

## **NET OPERATIONAL PERFORMANCE AND PROGRESS UPDATE**

### **1. SUMMARY OF ISSUES**

- 1.1. This report updates the Committee on the performance and progress of NET from the beginning of September to the end of November 2019.

### **2. RECOMMENDATION**

- 2.1. It is RECOMMENDED that the Committee notes this report.

### **3. OPERATIONAL PERFORMANCE**

- 3.1. Reliability and punctuality of the tram service during the three-month period from the beginning of September until the end of November 2019 remained high, at 98.2% and 93.4% respectively. However, the performance was impacted by some third party events, including cars on bridges, a number of road traffic collisions and increased traffic congestion. Despite the sustained heavy rainfall and flooding that occurred in Nottingham on 14<sup>th</sup> November, tram services continued to operate, although some delays were experienced.
- 3.2. Two of the largest annual events that impact on the tram network, Goose Fair and Bonfire Night, both held at The Forest recreation ground, took place during this period. Using experience from previous years' events, the timetable was amended to provide an improved travelling experience and minimise wait times for customers, with more frequent and additional services. Both events were a success, with passenger numbers increasing compared to previous years.

### **4. NETGO! APP**

- 4.1 The free NETGO! app was made available on both the Apple Store and Google Play store in late September, with an official launch and increased marketing activity on 14<sup>th</sup> October. The app allows customers to purchase single, day and weekly products (adult, students and under 19s), and group tickets, as well as view the network map, and receive timetable and service updates.



- 4.2 To date there have been more than 27,500 downloads of the app, and the number of transactions made continues to increase, with little evidence of revenue being taken from other sources.
- 4.3 Offers made available for Black Friday (29<sup>th</sup> November) resulted in the most transactions made via the app in one day to date - 2,336.
- 4.4 To encourage downloads, ticket prices on the app are cheaper than the same fare purchased via a ticket machine. Feedback from customers has been very positive.
- 4.5 Future development of the app is planned to include improved customer information and the ability to purchase season tickets.

## **5. INTRODUCTION OF AMBASSADORS**

- 5.1. In the run up to Christmas an “Ambassador” role has been introduced to support Travel Officers and provide further assistance for customers. The Ambassadors have been deployed to the busier stops, checking customers’ tickets and passes prior to boarding, advising customers of the NETGO! app and its benefits, and assisting customers in purchasing tickets via the ticket vending machines.

## **6. INTRODUCTION OF BODY-WORN CAMERAS**

- 6.1 In September, Travel Officers began using body cameras to provide an additional level of security for customers, and to deter antisocial activity. This is in addition to the numerous CCTV cameras already in operation at tram stops and on trams. The body cameras have the ability to capture both visual and audible data, and images and audio recordings can be shared with Nottinghamshire Police if it is necessary to secure a prosecution. To date, the body cameras have been activated on more than 60 occasions, resulting in two arrests being made.

## **7. CUSTOMER SERVICES**

- 7.1 In October a “Try the Tram” event took place at Hucknall tram stop in collaboration with Nottingham City Council, with schools and disability groups. The event was a big success with great feedback and appreciation from those who took part.
- 7.2 A number of positive comments have been received from customers regarding driver public address announcements. Drivers are being encouraged to make announcements to welcome our customers to the tram. This positive behaviour has not gone unnoticed by customers and it follows an internal proactive campaign that commenced during the summer track works with drivers to communicate more with their customers.
- 7.3 A benchmarking report from the Institute of Customer Service (ICS) showed NET scored 83 out of 100 – well above the transport sector average of 71. The results from the Institute showed NET received an 8.5 out of 10 rating when it came to customers recommending the network to others. Customers also found Nottingham’s trams easier to use than other forms of transport.

## Customer Interactions

- 7.4 The NET customer services department saw the introduction of a new Customer Relationship Management System (Freshdesk) in October 2018. Prior to this system, customer services were capturing enquiries through Agility, an asset management system. The key objectives of introducing this new system are to:
- Increase customer experience
  - Introduce a new communication platform (live chat)
  - Link all communications on a single platform and
  - Increase productivity when responding to passengers
- 7.5 The system is radically different from Agility and, as a result, the customer services team dealt with 800% more customer enquiries during 2018-19, compared to the previous year. This is a direct result of the improved scope of Freshdesk which captures social media comments from Facebook and Twitter, all emails, includes a Live Chat facility, and has a much-improved call handling system (with call stacking, capturing dropped calls and messages left). 80% of customer contact over the past 12 months were general enquiries, with ticketing enquiries being the highest reason.
- 7.6 Complaints received through the customer services department are for a variety of reasons and form the minority of our customer contact, with disruption to service naturally seeing an increase when unplanned disruptions occur. Out of the complaints received in the past 12 months only 1% have been escalated to the deputy customer service manager, 0.3% to the customer service manager and 2 complaints have been escalated to this Committee.
- 7.7 In addition, passengers have raised a total of 399 commendations, 302 of which have related to passenger communications and staff behavior across various parts of the network.
- 7.8 One of the features of Freshdesk that we are now monitoring is for First Call Resolution which shows the level of customer contacts that are successfully closed at the first point of contact. An internal target has been set at 80%, and an average of 76% was achieved in 2018-19. All customer contact is currently responded to on average within 2 hours of the enquiry being raised and provided with a final response, on average, within 15 hours.
- 7.9 The system has also provided the capability of sending customer feedback surveys after each interaction with a customer service representative. Since it was introduced, 4877 surveys have been sent to passengers asking them to rate their customer experience. 932 surveys were completed with 635 passengers rating their experience as extremely positive.
- 7.10 Future plans to further increase customer experience include the introduction of WhatsApp, a live chat bot and new disruption maps.

## **8. GLOBAL LIGHT RAIL AWARDS**

- 8.1 The tram network was crowned 'Most Improved System' at the Global Light Rail Awards held in London on 2<sup>nd</sup> October. Judges were impressed by how NET had boosted customer journeys by 5.7 per cent, invested in a major tram refurbishment programme and introduced a range of initiatives to drive operational performance.

## **9. NURSE AND MIDWIFE OF THE YEAR AWARDS**

- 9.1 Sophie Robson, a nurse in the Assessment Unit of Nottingham Children's Hospital was named overall winner at the NET-sponsored awards on 14<sup>th</sup> October. Sophie came out on top in a public vote following a glowing nomination by the mother of one of her patients. The tram naming ceremony took place at the depot on 16 December.

**Mike Mabey**

**Head of Operations  
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