

[Unique Reference Number]

Improve the customer experience in the Tram and Tramway environment



Overview

This standard is about improving the customer experience in the Tram and Tramway environment. You will understand the range of customers and their needs and be able to provide help where possible. It includes knowing the information that customers may require when travelling and about understanding what a quality service looks like from a customer's perspective and how your own role can support the delivery of this in order to meet customer expectations. It is also about understanding how your own actions can have a positive or negative impact on the quality of service to customers. This includes being able to operate and monitor vehicle systems and reporting substandard conditions such as an untidy environment.

This standard consists of two elements:

1. Improve the customer experience within own area of responsibility
2. Assist with the provision of a suitable environment for customers

This standard is for anyone who drives a tram vehicle.

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Performance criteria

You must be able to:

Improve the customer experience within own area of responsibility

- P1 present a professional image to customers by following organisational requirements
- P2 give **information** to customers that meets their needs and which you are authorised to provide
- P3 refer customers to the relevant person if you do not have the information or the authority to help them
- P4 seek opportunities to improve the customer experience, in the Tram and Tramway environment within the limits of your own authority
- P5 comply with organisational policy and guidelines in relation to quality and continual improvement
- P6 deal with complaints and compliments in line with your organisation's procedures

Assist with the provision of a suitable environment for customers

- P7 monitor the cleanliness and tidiness of the Tram and Tramway environment
- P8 report substandard conditions in the Tram and Tramway environment in line with organisational procedures
- P9 operate and monitor **vehicle systems** in line with organisational procedures

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Knowledge and understanding

You need to know and understand:

Improve the customer experience within own area of responsibility

- K1 the range of customers and their reasons for travelling
- K2 your organisation's policy and procedures for delivering customer service
- K3 the **Information** which is helpful to customers
- K4 the service quality expectations of **customers**
- K5 how service quality is **measured and monitored**
- K6 when service quality expectations of **customers** may change
- K7 how own role **activities** can have a positive or negative impact on the customer experience
- K8 why improving the customer experience is important to the organisation, its customers and the wider industry
- K9 ways in which your organisation's uses customer feedback

Assist with the provision of a suitable environment for customers

- K10 the organisation's procedures in relation to the provision of a suitable Tram and Tramway environment
- K11 the organisation's procedures for reporting faults and malfunctions to vehicle systems
- K12 the **effects** of physical comfort and discomfort on customers
- K13 why a **suitable environment** is important to customers, the organisation, and the wider industry

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Additional Information

Scope related to performance criteria

P2 **Information** may include; route knowledge, local knowledge, ticket and fare knowledge, service times,

P9 **Vehicle systems** may include; comfort (heating, air conditioning, vents, lighting), information (communication equipment, screens, bells), CCTV.

Scope related to knowledge criteria

K3 **Information** may include; route knowledge, local knowledge, ticket and fare knowledge, service times.

K4 **Customers** may include; internal (colleagues, team members, line manager, those in other departments and teams), external (members of the general public, passengers).

K5 **Measured and monitored** may include; inspections, testing, setting standards, customer surveys, customer feedback.

K6 **Activities** may include; those with a negative impact (being distracted, cutting corners, rushing, making mistakes, not completing tasks, ignoring defects, untidy areas and cleanliness, lack of communication) and those with a positive impact (keeping people up to date, driving smoothly, allowing enough time for customers to board and depart the vehicle, maintaining uniform standards, working to agreed methods and procedures)

K12 **Effects** may include; on emotions and behaviours, perception of value and quality.

K13 **Suitable environment** may include; clean and tidy, the correct temperature, working equipment and systems.

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Additional Information

Glossary

Customer(s)

This includes those who are travelling, have the intention of travelling or are assisting others to travel. It may also include members of the general public who are or may be affected by the operational service.

Customer expectations

These are what customers think should happen and how they should be treated in the Tram and Tramway environment.

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