

GREATER MANCHESTER INTEGRATED TRANSPORT AUTHORITY
REPORT FOR INFORMATION

COMMITTEE: Bus Network and GMPTE Services Committee
DATE: 8 January 2010
SUBJECT: Information Provision Update 2009
REPORT OF: Customer Services Director, GMPTE

PURPOSE OF REPORT

To brief the Committee of the current functions within information provision, customer interfaces, information mediums and customer satisfaction/performance measurements.

RECOMMENDATIONS

Members are invited to note and comment as appropriate on the contents of this presentation. The proposal is for GMPTE to provide an information report on a six monthly basis if elected by members.

BACKGROUND DOCUMENTS

Power point presentation.

CONTACT OFFICERS

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Passenger Information

Lynne Hagan



Four Team Functions

- Information Production
- Information Displays
- Information Distribution
- GMPTIL (Travel Information Line)

Production

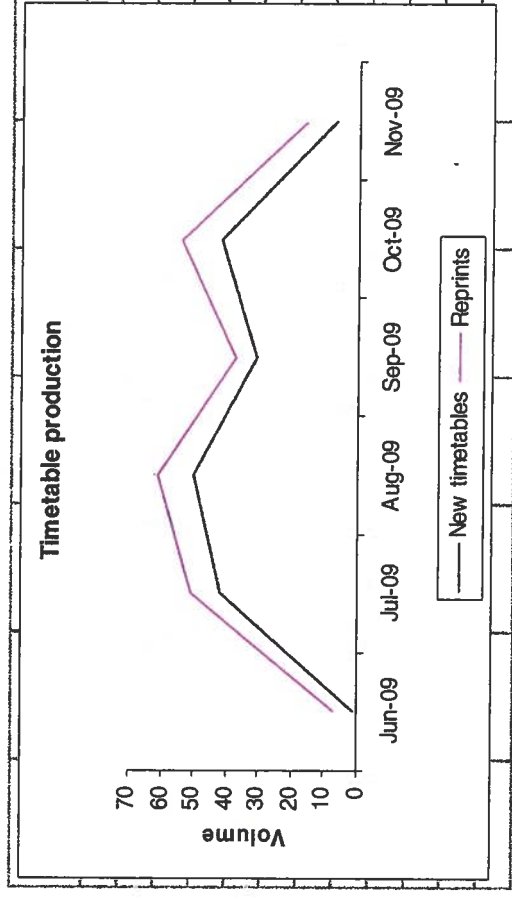
- Timetable leaflets
- Bus stop information
- Posters for bus stations

Production (cont..)

- Posters for metrolink stations
- Posters for rail stations
- Leaflets – e.g. metro shuttle guides, tram guides, pocket train guides

Timetables

- 154,000 people on average look at the timetable library on the GMPTE website



Displays

- 12,000+ bus stops
- 68% have timetables
- Operators pay for the changes to commercial services

Distribution

- 3,000+ outlets in Greater Manchester
- Travelshops
- Postal requests
- Operators pay for 50% of this service



GMP TIL

- GMPTE 51% Operators (GMTL) 49% shareholder
- Budget £650,000 per annum
- Employees 10 FTE 2PTE 3 Casuals
- Open 364 days 07.00-20.00 Monday to Friday
08.00-20.00 Saturday, Sunday and Public Holidays
- Traveline is a national network of call centres
accessible on the same telephone number throughout
England **0871 200 22 33**



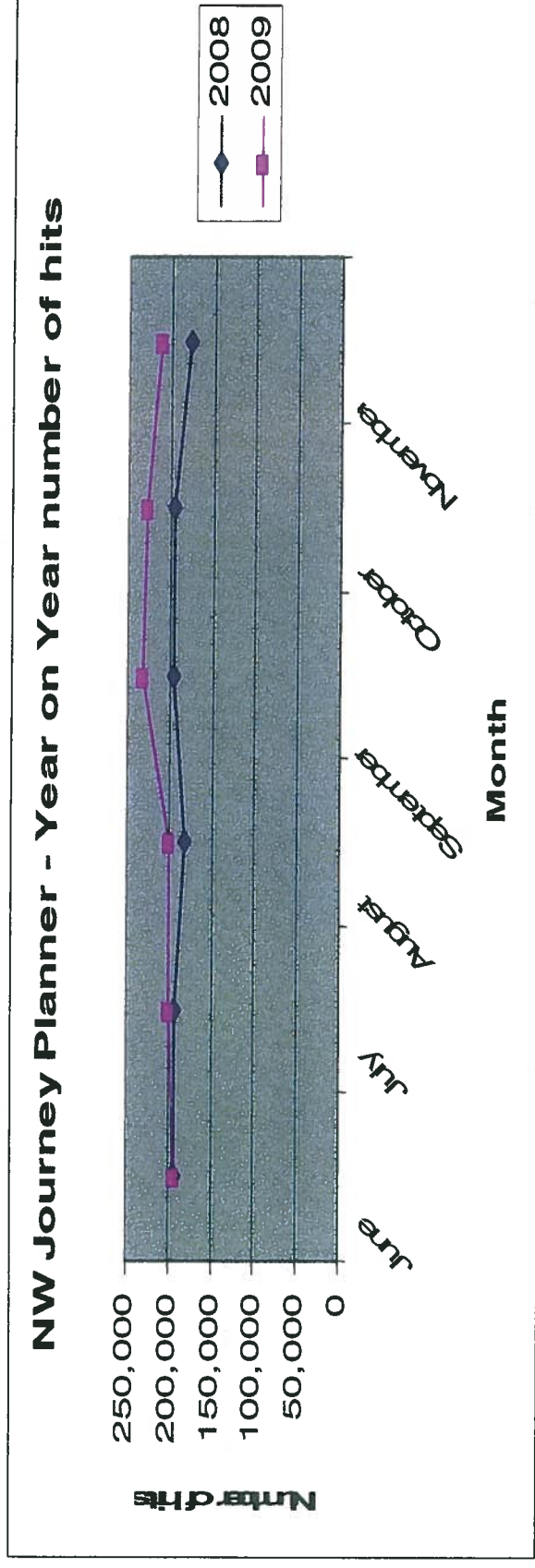
GMPTE

- The call centre handles on average 24,000 calls per month
- 290,100 calls a year
- Average time to answer a call is 12 seconds
- Average call duration is 1min 43 seconds
- We deal with around 50 email requests for journey information per month



GMPTE

- Traveline also supports the journey planner website which can be accessed via a link on www.gmppte.gov.uk or the North West www.nw.aimwebsites.co.uk the graph indicates the number of hits to the site



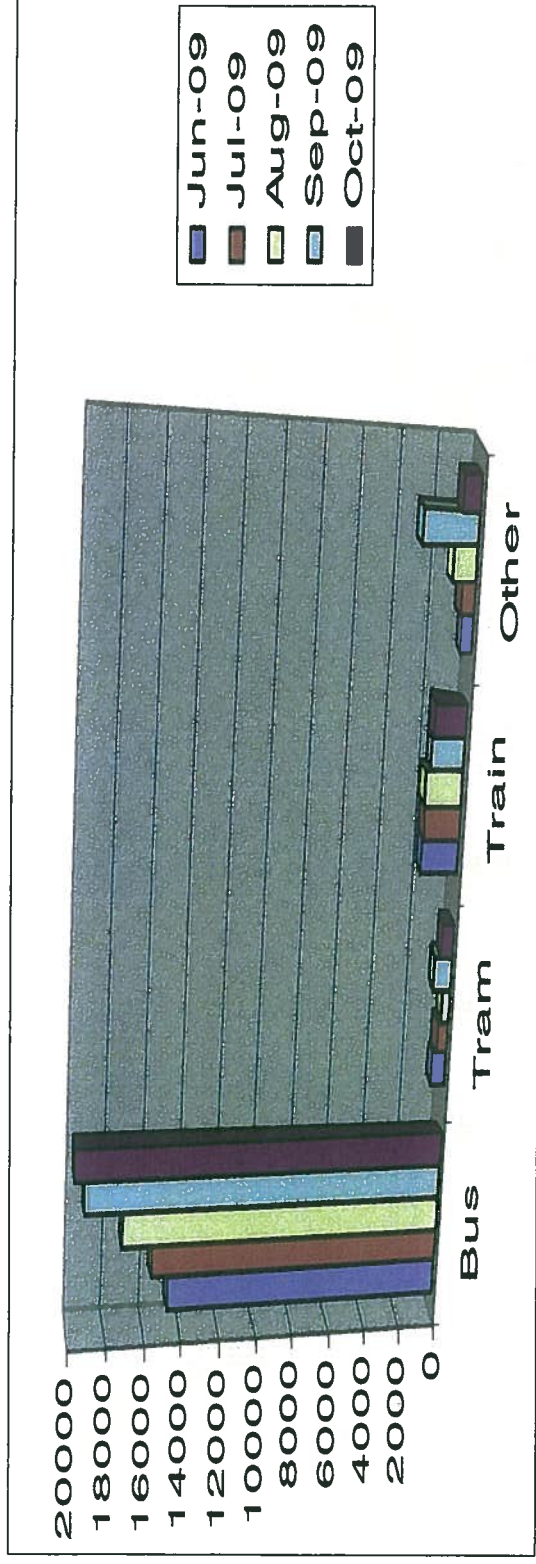
Mystery Shopping

- Call quality standards are monitored nationally twice a year
- Manchester scored highly in the latest wave
- 100% Helpful, 99% for Friendly, Polite, accurate information provision in the last Wave.
- We successfully supported the First Bus Industrial Action period and the GMPTE Cross City Bus Consultation via an automated message

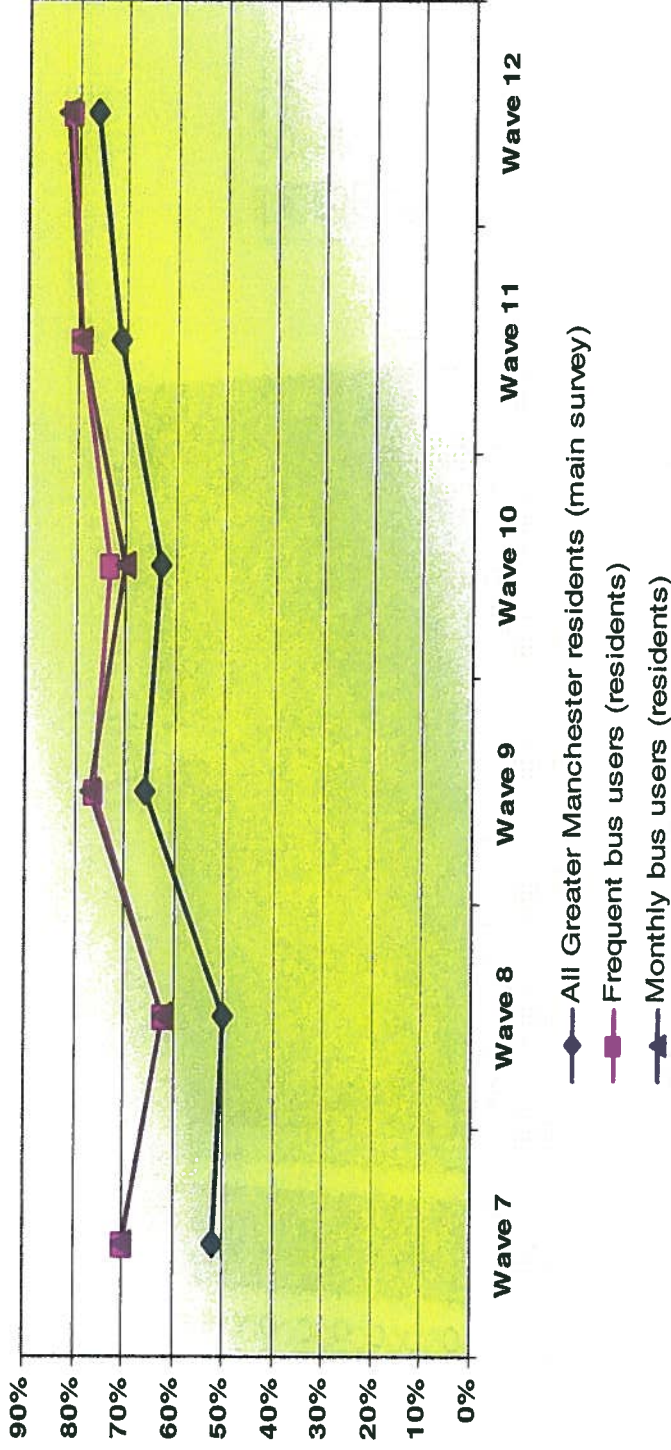


GMPTIL

- The spike in calls categorised as 'other' represents those associated with Frist Bus industrial action in September and October 2009
- The graph indicates the modal split of telephone enquiries



Satisfaction with information (Bus) - Wave by Wave



All GM Residents: 76%, 24% increase in satisfaction with information between Summer 2004 and Winter 2007.

Frequent Bus users: 81% 11% increase in satisfaction with information between Summer 2004 and Winter 2007

Monthly Bus users: 82% 12% increase in satisfaction with information between Summer 2004 and Winter 2007

Tables

Wave on Wave

	Summer 2004	2005		2006		Winter 2007
	Wave 7	Wave 8	Wave 9	Wave 10	Wave 11	Wave 12
Satisfaction with information (Wave on Wave)						
All Greater Manchester residents (main survey)	52%	50%	66%	63%	71%	76%
Frequent bus users (residents)	70%	62%	76%	73%	79%	81%
Monthly bus users (residents)	70%	62%	77%	70%	79%	82%

