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MEGA JOBS
INSIDE

North Central Builds on High Levels of Customer Satisfaction

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This year, NCRTD has launched a "Culture of Service" initiative to help guide our employees' actions to further strengthen the agency's

already high levels of customer satisfaction. According to a 2011 rider survey, customers are "very satisfied" with our service. NCRTD received a score of 4.7 on a five-point scale, with one being "dissatisfied" and five "very satisfied."

Given that strong base of support, we set out to develop a roadmap to retain that high satisfaction rating and become a leader in customer-centric transit ser-

vice delivery.

We have been fortunate to have employees who care about the service they provide and care about our customers. They consistently deliver excellent customer service, which makes a significant contribution to the agency's operations. However, as a team, we wanted to develop a framework that creates a foundation of attitudes and behaviors that

support the long-term success of NCRTD by committing to even stronger customer service, positive and supportive working relationships, progressive leadership, and a continuous learning and improvement environment.



Anthony Mortillaro

ous learning and improvement environment.

All employees throughout the agency have been involved in the development of these principles, guidelines, and values so each of us can take ownership in creating a culture of service as a team of respectful, qualified professionals. To assist, we brought in an outside group of specialists in service culture and human behavior to conduct a series of programs that included organization-wide training and coaching.

Our objectives are to develop a sustainable model for ongoing training and employee orientation encompassing our mission and goals and to "provide safe, secure, and effective public transportation within north central New Mexico in order to enhance the quality of life of our citizens by providing mobility options and to spur economic growth throughout the region."

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