



ORCA Customer Satisfaction Survey: Initial Results

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Agenda



- Participation
- Satisfaction with the ORCA System
- Interpretations
- Next Steps

Participation in the Survey



- After quality control, EMC reports a total of **34,209** survey responses
 - Initial goal was **5,000** responses.
- ~93% of responses came from residents of the four-county area
 - There were some legitimate responses from people in OR, CA, and BC. EMC verified that these responses were from frequent visitors to the ORCA region to keep them in the results.



Customer Satisfaction



- A quick look at some of the numbers:

Piece of ORCA System	% very/somewhat satisfied	% somewhat/very dissatisfied
Overall system	93%	3%
Value of service for fare paid	81%	7%
Using the website	73%	4%
Using the app	49%	3%

How likely are you to recommend an ORCA card to someone who uses transit in the area? Would you say you are...? **(REQUEST RESPONSE)**

Very likely to recommend ORCA	83
Somewhat likely to recommend ORCA	13
Not very likely to recommend ORCA	1
Not at all likely to recommend ORCA	1
Don't know	1

What are the top three things you would like to do the most using ORCA in the future? **(MULTIPLE RESPONSE)**

Pay for more than one person per trip with one ORCA card	49
Get points or rewards for using your ORCA card to pay for transit	25
Save money by automatically earning credit toward passes each time you ride	24
Use ORCA to pay for trips on bike or scooter sharing services	24
Get better trip planning information, including schedules, transfer information and pricing	22
Tap my credit/debit card to pay instead of an ORCA card	20
Use other items, such as keychains, stickers, or wristbands to tap and pay	18
Get credit on your ORCA card when you buy tickets to games and events	17
Use ORCA to pay for bike parking and storage	8
Load your ORCA card at more vending machine locations	8
Other (Please specify)	10
None of the above	6
Don't know	4

Customer Satisfaction

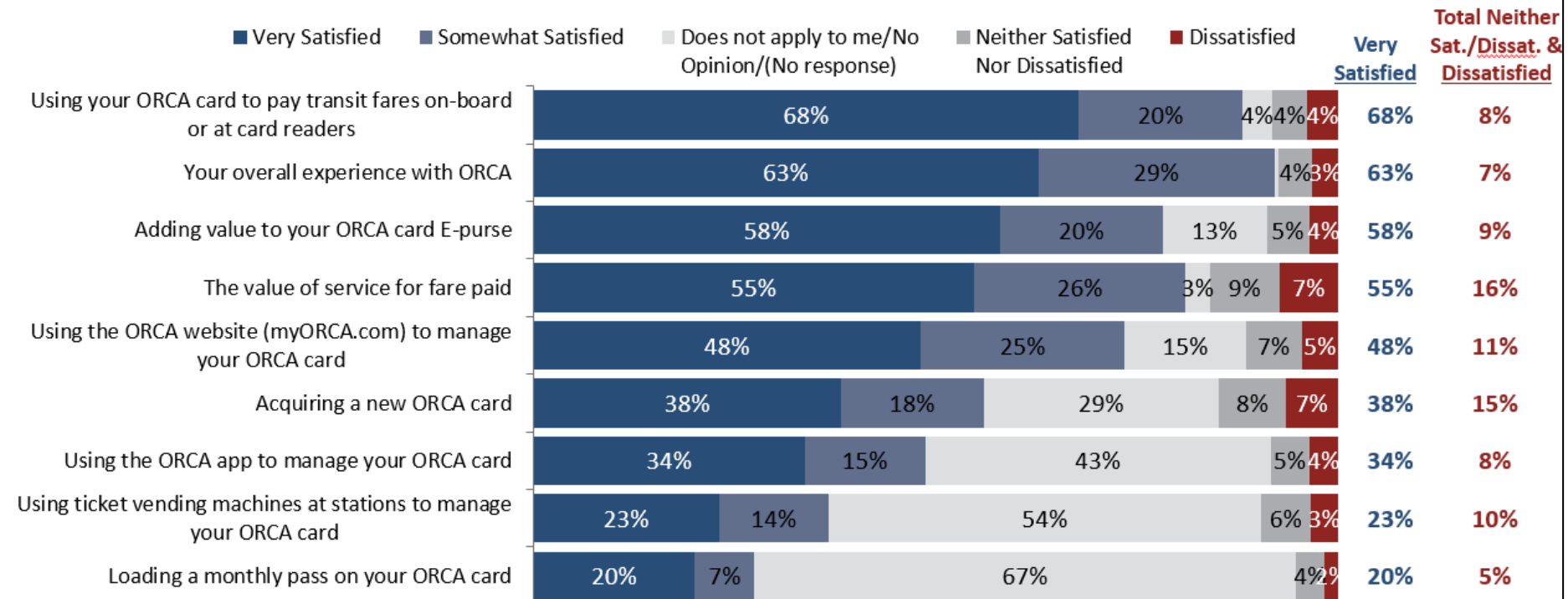


- A deeper look at some of the numbers:

Satisfaction Ratings



The vast majority of respondents are satisfied with their overall experience with ORCA. Opinions regarding more specific aspects, such as using the ORCA app, using a ticket vending machine, or loading a monthly pass are less informed.



Interpretations



- The results are heartening
 - **More than 90% of respondents** report being satisfied with ORCA overall
 - 4 in 5 customers would be **very likely** to recommend an ORCA card to someone else
 - Dissatisfaction numbers are very low on each question
 - Dissatisfaction **never crosses 10%** on any question

Next Steps & Questions



- EMC picked winners from drawing and mailed gift cards
- Final report and crosstabs coming from EMC soon
- Full analysis and report out coming from ORCA CX team
- Any questions?



Thank you.



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