



Social Media Software

And Caring for Transit Customers

November 17, 2016

#CalTransit51



Story of Change

- **Transition From**
 - **A Form and Phone Call Center**
- **Transition To**
 - **Social Media, Phone, Form Center**



Social Enabled Passengers

- **Quick Response**
 - **42% Expect reply within 60 mins**
 - **78% of Americans on Social**
- **Don't Want to be Redirected**
 - **Don't Want to Fill in Form**
- **Customer Service Voice Bad on Social**
 - **Must Sound like Caring Human**
 - **Personality Goes a Long Way**

Software Solutions

- **Premium Software Suite**
 - **Sprout, Sprinklr, Spredfast, Buffer**
 - **Offers robust tools for many challenges**
- **Freeware**
 - **Hootsuite, Tweetdeck, Iconosquare**
 - **Usually partial solution**
- **Native Platform**
 - **Facebook.com and Twitter.com**

Benefits of Social Software

- **Work Flows**
 - **Customer Service Tasks**
 - **Scheduling**
- **Metrics and Measurement**
 - **Response Rates**
 - **Volume, Analytics**
- **Team Functions**
 - **Access levels for staff**
 - **Communication Histories**

Before Social Software

- **Fractured Reporting**
 - Pulling metrics from numerous sites
- **Isolated from Systems**
 - Outside of Cust Serv Process
 - Cust Serv Expertise Not Used
- **Search for Reporting Solutions**
 - One site does X, another Y











Before Social Software

Declining Call Volume



Assigning Tasks

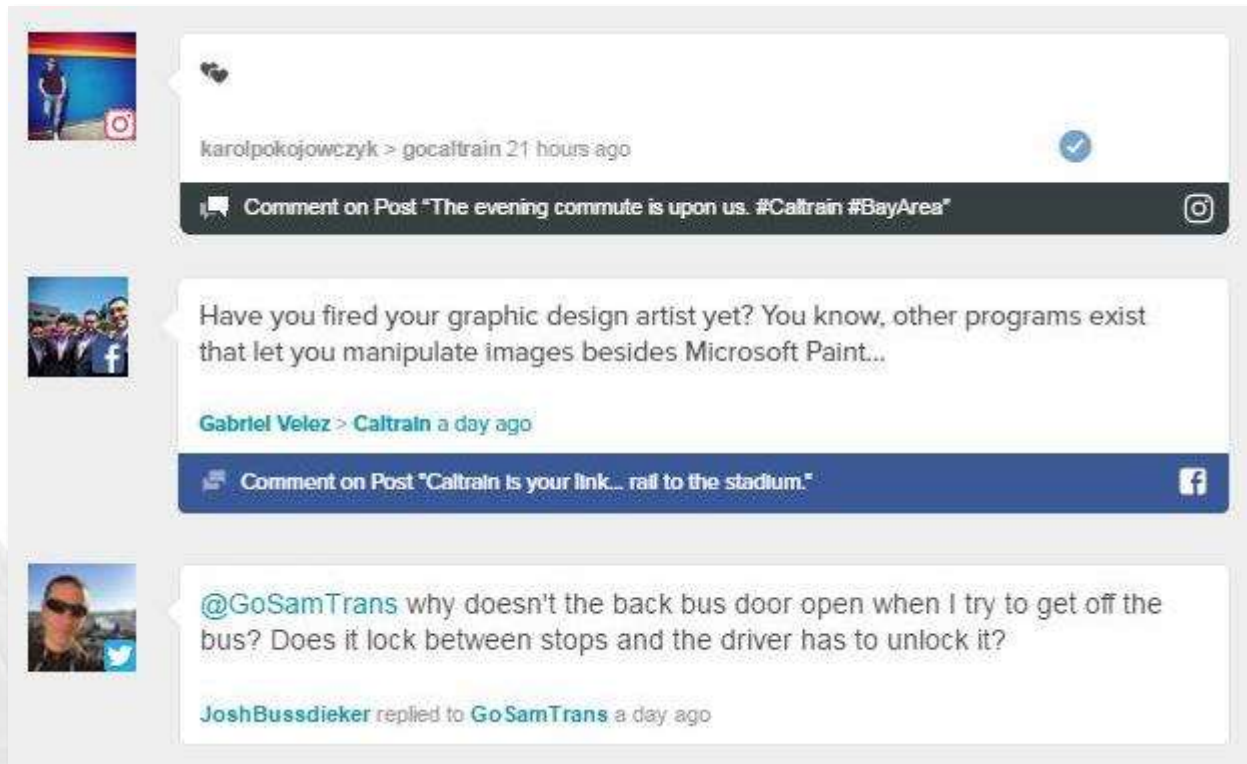
	<p>Sent to CCF to confirm (andria)</p> <p>Jeremy L > Customer S. Today at 02:06 pm</p>		<p>Why does train number 227 constantly run ahead of schedule. Pulling out of Blossom Hill 2 minutes ahead</p> <p>DM: Chez473 To 7 Hours Ago</p>	<input type="checkbox"/> Close
	<p>Closed by Customer S.</p> <p>Jeremy L > Customer S. Today at 10:41 am</p>		<p>@Caltrain torn seat in car 4023 on NB #385 on the bottom level</p> <p>Hadlock Replied To Caltrain 20 Hours Ago</p>	<input checked="" type="checkbox"/> Closed
	<p>Closed by Customer S.</p> <p>Jeremy L > Customer S. Today at 10:40 am</p>		<p>Lights on the Bayshore Caltrain stairs are not working. It's a potential hazard.</p> <p>DM: Goodolvic To 19 Hours Ago</p>	<input checked="" type="checkbox"/> Closed
	<p>Closed by Customer S.</p> <p>Jeremy L > Customer S. Yesterday at 02:38 pm</p>		<p>@GoSamTrans WHY WAS ECR 10 MIN LATE TODAY ??</p> <p>Pisnopromises Replied To GoSamTrans A Day Ago</p>	<input checked="" type="checkbox"/> Closed

Task Metrics

ALL HOURS		BUSINESS HOURS			OFF BUSINESS HOURS	
Team Member	Total Replies	Reply Thread Size	Avg. Reply Time	Median Reply Time	Quickest Reply	Slowest Reply
Jeremy Lipps	100	1.2	570 min	655 min	1 min	5,724 min
Customer Service	35	1.0	1,316 min	1,349 min	2 min	6,393 min

Profile / Team Member	Total Replies	Reply Thread Size	Avg. Reply Time	Median Reply Time	Quickest Reply	Slowest Reply
SamTrans Facebook page	9	1.4	706 min	705 min	11 min	4,185 min
Jeremy Lipps	8	1.4	617 min	616 min	11 min	4,185 min

All Networks, One Feed



The screenshot displays a unified social media feed with three posts:

- Instagram Post:** Profile picture of a person in a rainbow shirt. Text: "karolpokojuwczyk > gocaltrain 21 hours ago". Comment button: "Comment on Post 'The evening commute is upon us. #Caltrain #BayArea'" with an Instagram icon.
- Facebook Post:** Profile picture of a group of people. Text: "Have you fired your graphic design artist yet? You know, other programs exist that let you manipulate images besides Microsoft Paint...". Author: "Gabriel Velez > Caltrain a day ago". Comment button: "Comment on Post 'Caltrain is your link... rail to the stadium.'" with a Facebook icon.
- Twitter Post:** Profile picture of a man in sunglasses. Text: "@GoSamTrans why doesn't the back bus door open when I try to get off the bus? Does it lock between stops and the driver has to unlock it?". Author: "JoshBusddieker replied to GoSamTrans a day ago".



Tracking the Issues

CT Delay



@Caltrain stuck at bayshore. What's up?

ccwu replied to Caltrain Sep 27, 2016



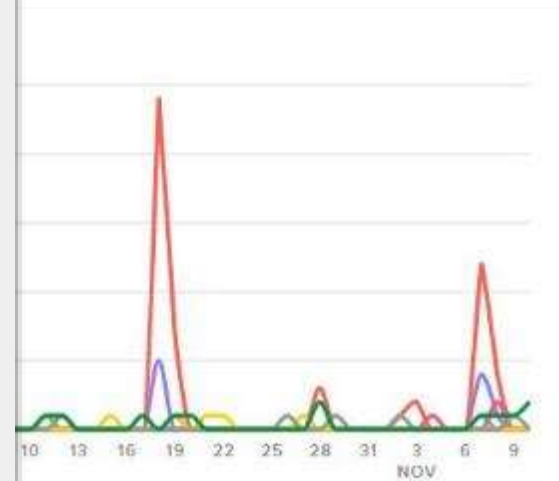
@Caltrain whats up with NB289 delay?

bajaate10110 replied to Caltrain Sep 23, 2016



Caltrain # 138 is so consistently late every day that they should just consider changing the schedule.

alamort Sep 15, 2016



CT Bathroom

CT Bike Locker

CT CalMod

CT Capacity

CT Clipper

CT Conductor Compl...

CT Delay

CT Door Failure

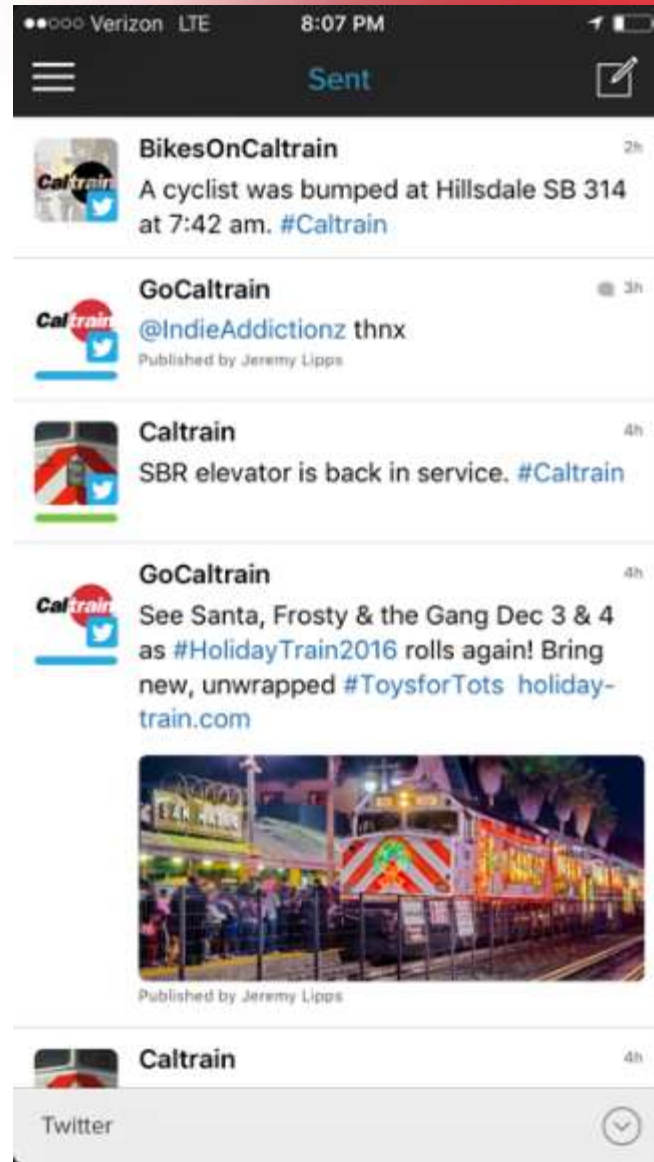
CT Early Departure

CT Lost Found

CT Media Mention



Mobile App



Pluses/Minuses

- **Pluses**
 - **Better, Streamlined Reporting**
 - **Customer Serv Integration**
 - **One Login, One Site**
 - **Management Oversight**
- **Minuses**
 - **Cost**
 - **Lose Features of Native Sites**
 - **Learning Curve**



Questions & Contact

- **Jeremy Lipps**
 - **Twitter @Calif0rnia**
 - **LinkedIn /JeremyLipps**



SAN MATEO COUNTY
Transportation
Authority

San Mateo County
TRANSIT DISTRICT