Comparing customer satisfaction

RAISING THE BAR: RapidKL is conducting a survey and benchmarking the results with those of rail operators in 30 cities

KUALA LUMPUR

RAPIDKL, the operator of the LRT and Monorail services in the Klang Valley, is benchmarking the experience of its customers with rail operators in 30 cities worldwide to enhance its service delivery.

Until May 25, RapidKL customers can visit www.myrapid.com.my to share their experiences of the Kelana Jaya and Ampang LRT services, as well as the Monorail service in a global survey facilitated by the Railway and Transport Strategy Centre (RTSC) of the Imperial College of London.

The RTSC is also the facilitator of the CoMet and Nova benchmarking groups which comprise 32 major and medium-sized rail operators worldwide.

"We have invested a lot of resources to improve our infrastructure as well as our customer experience over the years."

"For example, we have physically integrated the access to different rail lines and networks, wherever possible, and introduced a common ticketing system to ensure our customers have a seamless and pleasant travel experience."

"We are also purchasing new trains, upgrading existing ones and have completed more than 50 per cent of the Kelana Jaya and Ampang LRT Line Extension Project."

"In addition, we are continually enhancing the skills and service delivery of our front-liners and support team members with the deployment of the Service Excellence Culture or Budaya Layanan Cemerlang programme."

"We are thankful that our efforts have been recognised with the year-on-year improvements in our guest satisfaction index," said RapidKL spokesman Lim Jin Aun on surveys conducted by the Malaysia Institute of Transport of Universiti Teknologi Mara.

Lim said his colleagues had been working tirelessly to raise the RapidKL guest satisfaction index from 679 per cent in August 2011 to 789 per cent in September last year.

However, RapidKL is not resting on its laurel and has decided to raise the bar and benchmark its customers' experience with major rail operators around the world by participating in the global customer satisfaction survey.

Results of the survey will be shared among member operators, including Beijing Subway, Berlin U-Bahn, Guangzhou Metro, Hong Kong MTR, London Underground, Mexico City Metro, Metro de Madrid, Moscow Metro, New York City Subway, Paris Metro and Paris RER, Metro de Santiago, Singapore MRT, Shanghai Metro, Stockholm Metro, Sydney Trains and Toronto Subway.

"The RTSC is rolling out the same set of questionnaire worldwide as part of the global benchmarking exercise."

"We will compare the results of the survey, learn from each other, and work towards further improving our customers' experience with us," said Lim, who is also the executive vice-president of group communications and strategic marketing for Syarikat Prasarana Negara Bhd, the asset owner of RapidKL.

To promote the survey, RapidKL will organise road shows at KLCC, KL Sentral, and Masjid Jamek LRT stations daily, including on weekends and public holidays.

"We hope our customers will participate in the survey. The information gathered is very important in planning for our future and in improving our services," added Lim.

"We are having a lucky draw for those who participate in the survey during the road shows. The lucky respondent will win a folding bike worth RM1,200," he said.
Commuters of the LRT are invited to share their experiences of the LRT services in the survey.

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