

Achieving Quality Service in MTR

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Strategy

Structure

Purpose

People



Service Strategy

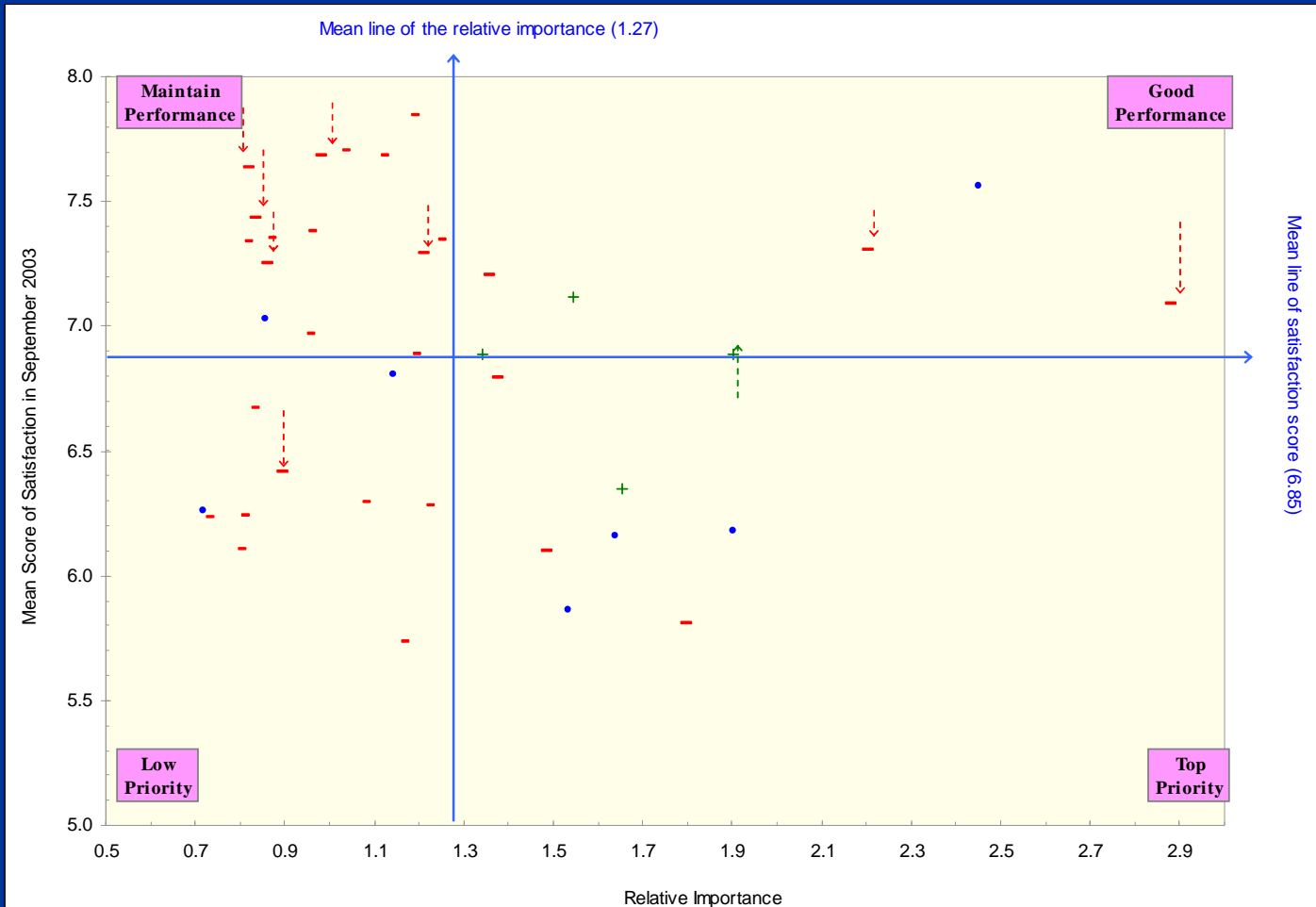
- 1. Continue to up-keep our high standards in safety, reliability and recovery**
- 2. Enhance journey experience of customers in terms of speed, accessibility, travel environment, value added facilities, staff friendliness**



Structure

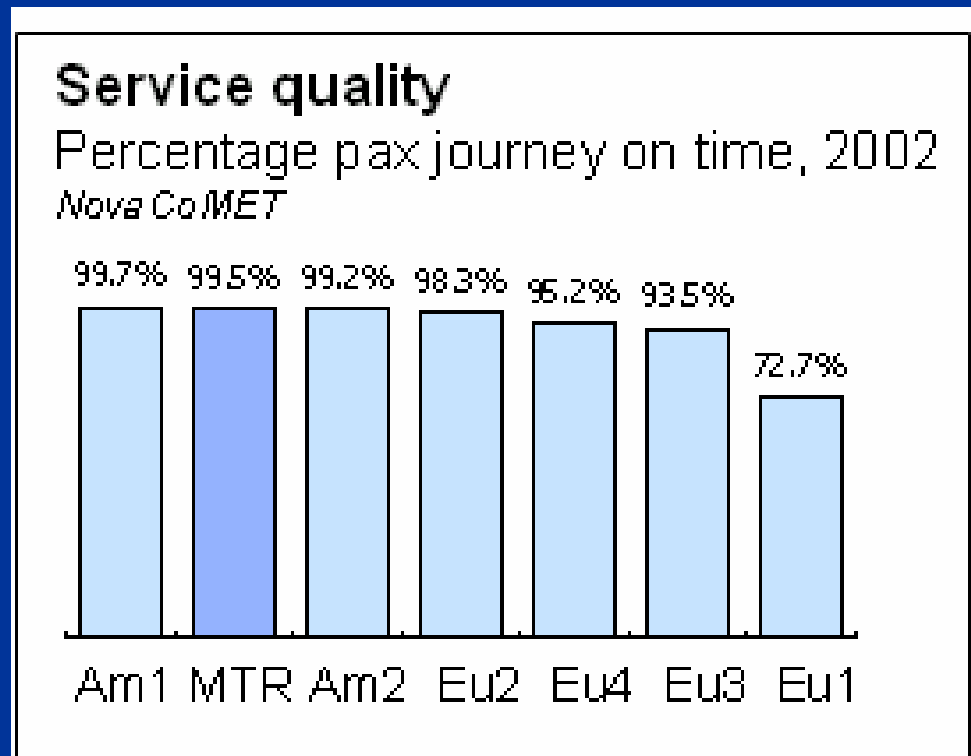
1. Monitoring System

- Half yearly customer satisfaction survey with quad map analysis



Structure (Cont'd)

- **Mystery customers surveys**
- **Comparison with key competitors**
- **International benchmarking - COMET**



Structure (Cont'd)

2. Customer feedback channels

- Hotlines
 - Complaint/suggestion forms at stations
 - Regular liaison activities – eg coffee evenings, liaison trains
 - Radio Phone in program
- } Pledges for replies

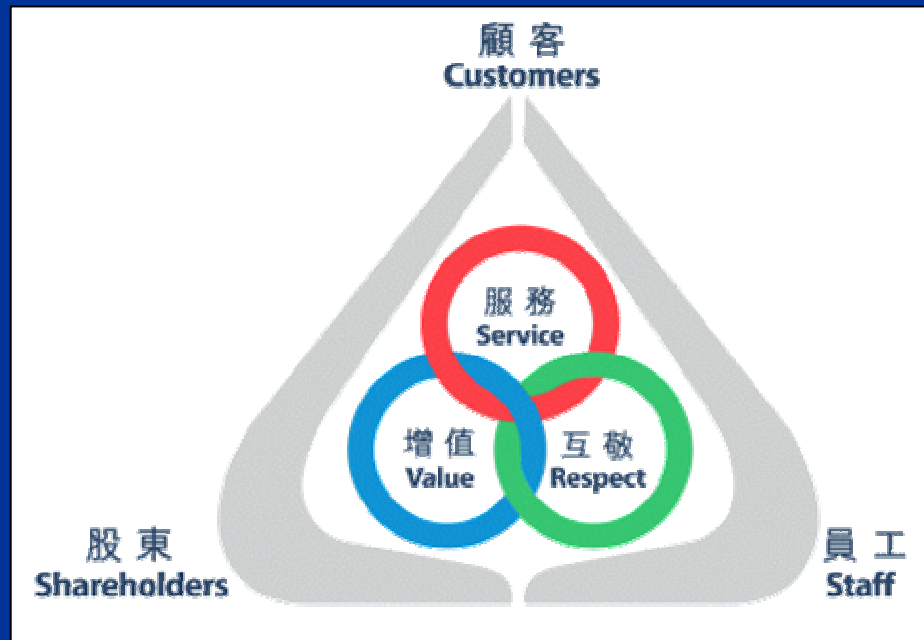
3. Cross Departmental Customer Service Steering Committee

- Co-ordinate & drive continuous improvement



Purpose

- Providing excellent service is one of the three core values for MTR



People

➤ Training

- Induction training
- Refreshment training
- Customer Service Enhancement Programs
in 2002



Continuous Improvements

Station Facilities

- Seats at stations
- Vertical Lifts
- Platform screen doors
- Station renovation
- Improved access



Continuous Improvements

Value Added

➤ Metro



➤ Hui Kai Guide



➤ More retail trades

➤ Internet Access

➤ AEL – wireless

LAN Access



Continuous Improvements

Customer segment specific

Tourists

- Staff training especially that of Airport Express
- 3-day Tourist Travel Pass



China FIT

- Information Booth
- Putonghua PA
- Tailored information leaflets



- 1-day MTR Pass



Challenges

- **Customers increasingly demanding**
- **Pressure to improve cost efficiency**
- **Diversified needs among different customer segments**



Thank you

