

TransLink Management group

Contractor Report
23 November 2009

Items from previous meetings

Items carried over

Golden Gate TOT issue

28 September

A software release was made in September that will allow us to use a contactless reader in place of the contact reader. We believe that when we replace those in October TOT reliability will significantly improve.

19 October

Formal SW test to be conducted 22 October. Readers due in SF by end of October.

Complete

New escalation paths

28 September

Cubic has provided a new proposed escalation path to MTC that is being reviewed by them. (Primary changes were new Cubic names).

14 October

MTC provided Cubic their comments to the escalation path. Those comments are incorporated and will be circulated for internal Cubic review and approval.

Complete

Items from the last meeting

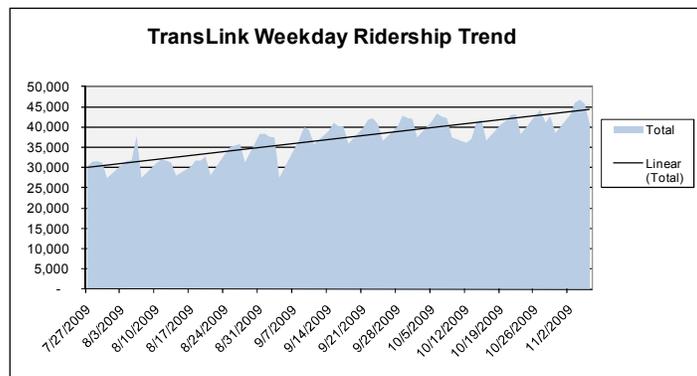
None

Operations

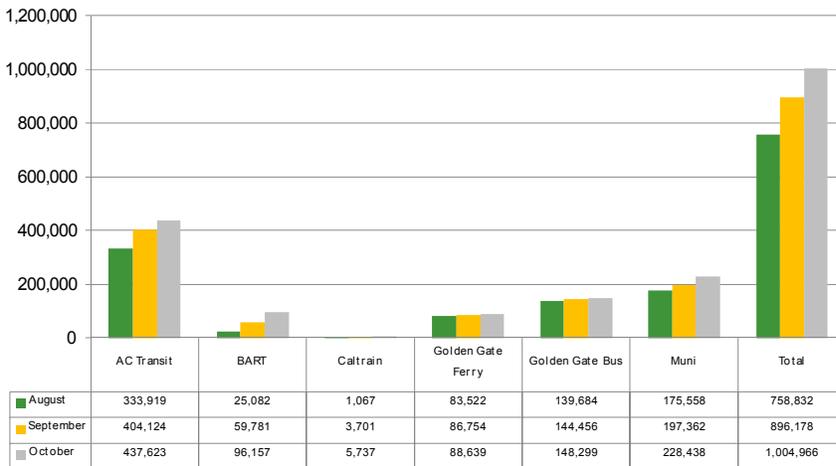
Issue 1 – As card usage increases the ability of the system to provide service may deteriorate.

Current status

Volume increases have been continuous over the last three months. (~50%)
Rate has remained constant for October. We are now at an average of 45k rides per weekday.



TransLink ridership



Ridership has increased to over 1 million rides over month.

Strong increases in BART and SFMTA ridership.

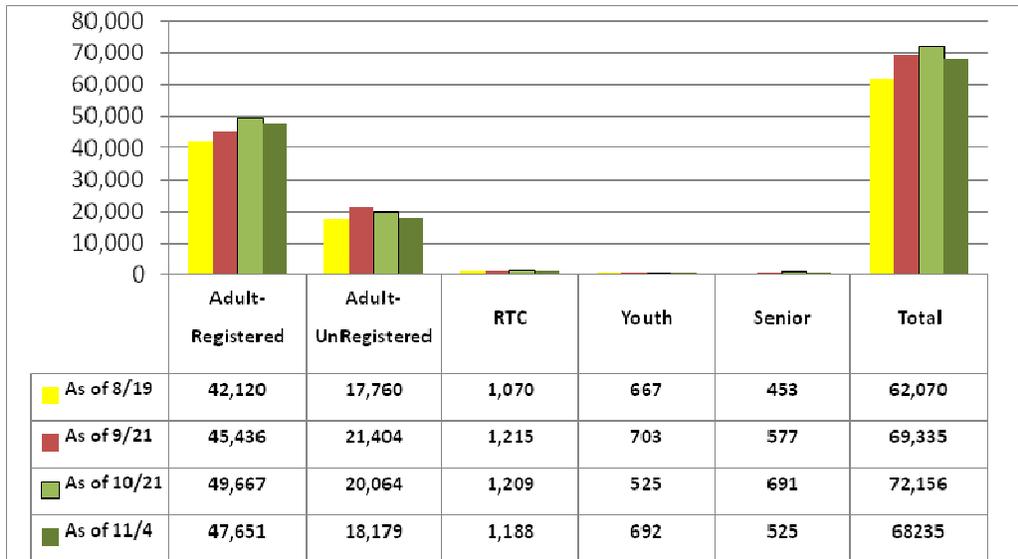
Total TransLink Sales volume by Channel

Sales Channel	Volume
Autoload	\$ 789,052.00
AVM	\$ 410,328.00
TOT	\$ 227,129.00
Institutional Programs	\$ 365,017.00
POS	\$ 567,727.00
Remote Add Value	\$ 201,770.00
Total	\$ 2.56 million

Sales for October over \$2.5 million..

Autoload and POS remain the predominant sales channels.

Active Cards



The number of active cards stayed relatively stable as rides and monthly sales increased.

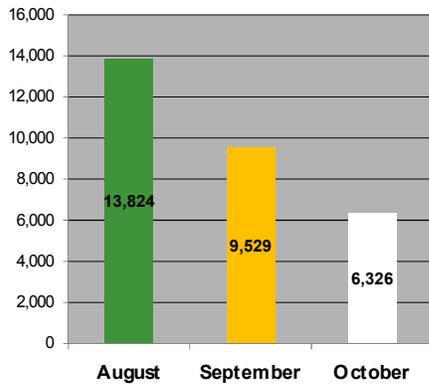
Currently the average is 15 rides per month for each active card.

Active card in this slide is defined as a Card used or a Card not used in the last 365 days and has had an add value transaction in the last 365 days.

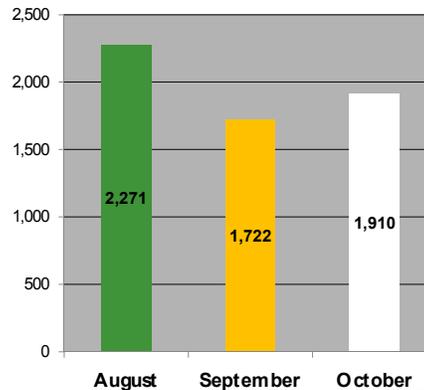


Cards Shipped (TLC011)

Distributors



Patrons



Over 35,000 cards have been shipped in the last 3 months. With only 68,000 active cards and a steadily growing ridership it appears that the ridership is shifting from early adopters using the cards lightly to more habitual users.





Total Sales vs. Total Merchants



The number of merchants in the network has stayed relatively stable and sales through the channel have continued to increase strongly. Volumes have a long way to increase to get to optimum levels.



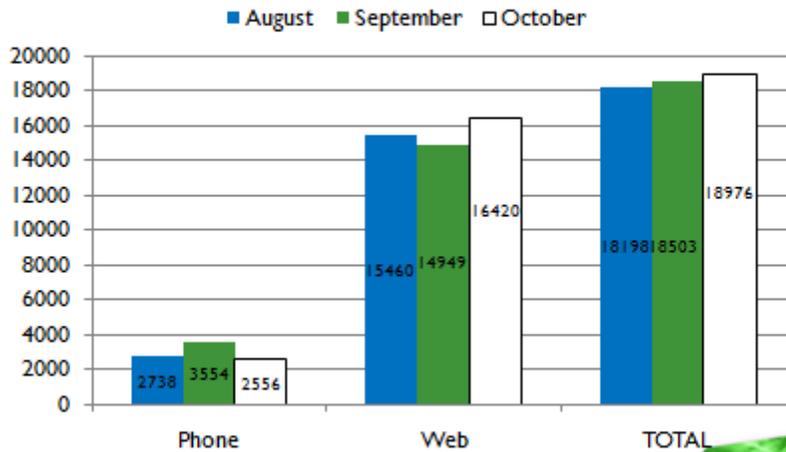
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Smart Card. Smart Travel.

The increase in sales and rides did not translate into a corresponding increase in contacts. This would also seem to be consistent with the increased usage of the cards by habitual users. Much of the call volume is generated by new users, or specific events.



Pivotal Contacts (TLP012)



Pivotal contacts
 July
 Aug.
 Sept.
 Oct. - 37,952

Beginning to flatten



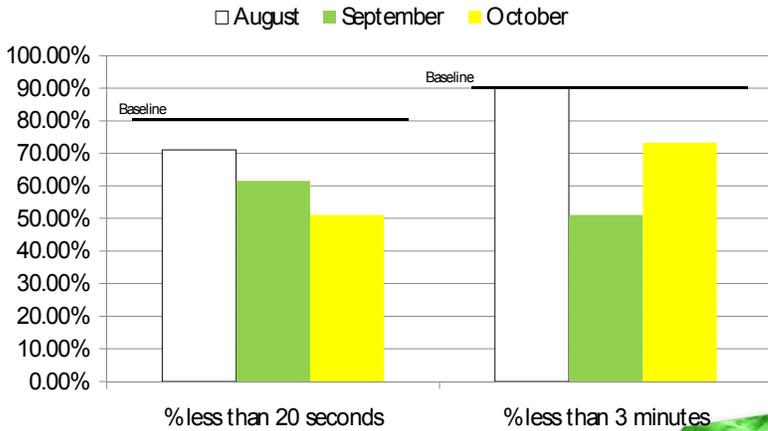
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Patron call center performance – October



Speed of Answer (TLP012)



October still below required levels for the % of calls answered within 20 seconds and within 3 minutes.

During the month we started monitoring daily.

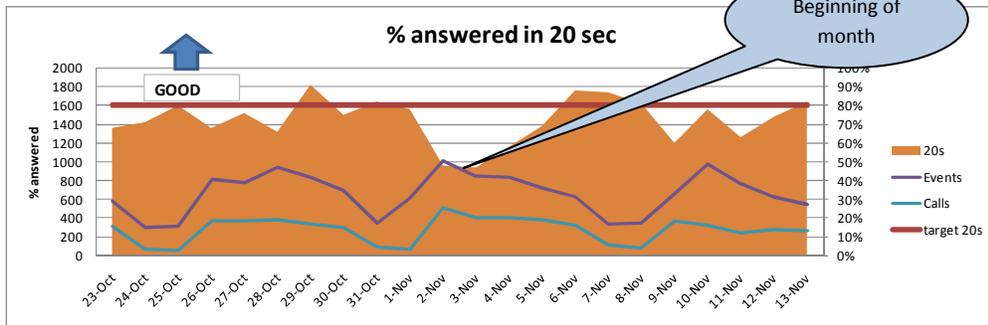
* Based on new contractual KPI



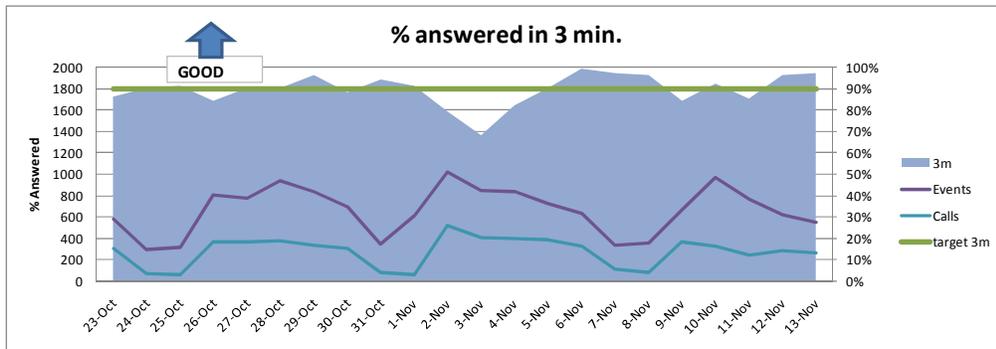
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Patron call center performance – Through Nov. 14



% of calls answered in 20 seconds was recovering to acceptable levels at the end of October. A spike in volume at the beginning of November drove the % down again, recovering by the end of the first week. (We believe this is related to new monthly passes, and benefits downloads)



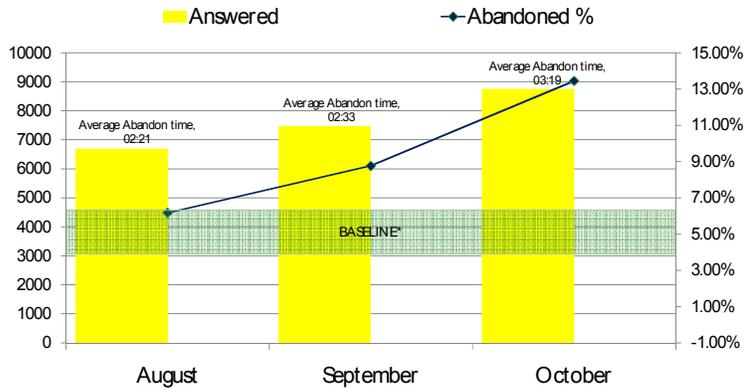
The rate dipped a few days in the last weeks but is generally improved with the addition of new labor and some enhanced tools.

% of calls answered in 3 minutes had reached consistent acceptable levels at the end of October had a dip (along with 20 sec response) at the beginning of the month and has returned to acceptable levels since.

Patron call center performance – October



Incoming Call Data (TLP012)



* Based on new contractual KPI



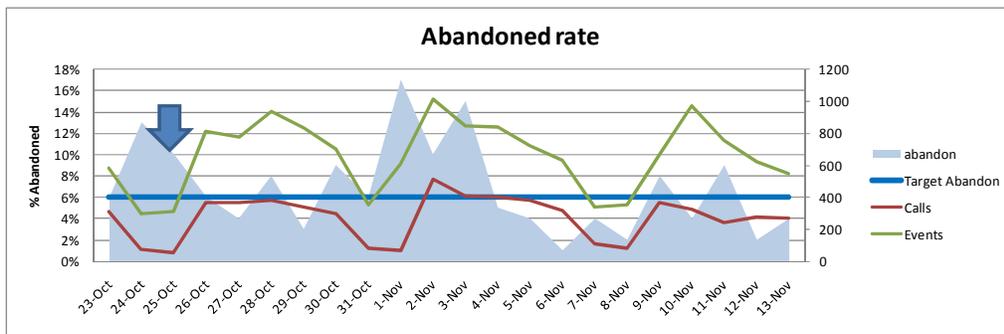
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The abandoned rate for the month was far too high. This was the value we focused on most directly.

This metric has shown the most improvement over the last four weeks.

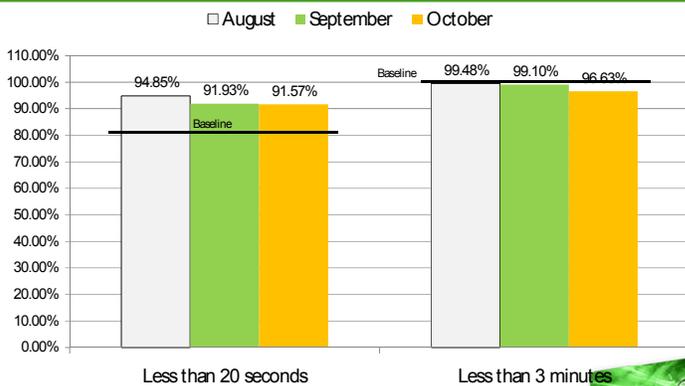
The abandoned rate and 30 second rates will be the first to respond to the addition of labor. The 20 second rate will be last.



Operator help desk



Speed of Answer (TLP012)



The Answer rates at the operator help desk remain excellent. The 20 second rate is well over the target. The 3 minute rate is hovering around the 100% target.

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How did services respond?

Operations Help Desk

Missed goal for response within 3 Minutes -Goal 100% -Actual 96.63%

Depot repairs

Continued to meet all KPIs

Patron Call Center

Calls answered within 20 sec.	- Goal 80%	- Actual 50%
Calls answered within 3 minutes	- Goal 90%	- Actual 72%
Calls abandoned	- Goal 6%	- Actual 13%

Card fulfillment

Card issuance – Replacement within 3 days	- Goal 95%
Percentage of refunds within 21 days	- Goal 98%
Hours to process a RAV	- Goal 12 - 24h
Transaction History requests processed in 72h	- Goal 95%

All were unacceptable for the month. October is the month where we knocked out the backlog of work and put in place tools and resources to help keep it at bay.

What happened is shown in the attachment at the end of the report. A large backlog was drained, by a combination of added bodies and new tools.

Status of mitigation actions

Short term

1. **Staffing** –
 - a. Three additional resources are at work in the call center.
 - b. Staffing patterns are being reviewed to improve staffing at beginning of month.
2. **RAVs** – Today, a request is received and it generates a Pivotal instance. The Call Center CSR then performs a swivel chair process to enter the request into the BOI. The request will automatically integrate to the system avoiding human interaction.
Testing will begin on 10/21 with plans for release on 11/5. Status – Deployed on 11/6. This will free up approx 300 man hours (based on August numbers), per month. See results attached
3. **Transaction history** requests – We are working on a script, which can be run upon demand, which will query the Pivotal database for open transaction history requests, process the report for the identified card number, email the report and close the ticket. This is considered a stop-gap measure until the change order from MTC (CN 63) is executed to provide this functionality on the web. ETA for stop gap measure – 11/13
Status – stop gap measure was deployed on 11/1. No backlog exists. This freed up approx. 500 man hours (based on August numbers), per month. Work against risk order started 11/9.

Issue 2

The EOD process was interrupted on 06 November. Personnel monitoring the system found an issue with the UD Exporter. This process feeds data from the On Line Server to the Oracle Database Server.

This process showed that it was functioning normally, however was not working. The processes were restarted On November 08. Backlog cleared by November 11.

Further actions required - Further optimizations of EOD and reporting. These include query optimization, reports optimizations and EOD process enhancements.

Fulfillment New Cards				RAVs				Call Center Transaction History				Emails				New AL Setup				Autoload				Modify AL / Bad Debt			
Qty	Oldest	New card Cum Days	Oldest	Qty	Oldest	RAV Cum Days	Oldest	Qty	Oldest	TH cum days	Qty	Oldest	Email Cum Days	Qty	Oldest	New AL Cum Days	Qty	Oldest	New AL Cum Days	Qty	Oldest	Mod AL Cum Days	Qty	Oldest			
50	10/20/09	100	10/18/09	328	10/18/09	1312	10/16/09	1848	10/16/09	1848	271	9/27/09	6775	840	10/5/09	14280	749	9/29/09	17227	749	9/29/09	17227	749	9/29/09			
0	10/22/09	0	10/22/09	59	10/22/09	59	10/17/09	1962	10/17/09	1962	212	10/5/09	3816	865	10/5/09	15570	780	9/29/09	18720	780	9/29/09	18720	780	9/29/09			
76	10/23/09	228	10/25/09	86	10/25/09	86	10/19/09	1113	10/19/09	1113	246	10/5/09	5166	974	10/5/09	20454	868	9/29/09	23436	868	9/29/09	23436	868	9/29/09			
24	10/26/09	24	10/26/09	136	10/26/09	136	10/26/09	40	10/26/09	40	262	10/5/09	5764	882	10/6/09	18522	910	9/29/09	25480	910	9/29/09	25480	910	9/29/09			
25	10/28/09	25	10/28/09	167	10/28/09	167	10/28/09	486	10/27/09	486	335	10/27/09	670	344	10/6/09	7912	829	9/29/09	24870	829	9/29/09	24870	829	9/29/09			
52	11/1/09	52	10/31/09	159	10/31/09	318	10/30/09	387	10/29/09	387	52	10/29/09	208	229	10/7/09	5954	723	9/30/09	23859	723	9/30/09	23859	723	9/30/09			
3	11/3/09	0	11/1/09	320	11/1/09	640	11/2/09	62	11/2/09	62	63	10/29/09	315	259	10/7/09	6993	483	10/1/09	15939	483	10/1/09	15939	483	10/1/09			
9	11/4/09	9	11/4/09	16	11/4/09	16	11/2/09	627	11/2/09	627	45	11/2/09	135	149	10/7/09	4321	252	10/3/09	8316	252	10/3/09	8316	252	10/3/09			
8	11/10/09	0	11/10/09	0	11/10/09	0	11/9/09	53	11/9/09	53	65	11/6/09	260	1	11/10/09	0	0	11/10/09	0	0	11/10/09	0	0	11/10/09			
24	11/11/09	0	11/11/09	0	11/11/09	0	11/11/09	0	11/11/09	0	36	11/9/09	72	2	11/11/09	0	5	11/11/09	0	5	11/11/09	0	5	11/11/09			

