



Road Safety Initiative (U)

Block 206; Plot 681; Gayaza Road; P. o. Box 36293; Kampala [Uganda];
Tel. +256-392907456; E-mail roadsafety15@yahoo.com

Professional Driving Standards PASSENGER-BUS SAFETY TRAINING, MONITORING AND INSPECTION CONCEPT

To
Bus company



Effective Customer Service

Service quality may be the only way customers choose one service over another.

Presented by:
Muteza Ali
CEO/Road safety initiative
11th August 2011



Bus-Passenger Expectations

	Criteria	Description
	Company Responsibility	Customer [Bus-Passenger] Expectations
1	Vehicle Mechanical Safety	Whether the vehicle is mechanically reliable for the journey
2	Safety of passengers	Whether a passenger and their property is safe from accidents, thieves, robbers, and terror
3	Bus punctuality	arrival of the buses to bus stop as per timings
4	Seat comfort	seats provided are comfortable for travel
5	Cleanliness	upkeep of the buses such as dusting, cleaning, etc.
6	Lighting & entertainment	provision of lights, TV, radio/FM, DVD, etc.
7	New fleet (Buses) addition	whether new buses are added periodically
8	Seating for handicapped	are handicapped or physically challenged people provide separate seating
9	Seating for elderly	Senior citizens provide separate seating
10	Issue of proper ticket	whether conductor issues proper ticket
11	In time Issue of ticket	whether conductor issues ticket immediately on boarding the bus
12	Issue of proper change	whether conductor issues proper change (correct amount) for the ticket taken
13	Stopping bus at correct place	bus stopping at the assigned bus stops
14	Backup service during breakdown	in case of breakdown whether a spare or backup bus is provided
15	Provision for luggage	whether the lift is provided or arrangement to put the luggage carried
16	Obey traffic rules	bus driver & crew following traffic signal, stop-lines, etc.
17	First aid facility	whether first aid facility available in the bus
18	Driver behaviour	whether driver behaviour is kind or courteous
19	Conductor behaviour	whether conductor behaviour is kind or courteous
20	Information to passengers	adequate information about change of route, stops, schedule given to the passengers



Effective Passenger-Bus Quality-Service

Understanding customer needs and expectations is very important to a service-oriented organization as it protects against dissatisfied customers or, even worse, those who take their business elsewhere without voicing their complaint.

After customer needs and expectations are identified, customer satisfaction must be monitored and the findings used to generate improvements.

Guiding principles of a Quality-service:

1. Embrace change and persistently strive to improve [be a learning organization].
2. Continually ask the target customers what they want and then give it to them [research]
3. Empower, support, and reward frontline personnel [staff that perform better].
4. Exploit the power of information [keep your customers informed].
5. Establish an enabling infrastructure [keep a friendly mood with customers].



Features of Quality-Service of a Bus Company

Dimension	Evaluation Criteria
Tangibles: Physical evidence of Quality service	Appearance of physical facilities: e.g. shelter and benches at Bus-stops- Maintain clean physical condition of the BUS, booking office, bus stops, avoid overcrowding, have information [timetable] displayed, ensure safety and help to passengers Appearance of the bus staff: <ul style="list-style-type: none"> • A clean and professional looking office. • Employees have neat, professional uniforms associated with the transportation service e.g. of airline.
Reliability: Standard and dependable service	<ul style="list-style-type: none"> • Perform services when and as promised: e.g. waiting time, time for the bus to leave, stops on the way, etc • Handle customers' service complaints promptly • issues proper change (correct amount) for the ticket taken • Maintaining error-free records
Responsiveness: Willingness of employees to provide the service	<ul style="list-style-type: none"> • Promote the company's image: Print Timetables, CDs, DVD and distribute to passengers in the bus • Provide prompt service to customers [avoid 'excess waiting time'] • Be willing to respond to customers' needs • Never use vulgar or indecent language [making reference to sex].
Assurance: Knowledge and ability of employees to convey trust and confidence	<ul style="list-style-type: none"> • Instil confidence in customers e.g. current location and remaining distance to destination • Awake sleeping passengers when the bus nears a next stop • Have the knowledge [e.g. names of places] to answer customers' questions and requests
Empathy Caring and individual attention provided by employees	<ul style="list-style-type: none"> • Have the ability to understand and share the feeling of a customer



Discipline:

Customer service at all Staff levels:

- Treat everyone with dignity, respect, honesty, and courtesy.
- Be pleasant and smiling at customers.
- Be a good listener and have the ability to understand the situation of a customer.
- Do the job right the first time.
- Be accountable.
- Build trust and good relationships with customers.
- Treat people fairly.
- Make customers fully happy.
- Respect customer' privacy.
- Never use **vulgar** or indecent language.
- Be willing to apologize.

Overall Vision and Goals

Always do what is best for the customer, by putting customers first.

- Be a leader in doing the right thing, not just in doing things right.
- Participate and contribute in finding solutions and work as a team.
- Maintain objective and be non-judgmental approach.
- Bear in mind that customer's perceptions of reality is their reality.