

Customer satisfaction rises at Montreal's paratransit service

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The STM, responsible for public transit services in Montreal, implemented GIRO Inc.'s *GIRO/ACCES* automated scheduling system in late 2003 to improve the efficiency of its paratransit service (for example, provide easier access to customer service and quicker processing of trip requests).

To determine if the goal of improved efficiency had been reached, the STM undertook a survey at the beginning of 2007 to evaluate customer satisfaction with its paratransit service (minibus and taxi, reservations and customer service). Results of this study, as reported in the December 19, 2007, Montreal edition of the *Métro* newspaper, were impressive.

Compared to data from a similar review conducted in 2004, the level of customer satisfaction for the minibus service rose by 18%, while satisfaction levels for the taxi service rose by 25%.

The study also revealed STM's paratransit call centers (reservations and customer service) received excellent grades for customer satisfaction – Both scored 85% – with one-third of respondents giving a perfect grade.

Overall, the survey showed levels of customer satisfaction were superior to those reported in the year preceding the implementation of *GIRO/ACCES*.

These results, the STM said, were exactly what the agency hoped to achieve by implementing the *GIRO/ACCES* system.

It should be noted these increased levels of customer satisfaction were realized during a period in which the STM experienced steady increases in the number of trips taken using its paratransit services. As of September 30, 2007, paratransit clients had taken over 1.5 million trips in the year, an increase of 9.4% from the same period in 2006. (Source: Transport Contact, December 2007). Overall, the STM reports the number of paratransit trips has increased by 35% in the past three years.

Source: <http://www.stm.info/info/info.htm>, December 19, 2007