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Workshop: Customer Service and the Passenger

RNDC2022

Agenda

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Today's Presenter

Madison Butler, Communications Manager.

École des Arts Culinaires Escoffier Graduate with Honors,
Project Management, College of San Mateo
Media Production, Bluegrass College

Process Developer for ZeroCater,
Strategic Planning Chair for TC Pride
& Public Transit Passenger since 1990.

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Legislative Update

What Staff Achieved with IIJA for Onboard Service:

- Passed Language Enhancing Onboard Standards & Transparency:
  - Sec. 22206. Improved Oversight of Amtrak Spending: Requires Amtrak to provide a much greater level of detail on its spending in annual reports to Congress
  - Sec. 22208. Passenger Experience Enhancement: Eliminates requirement that food and beverage services on trains may only be provided if their revenues break even during a fiscal year.

This section also directs Amtrak to establish a working group—including nonprofit organizations representing Amtrak passengers—to develop recommendations to improve Amtrak's onboard food and beverage services.

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What Staff Achieved with IIJA for Onboard Service:

- Established F&B Working Group:
  - Madison will be representing the Association in meetings with elected officials.
  - Madison will creating a team of volunteers to meet quarterly and discuss Association goals
  - Looking for qualified, professional members with backgrounds in Hospitality, F&B, Large Scale / High Capacity Catering, and Supply Chain Operations.

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Re-establishing Service Post-Covid

We have congressional support, hard working teams at Amtrak, and robust passenger support to diversify how service is provided onboard.

What are the biggest hang ups to getting our services back on track?

✔ Repeal Mica Amendment
✔ Transparent communication to Congress + Working Groups by Amtrak
- Quality Control
- Connectivity

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Facts:

- Restoration process will be different for Eastern and Western LD routes
- Traditional Dining Service style with better menu options is in progress:
  - Western LDR service is returned
  - Eastern LDR contemporary menu options improving
  - Official request for service audit filed for Texas Eagle
  - Staffing has not reached full capacity post-covid, but looks promising
- Select routes are beta testing placing food order when you purchase ticket on the app/online
- Restoration and Improvement trajectory is dependent upon the speed of Amtrak HR -- considering Amtrak had to hire HR and Recruiters to fill the vacancies, this is a slow moving part of the timeline.

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Superliner Refresh 2021

31,505 views • Jun 21, 2021

👍 936   👎 DISLIKE   ↗ SHARE   ✂ CLIP   ≡+ SAVE   ...

FOR A FULL TOUR AND MORE INFORMATION VISIT OUR YOUTUBE CHANNEL: HTTPS://WWW.YOUTUBE.COM/NARPRAIL

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Hearing Feedback

Can we rely on Amtrak to provide accurate updates on how they are meeting taxpayer needs?

PASSENGERS
WANT BETTER SERVICE

Rail Passengers Association has testified before congress multiple times between 2019-2022.
We have advocated for your rights as passengers and your needs as rail community members.

How will Amtrak leadership signal their compliance to their passengers?

ANNOUNCE WHEN
CHANGES GO INTO EFFECT

Amtrak Social Media has had many different voices over the last few years, often sharing information and advertisements that can be misleading.

What is the plan to make service change announcements cross-platform and accessible to all riders?

ENGAGE YOUR
COMMUNITIES

With congressional support and a robust network of self-advocating passengers, we have the platforms to create a positive trajectory for recovery so long as we remain diligent.

Will Amtrak rise to meet the needs of communities great and small?

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Measures of Acountability

ROUTE SPECIFIC IMPROVEMENTS

Working groups for long distance routes comprised of workers and passengers. By creating a clear pipeline for direct feedback and metrics from those actually affected and invested, Amtrak executives could make decisions with respect to the taxpayers committed to its future.
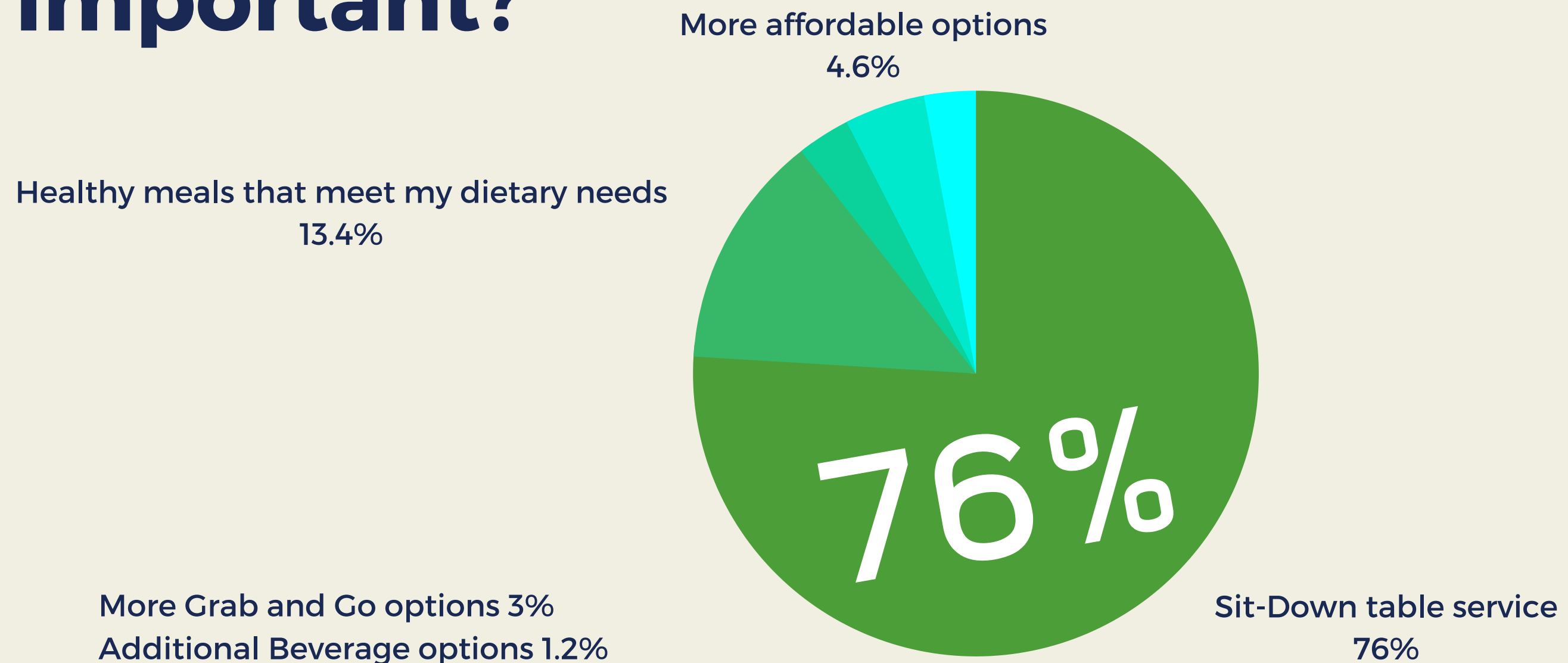
ELIMINATING CONFIRMATION BIAS

The thought bubble and organizational behavior surrounding executive consultation is to the detriment of the passenger. We deserve consultants that come with on-board experience, not backroom deals with direct competitors.

PROVIDING A TRANSPARENT PIPELINE FOR FEEDBACK

With the elimination of the ACAC, Passenger survey modeling, the removal of timetables, and zero credible response from social media, how are tax payers assured our needs are being met?

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I use passenger rail for ____.

Category	Value
Vacation	~2,200
Business	~800
Events	~750
Commuting	~280
Long Distance Trips	~1,800
Primary Mode of Transportation	~500
Alternate Mode of Transportation	~720

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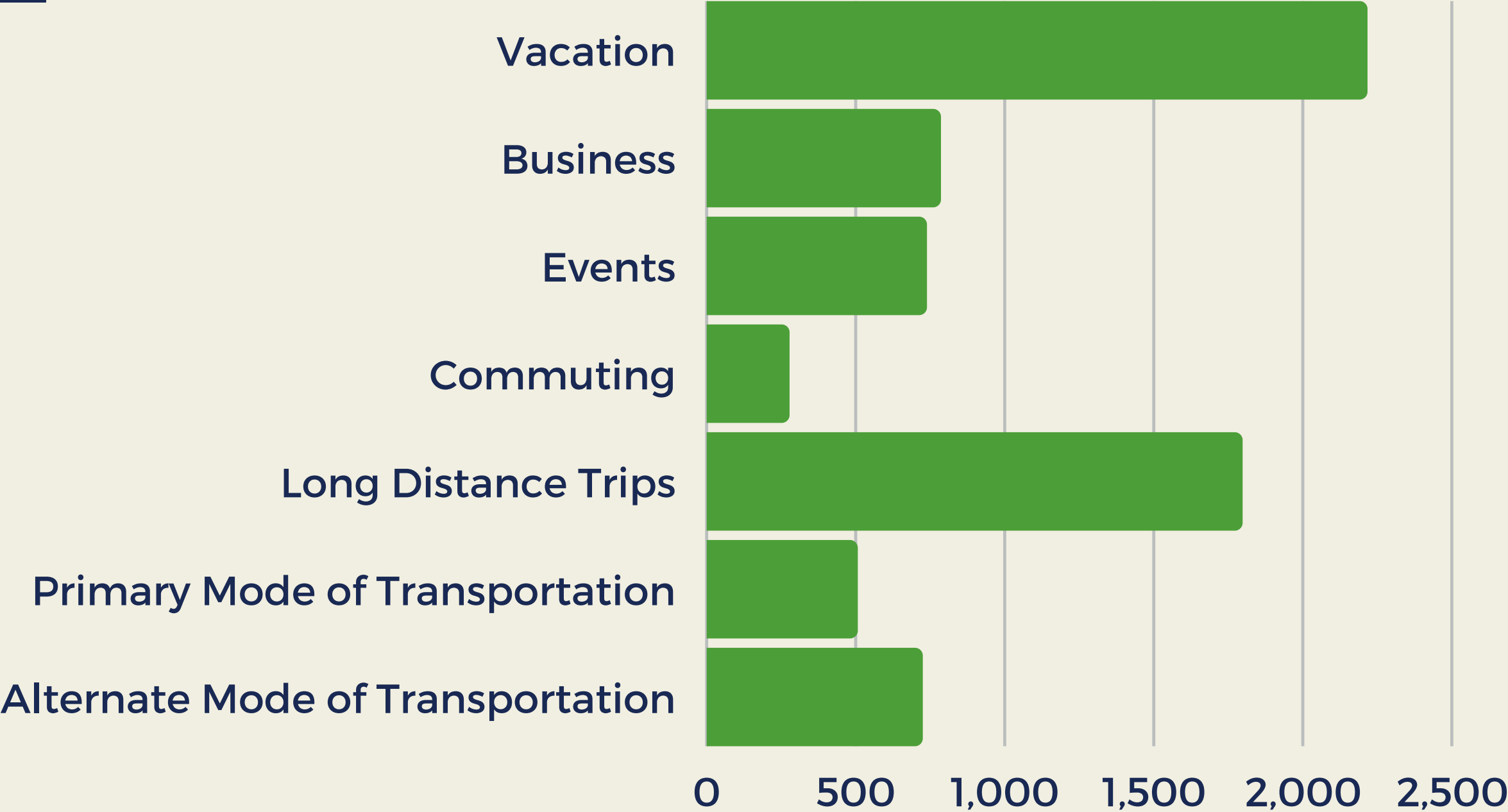
Gauging Progress

KEY INDICATOR	ACTIVITY / PROJECT	DATA / DESIRED OUTCOME
Increased Ridership	Expanding the Network Repairing On-Board Services Building Social Media & Ad Presence	More Public Support
Passenger Satisfacton	Coherent & Controlled Customer Service Protocol Revamped Metrics and KPIs Creating Channels for Feedback after Layoffs	New Return Passengers
New Services & Restorations	Amtrak Connects US Gulf Coast Restoration State-Supported Routes	Congressional Funding

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Group Exercise: Research and Feedback

Considering what you have gathered from this presentation and your knowledge of the Association's achievements over the course of the pandemic with IIJA and BIL;

Divide in to two groups to roundtable the questions on the next slide.

Reach a team consensus highlighting 3 points you believe are OBS improvement action items that Madison and the OBS Improvement Team should address.

Prepare a 2 minute briefing on each point and choose a group member to present your items to the group.

After this exercise, we will have Q&A if time allows.

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Team 1: Research

- In Expanding the Network, how can OBS be supported, monitored, while providing deliverables?
  - What are major considerations for logistics in expansion?
- Do State-Supported Routes have the same on-board qualities as LDR?
  - What are the staffing parameters for SSR vs LDR?
- How can we advocate for improved Technology on Board?
  - How do we get wifi, digital POS and Inventory Systems in place?

Team 2: Feedback

- What defines Coherent & Controlled Customer Service Protocol?
- How do we Revamp Metrics and KPIs?
- Creating Channels for Feedback
  - How should customers provide feedback immediately following each trip?
- Repairing On-Board Services
- Building Social Media & Ad Presence
  - What would a better @Amtrak mean to you?
- Creating Affordable and Healthy Menus
- What are affordable, reasonable requirements for food onboard?

Thank You!

STAY ACTIVE

JOIN CAMPAIGNS

SPREAD THE WORD