish Timetable for Public Distribution including website download version.</p> <p>Ensure Timetables are approved by Transport for NSW</p> <p>Maintain links of Kennedys Website for Timetable and Transport Info Line (131500)</p> <p>Provide information on available school services.</p> <p>Promote services via community support organisations.</p> <p>Kennedys Bus & Coach customer accessibility will be 8.30am to 4.45pm daily except for Weekends & Public Holidays</p> <p>Customer Accessibility via Kennedys 1300 133 477 Number</p>
Complaints	<p>Receive complaints in a professional manner.</p> <ul style="list-style-type: none"> ○ Be responsive, ○ confirm details, ○ Accept facts tendered, ○ Do not attempt to lay blame or be defensive, ○ Resolve if possible or commit to an response and / or response time, ○ Ask customer if they accept the proposed actions, if not attempt to resolve, ○ Provide formal response if required. <p>Advise complainant an initial response will be provided within 24 Hours.</p> <p>Complaint to be actioned via complaint handling procedure, with the aim to resolve within 2 Business days.</p> <p>Apply appropriate disciplinary / legal action either via Employee Investigation , SSTS Code of Conduct or other action against Customer.</p> <p>Maintain a register of all customer complaints and or SSTS breaches</p>

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Incident Management

Objective - Incidents involving passengers and buses do occur, our focus is to manage any incident is handled effectively and with care. Ensure our Policy & Procedures minimise the impact of incidents on our customers.

Initiatives

Emergency / Incident Management	<p>All emergencies will be managed in accordance with Kennedys Bus & Coach:</p> <ul style="list-style-type: none"> ○ Bus Incident Policy & Procedure ○ Critical Incident Reporting & Investigation Policy ○ Critical Incident Management Procedure ○ Critical Incident Management Checklist
Management of Lost and / or abandoned Children	<p>In the event of a lost child (i.e.: child remaining on vehicle, parent not at stop to meet child etc), driver to contact Depot immediately.</p> <p>Driver will continue journey and await instruction, this will ensure other passengers are not delayed</p> <p>Administration will make attempt to contact parent, or school. If required child will be transferred or returned to Depot and Police called to provide assistance.</p> <p>Drivers to maintain sensitivity towards child.</p>
Lost Property	<p>Drivers to return lost property to depot. Where identity of owner is known Depot to attempt contact to ensure property is returned.</p> <p>Lost property is to be held for a period of 6 weeks, if unclaimed the lost property is disposed of, or given to charity.</p> <p>Customers will be charged a fee if costs are to be borne for the return of the lost property.</p>

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Customer Consultation & Research

Objective - Engage communities and stakeholders in planning & development of all aspects of our services in order to provide efficient and effective services which will meet current & projected demand. This will be supported by approved funding from Transport for NSW.

Initiatives

Service Evaluation	Kennedys Bus & Coach will develop appropriate strategies to engage the community and stakeholders, at a minimum conduct surveys, hold community forums, advertise for feedback. Key aspects will be: <ul style="list-style-type: none"> ○ Timetable efficiency / improvements ○ Vehicle / staff presentation ○ Provision of Information ○ Customer Service ○ Ticketing
Service Guidelines	In concert with Transport for NSW & Regional Transport Co-ordinator undertake a review of current services, examine service evaluation, develop service strategies. Develop new timetables and present as drafts for comment to the community and key stakeholders.

Marketing

Objective - To provide the community with up to date Timetable information and increase awareness about the benefits of Public Transport.

Initiatives

Marketing of Bus Services	Use services of Community forums and active social & community groups Bus Stop Signage Transport Info Line accuracy Letter Box drop of timetables to villages and key access points
Development & Design of Timetables	Engage consultant to assist in design of timetable to be user friendly, easy to understand. Remove complicated timetabling.
Website / Media / Advertising	Provide easy access to website for timetable Engage media for promotion.

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Transport for NSW Contractual Obligations

Objective - Embody our logo "Enjoy the Experience", by providing passenger services which meet the need of the all levels within the community and supported by Transport for NSW

Initiatives

Commitment to Customer Service Charter	Kennedys Bus & Coach has a commitment to meet its obligations developed in concert with Transport for NSW by way of providing clean, efficient and on time passenger services.
Collaboratively work with Transport for NSW & Regional Transport Coordinator.	Kennedys Bus & Coach will work in partnership with Transport for NSW and the Regional Transport Coordinator to deliver passenger services that are within budget and meet agreed service planning guidelines

Passenger Training / Travel Assistance

Objective - Kennedys will ensure that assistance is provided for passenger requiring Accessible Transport and / or travel training to facilitate the uptake of bus travel by the elderly, disabled or culturally & linguistically diverse members of the community.

Initiatives

Travel Education / Individual Assistance	Kennedys Bus & Coach will work closely with Shoalhaven Community Transport Travel Training Service. Travel training is available to people living independently within the Shoalhaven area who are frail aged or have a disability, their carers, and people who are transport disadvantaged.
Accessible Transport Services	<p>Kennedys will provide accurate timetable information in relation to services that are fully accessible</p> <p>Kennedys currently provide 100% accessible services in line with Transport for NSW minimum service levels.</p> <p>Kennedys will endeavour at next timetable review to provide accessible vehicles on all Route Services including those above minimum service levels</p> <p>Engage a consultant to provide Disability Awareness training to all drivers in 2015.</p> <p>Continue to work with Community groups and the Shoalhaven Transport Working Group to create improved accessibility awareness, work towards improved bus stop access & transit interchange improvements</p>

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