



MetroLink Tulsa's Communication Challenges Before ELERTS See Say

MetroLink TULSA serves approximately **2 million passengers annually** with a fleet of **43 buses and 25 on-demand vans**. Prior to implementing ELERTS, the primary method for passengers to contact MetroLink TULSA was via phone calls. Riders who wanted to report a concern or ask a question would call the agency, hear a recorded message, and wait in a queue for an available operator. Once connected, phone conversations may last between **5 to 8 minutes** as operators gathered details and transcribed the reports for record-keeping.

This phone-based call system presented several challenges:

- **Extended wait times** could lead to frustration for callers.
- **High-stress levels** for call operators dealing with impatient or upset riders.
- **Inefficient data collection**, as operators manually transcribed reports, increasing the risk of errors and delays.
- **Limited accessibility** for riders who preferred alternative communication methods.

MetroLink TULSA recognized the need for a more modern, accessible, and efficient solution.

The ELERTS See Say Solution: A Game-Changer for Rider Communication

By implementing **ELERTS See Say**, MetroLink TULSA provided passengers with multiple, user-friendly ways to communicate with the agency—reducing call volumes and improving customer service.

ELERTS Communication Channels Available to Riders:

- 1. Web Form on the Transit Website**
 - o Riders can submit concerns, compliments, or safety issues, with photos, videos, and report categories for easy categorization.
- 2. Mobile App and Texting**
 - o Passengers can submit reports through the ELERTS See Say app, from within the GoPass trip-planning/e-ticketing app, or by texting a message.
- 3. Voicemail System**
 - o Riders can now call and leave a detailed voicemail message. A customer service agent reviews the transcribed voicemail message and may respond via texting.
- 4. E-mail Communication**
 - o Riders can send an email to the transit agency, which is received and managed via the ELERTS console.
- 5. Quick Response Times are appreciated by riders**
 - o The ELERTS console enables customer service employees to receive detailed information from riders and respond promptly—often in under 60 seconds.

ELERTS has been a game-changer for our team. By streamlining incident reporting, our Customer Service Representatives have more time to assist customers, rather than dealing with administrative tasks. ELERTS has truly enhanced our ability to serve both our customers and our team more efficiently.

Data-Driven Decision Making with ELERTS Management Console

A key advantage of ELERTS See Say is its powerful **console**, which enables MetroLink TULSA's staff to efficiently manage rider communications.

High Message Volume Management

MetroLink TULSA now receives approximately **300 messages per month** through the ELERTS system. This automated process significantly reduces the workload of phone operators while improving responsiveness to riders.

Rich Data Insights for Supervisors

The management console provides a comprehensive set of visualizations, charts, and graphs that help supervisors analyze communication trends and optimize service delivery. Key insights include:

- **Key Performance Indicators (KPIs):** Metrics track responsiveness and resolution times.
- **Trend Analysis:** Identification of recurring issues and patterns over time.
- **Peak Communication Periods:** Understanding what times of day receive the highest volume of reports.
- **Category Breakdown:** Seeing the most common types of concerns submitted by riders.

These analytics allow METRO TULSA's leadership to make **data-driven decisions**, improving both rider experience and operational efficiency.

Benefits for Riders and Transit Staff

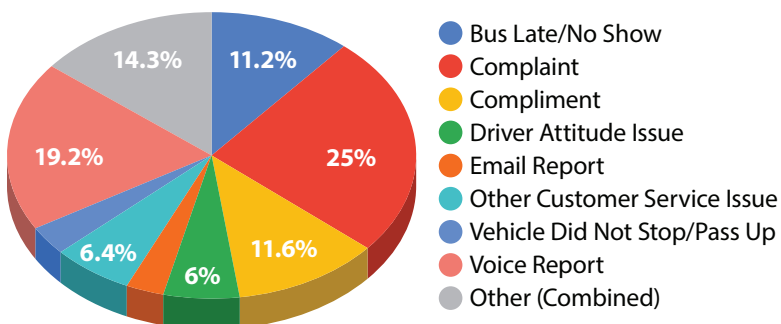
Since implementing **ELERTS See Say**, MetroLink TULSA has seen significant improvements in efficiency and customer satisfaction:

- **Reduced Call Volume:** The majority of rider concerns are now submitted digitally, minimizing long phone queues.
- **Improved Rider Experience:** Passengers can report issues quickly and discreetly, leading to higher engagement.
- **More Efficient Staff Workflows:** Employees spend less time manually transcribing calls and more time addressing issues.
- **Enhanced Safety and Security:** Riders can quickly report safety concerns in real time, improving overall transit safety.
- **Actionable Data for Management:** Supervisors gain valuable insights into rider concerns, enabling proactive service improvements.

Conclusion: A Cost-Effective Customer Service Model for Transit Agencies

METRO TULSA's adoption of **ELERTS See Say** demonstrates how transportation agencies can modernize rider communication without significant financial investment. By leveraging digital tools, MetroLink TULSA has improved service efficiency, enhanced customer satisfaction, and created a safer transit environment—all while reducing operational burdens.

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