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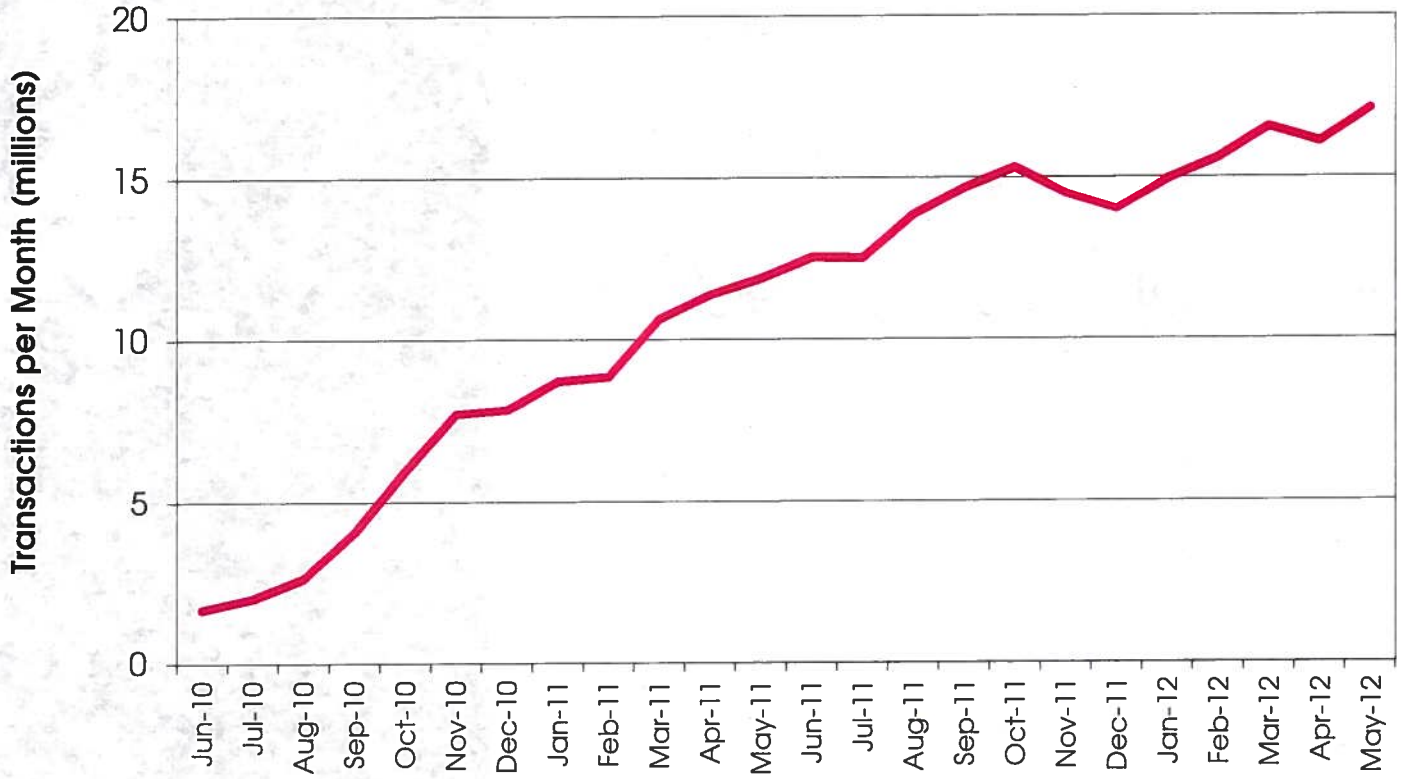
Clipper® Customer Service

Metropolitan Transportation Commission
Operations Committee

July 13, 2012

Clipper® Monthly Transaction Growth



From June 2010 to May 2012, transactions grew by more than 900% - from 1.6 million/month to more than 17 million/month.

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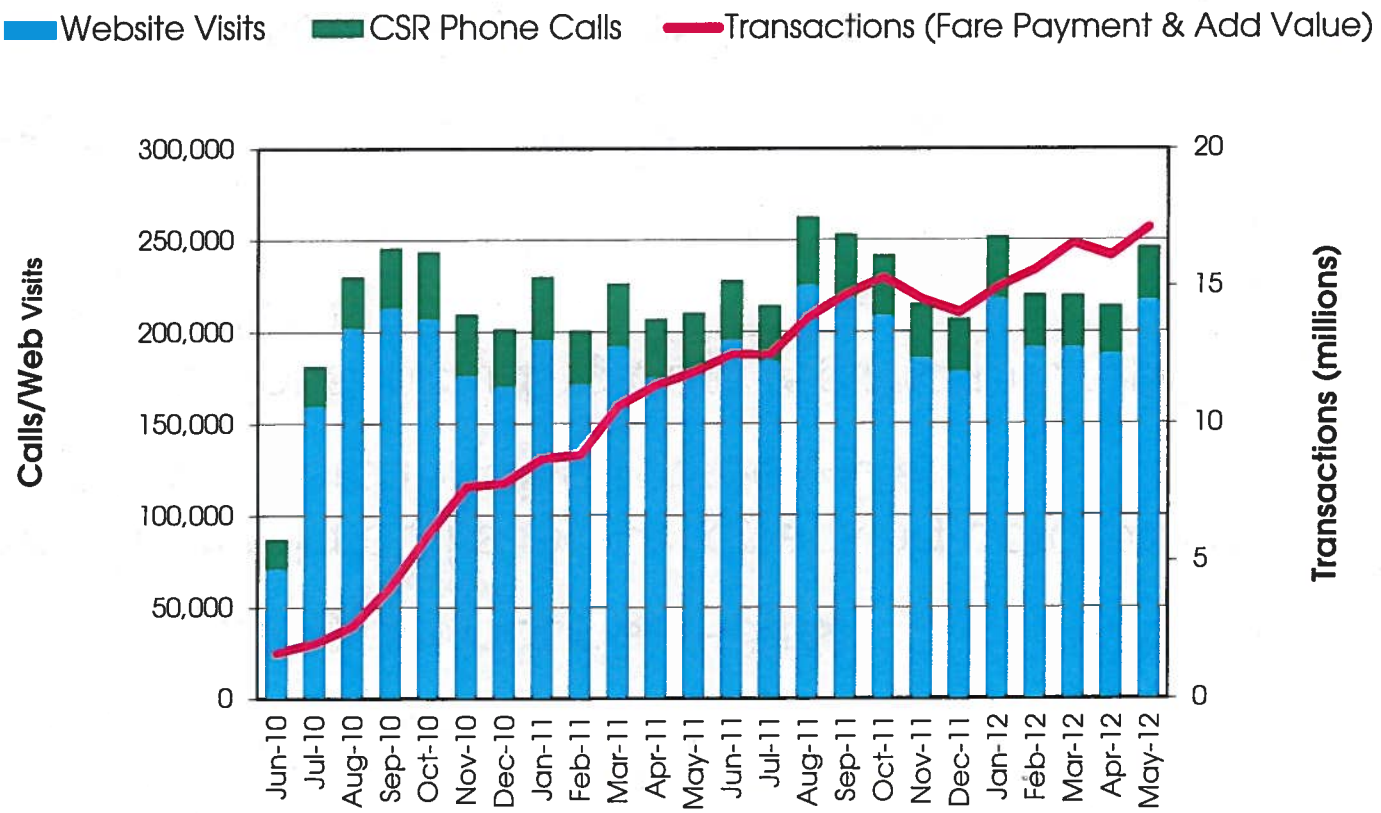
Customer contacts remain stable while transactions rise substantially.



Satisfaction among registered cardholders is high. 2011 survey found:

- 87% are very/somewhat satisfied
- 3% are very/somewhat dissatisfied

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Why Customers Contact Clipper®

Call Center Inquiries

- General program inquiries (~30%)
- Financial-related issues, i.e. checking card balance, changing card funding source (40%)
- Other actions, including card registration, reporting lost cards (~30%)

Most Common Complaints (entered on website)

- Dissatisfaction with the website
- Linking funds to customer accounts
- Program processes

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Performance Monitoring

- Service level standards enable program managers to monitor on-going and new issues and respond
- New financial consequences: up to $50K/month penalty, up to $15K/month bonus

	Key Performance Indicators	Requirement
1	% calls answered within 3 minutes	95%
2	% new/replacement card requests sent out within 2 business days	98%
3	% of time website functionality is available	99.5%
4	% of e-mails and website inquiries responded to w/in two days	95%
5	% of refunds processed w/in 30 days	95%

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Planned Improvements for Clipper®

- Automated emails for account notifications (Summer 2012)
- Enhanced web interface and functionality (Summer 2012)
- Interactive Voice Response on phone (Fall 2012)
- Mobile Web & Apps (Fall 2012)

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