

EFFECTIVE CUSTOMER SERVICE: QUANTIFYING THE UNQUANTIFIABLE

How TransPar's IMS can improve your operation's customer service success



While safety, on-time performance, and reliability are key elements of any successful transportation operation, communication and customer service are critical but frequently overlooked pieces of the same puzzle. And unfortunately, customer service is not always organized or easily quantifiable – in many cases, while parent phone calls and student-related incidents are considered of great importance, they are often managed through a series of scribbled notes littered across a staff member's desk.

TransPar's Incident Management System (IMS) addresses this very issue. In lieu of handwritten notes, which can be easily misplaced before reaching the appropriate team member, our IMS offers a web-based solution in which an unlimited number of users can track, tabulate, assign, address, and resolve customer calls, complaints, and recurring safety or behavior incidents. Consistent use of the IMS platform results in measurable data to demonstrate customer service queries and responses. In addition to tracking everyday calls, IMS provides a secure repository in which critical documentation can be stored in the case of a serious accident, significant student management issues, public information requests, or other queries that may require the transportation department to substantiate the steps that were taken to address and resolve an issue.

EFFECTIVE COMMUNICATION IS CRITICAL

At its core, IMS is a communication tool. Oftentimes when a parent calls the transportation department to report a concern, they will interact with multiple staff members within a single office. Rather than relying upon memory, scattered notes, or interrupted in-person communication to relay the details of the incident, TransPar's IMS offers transportation staff a tool that supports easy recall of previous conversations and notes to review from other team members who become involved. Not only is this useful as the team works toward a resolution, but once an incident has been addressed to the

"Customer service and on time performance is 90 percent of a transportation department! Service can only be improved when you have data on what you need to do better!"

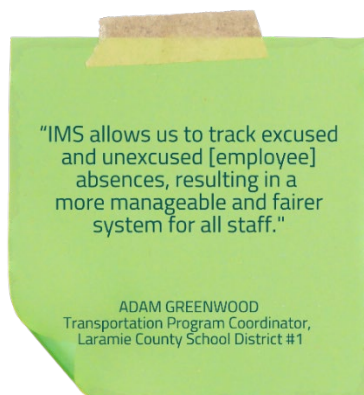
CODY COX
Transportation Director
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satisfaction of all involved, the IMS ticket can be closed and kept on record should it ever need to be referenced in the future.

IMS IS CUSTOMIZABLE AND USER-FRIENDLY

TransPar's IMS was designed by transportation professionals for transportation professionals. Our system is continually being adapted and improved upon to deliver a product with the needs of our transportation partners and clients in mind. The user-friendly interface enables your transportation staff, trained by a member of the TransPar team, to easily enter incidents into the system as phone calls are received. The IMS generates a ticket number with time and date stamps, as well as a designated priority level, so critical incidents can be triaged more swiftly.

Tickets can be entered into the system under a variety of topics such as employee incidents, driver incidents, student referrals, planning, routing, and general service issues, with additional "ticket code" classifications specific to each user's needs. Once a new ticket has been entered, the user will assign the ticket to the appropriate staff member. That user will then be able to log into the system and address the incident by adding comments specific to how the situation is being addressed, and upload any pertinent documentation that may be useful to keep in the file. Once the issue has been resolved to the satisfaction of all stakeholders involved, the ticket can be closed out and maintained within the IMS indefinitely, at the user's discretion, creating a lasting electronic record of incidents and customer service responses.



With a broad base of functionality built into the IMS, we recognize that no two transportation departments are the same. As such, the IMS is highly customizable. During the implementation process, a member of the TransPar team will meet with members of your staff to customize the system to your department's unique needs. Our IMS experts will also be available to train system users within your department to customize these elements as needed, allowing users the ongoing control of your own tailored Incident Management System.

SYSTEM-GENERATED REPORTS SHOW CUSTOMER SERVICE METRICS IN REAL TIME

TransPar's IMS also includes a robust reporting feature, which allows transportation departments to generate graphs and charts that can demonstrate the number and type of incidents taking place across an operation. These reports can be filtered by school, employee, type of incident, severity of incident, and a number of additional classifications. This feature is particularly useful when communicating with district staff and administrators outside of the transportation department who have a vested interest in the quality of how customer service issues are addressed.

Our IMS reporting capability takes the previously unquantifiable customer service metric and generates a concise, easy-to-understand, visual representation of your department's handling and resolution of customer service complaints and concerns.

BUILDING COMMUNITY RELATIONSHIPS

To parents, school staff, and other stakeholders, customer service is one of the most critical elements of how we serve our students and our school communities. Parent concerns, student incidents, employee issues, and accidents may be unavoidable, but as transportation professionals it is our responsibility to do everything in our power to mitigate these concerns, and to respond in a timely, efficient, and responsible manner.

The implementation of TransPar's efficient and user-friendly IMS affords our clients the ease of knowing that no customer service concern is going unanswered, thereby allowing the department to focus on other critical issues. In turn, parents can be at ease knowing their concerns are being addressed promptly and comprehensively. When parents are satisfied with the communication they receive from the transportation department responsible for their child's safety each day, fewer phone calls work their way up the ladder to senior district administrators, ultimately reflecting well upon the transportation team's ability to communicate with those affected by and invested in their services.

TransPar continues to seek innovative ways to support our district partners in providing equitable access to education through responsible student transportation. Tools like IMS make the important task of providing dedicated customer service easier for transportation staff and, most importantly, improve upon the quality of service provided to the students and families we serve.

Interested in learning more? Contact Dan Walch, Director of Transportation, at dwalch@transpar.com for a commitment-free virtual demonstration.