



Bus Éireann

CUSTOMER ACTION PLAN

2021



Introduction

Bus Éireann is Ireland's national bus company, helping people across the country to make over 80 million journeys a year with its fleet of over 1,100 buses and coaches.

We are committed to delivering high standards of service for our customers. This Customer Action Plan describes how we will deliver the commitments and standards set out in our Customer Charter, in line with the Principles of Quality Customer Service for Customers and Clients of the Public Service.

OUR CUSTOMER COMMITMENTS



ACCESSIBILITY

We will continue to make our network as accessible as possible for everyone in our community.



INNOVATION

We will use the feedback we receive from you to look for new ways to enhance the travel experience.



AVAILABILITY

We will make every effort to ensure that our facilities and services are available as advertised.



PRESENTATION

We will maintain our facilities, information and signage to keep them clean, well-presented and in good condition.



CARE

We will deliver our services with due care and attention to the needs of customers and treat you with respect and dignity.



SAFETY & SECURITY

We will provide a safe and secure travelling environment, free from danger, risk or injury.



COMFORT

We will provide facilities and services that help you to relax and enjoy a comfortable travel experience.



SUSTAINABILITY

We will consider the impact on our business, our people, our environment and our customers in everything we do.



INFORMATION

We will keep you well-informed at all stages of the journey, particularly if things go wrong.



TIMELINESS

We will focus on getting you to where you want to be on time, every time.

OUR CUSTOMER CHARTER AND CUSTOMER ACTION PLAN

With a proud tradition of public service, our Customer Charter and Customer Action Plan support our commitment to providing our services in accordance with the Principles of Quality Customer Service for Customers and Clients of the Public Service.

In developing our Charter and Action Plan, we have followed the 4 Step Cycle:

- **Consult** – We regularly consult with our customers through our Customer Satisfaction Survey, which provides an opportunity for us to receive feedback from customers about our service on a quarterly basis. The findings from our Customer Satisfaction Survey have been used in the development of our Customer Charter commitments
- **Commit** – We are committed to delivering high standards of service and use our Customer Charter to set out the standards that you can expect when you use our services
- **Evaluate** – We monitor our performance through our Customer Satisfaction Survey, data from inspections of our services by the National Transport Authority and from the feedback we receive
- **Report** – We are open and transparent in reporting our results; we publish a summary of our performance on our website and provide the National Transport Authority with data on our performance on an ongoing basis

Principles of Quality Customer Service

We are committed to upholding the Principles of Quality Customer Service for Customers and Clients of the Public Service. This section is our public statement of commitment to each of the 12 guiding principles.

1. QUALITY SERVICE STANDARDS



GUIDING PRINCIPLES

- Publish a statement that outlines the quality of service which customers can expect, and display it prominently at the point of service delivery

OUR COMMITMENT

Our Customer Charter sets out the standards that you can expect when you use our services. It details our approach to helping our customers when things go wrong.

You can view or download a full or summary version of our Customer Charter at www.buseireann.ie.

We also display a summary of our high-level commitments to customers at our stations. The Charter is published in Irish and English and in many formats, including PDF (A4 and A4 large print), Microsoft Word, plain text, audio and online formats.

MONITORING OUR PERFORMANCE

We employ an independent research company to interview customers all year round about their experiences with Bus Éireann and Expressway. The data is used to work out our customer satisfaction score. This is the percentage of our customers who are satisfied with our service.



Many questions are asked about your journey with us. This allows us to monitor our performance against our commitments in the Customer Charter.

If you make a complaint, comment or suggestion about your journey through our Customer Service Centre, we classify it against a range of criteria. This allows us to monitor the amount of complaints that we receive and make sure that we take proper action where issues are identified.

2. EQUALITY/DIVERSITY



GUIDING PRINCIPLES

- Ensure the rights to equal treatment established by equality legislation, and accommodate diversity, so as to contribute to equality for the groups covered by the equality legislation (under the grounds of gender, marital status, family status, sexual orientation, religious belief, age, disability, race and membership of the Traveller Community)
- Identify and work to eliminate barriers to access to services for people experiencing poverty and social exclusion, and for those facing geographic barriers to services.

OUR COMMITMENT

Our services are available to everyone in our community. We are dedicated to ensuring that you are treated equally and that you do not experience discrimination in your interactions with us.

MONITORING OUR PERFORMANCE

If you make a complaint, comment or suggestion relating to equality and diversity, we ensure that they are fully investigated and that any necessary action is taken. We monitor the volume of complaints on a regular basis to ensure that we take corrective action where issues are identified.



3. PHYSICAL ACCESS



GUIDING PRINCIPLES

- Provide clean, accessible public spaces that ensure privacy and meet occupational and safety standards
- Facilitate access for people with disabilities and others with specific needs

OUR COMMITMENT

We are committed to making our network as accessible as possible for everyone in our community. You can travel in your wheelchair on some of our services that are operated with wheelchair-accessible vehicles. We are continuing to invest in our fleet to expand the number of accessible vehicles we operate.

There are limited wheelchair spaces on some vehicles so you must contact our Customer Service Centre by phone at least 24 hours in advance to reserve a space. If you reserve a wheelchair space, we will ask you if you are happy to be contacted regarding your travel experience. We contact a sample of customers after the journey to monitor the delivery of our accessible travel services.

We are a JAM card-friendly business and if you have a learning difficulty, autism or a communication barrier, our Drivers will be patient and give you a little more time as you board when you present your JAM card.

Our stations and buses are regularly cleaned and maintained for your comfort and safety. You should find the stations and buses clean, in good condition and free from litter. When travelling, the on-board environment should be comfortable, with the heating, ventilation and lighting working and set to a comfortable level.

MONITORING OUR PERFORMANCE

The National Transport Authority undertakes regular inspections of our stations and vehicles to monitor performance of our Regional, Commuter and Urban services against a set of high service standards related to cleanliness and comfort. These inspections are used to calculate Performance Points, which are awarded each time we are unable to deliver the standards in full. We use the data from these inspections to identify areas for improvement in the service we offer.

When customers are interviewed to calculate our customer satisfaction score, a range of questions are asked about various aspects of your journey with us, including the cleanliness and comfort of our stations and buses. We use the research from the Customer Satisfaction Survey to monitor our performance and to inform our team on how we can continue to deliver high levels of customer satisfaction.



If you make a complaint, comment or suggestion relating to accessibility, we ensure that they are fully investigated and that any necessary action is taken. We monitor the volume of complaints on a regular basis to ensure that we take reasonable corrective action where issues are identified.

GUIDING PRINCIPLES

- Take a proactive approach in providing information that is clear, timely and accurate, is available at all points of contact, and meets the requirements of people with specific needs
- Ensure that the potential offered by Information Technology is fully availed of and that the information available on public service websites follows the guidelines on web publication
- Continue the drive for simplification of rules, regulations, forms, information leaflets and procedures



OUR COMMITMENT

We provide travel information across a number of channels, including our websites, social media, Customer Service Centre, stations and buses. Where facilities exist, timetable information should be available before you board. Whenever our timetables change, we will take steps to ensure that this information is updated and that you are informed about such changes in advance.

At our stations and on board, all permanent signage and notices and all pre-recorded announcements will be provided in Irish and English. If your journey is delayed or disrupted, we will try to give you as much information as we can about the delay and keep you updated at regular intervals.

Whenever we communicate with you, we try to use plain language that's easy to understand.

MONITORING OUR PERFORMANCE

The quality of our information provision is monitored by the National Transport Authority for our Regional, Commuter and Urban services. The data we receive is used to identify any gaps in the delivery of our service. A range of questions related to information provision are asked as part of our Customer Satisfaction Survey and we record, classify and regularly monitor all related complaints, comments or suggestions.



5. TIMELINESS AND COURTESY



GUIDING PRINCIPLES

- Deliver quality services with courtesy, sensitivity and the minimum delay
- Aim to create a climate of mutual respect between ourselves and our customers

OUR COMMITMENT

Our website is available 24 hours a day and our Customer Service Centre, social media channels and ticket sales outlets are available at the times shown in our Customer Charter. Our stations are available at all times when services are due to arrive and depart, although some facilities may not be available at less busy times.

If you call our Customer Service Centre, we will make sure that you will be speaking to a member of our team within 60 seconds. If you send us an e-mail or contact us through our website, we respond to all messages within five working days and give a full response within 15 working days.

We strive to operate our services on time at every scheduled stop. However, journey times can be affected by circumstances beyond our control, such as heavy traffic or poor weather conditions.

When you come into contact with a member of our team, you can expect to receive a warm welcome and to be treated with courtesy and respect.

MONITORING OUR PERFORMANCE

The timeliness of our services is monitored by the National Transport Authority for our Regional, Commuter and Urban services. The data we receive is used to identify any gaps in the delivery of our service.

We measure the punctuality of all our Expressway and Bus Éireann Regional, Commuter and Urban services at every stop. The data is used to work out our service punctuality score, which is the percentage of our services departing within six minutes of the scheduled departure time. We use this data to monitor our performance and to identify areas where we can improve our timetables.



6. COMPLAINTS



GUIDING PRINCIPLES

- Maintain a well-publicised, accessible, transparent and easy-to-use way of dealing with complaints about the quality of service provided

OUR COMMITMENT

If you'd like to make a complaint, comment or suggestion about your journey, you can contact our Customer Service

Centre by phone, by e-mail or through our website.

If you make a complaint to our Customer Care team, we aim to respond to you within five working days. We will respond in Irish to messages received in Irish and in English to all other messages.



MONITORING OUR PERFORMANCE

If you make a complaint, comment or suggestion about your journey through our Customer Service Centre, we will classify it against a range of criteria. This allows us to monitor the volume of complaints that we receive and make sure that we take corrective action.

We give a summary of complaints data for our Regional, Commuter and Urban services to the National Transport Authority for publication on their website.

The timeliness of the services provided by our Customer Service Centre is monitored by the National Transport Authority for our Regional, Commuter and Urban services. We regularly measure the response times to calls, e-mails and web forms. This makes sure that we have adequate resources in place to meet our targets.





GUIDING PRINCIPLES

- Maintain a formalised, well-publicised, accessible, transparent and easy-to-use system of appeal/review for customers who are dissatisfied with decisions in relation to services



OUR COMMITMENT

If you are unhappy with the response to a complaint, you can make a complaint to the National Transport Authority. We will give suitable support, co-operation and help to the National Transport Authority in responding to such complaints and reaching a reasonable and satisfactory outcome.

MONITORING OUR PERFORMANCE

All complaints received from the National Transport Authority are investigated to make sure that we take action where issues are identified.



8. CONSULTATION AND EVALUATION



GUIDING PRINCIPLES

- Provide a structured approach when consulting with our customers regarding the development, delivery and review of services
- Ensure meaningful evaluation of service delivery



OUR COMMITMENT

Our Customer Satisfaction Survey gives feedback from customers about our services. We undertake interviews on an ongoing basis and use a consistent set of questions to allow us to monitor performance over time. An independent research company is employed to manage the survey which gives confidence in the results.

The findings from our Customer Satisfaction Survey and data from inspections by the National Transport Authority have been used in the development of our Customer Charter commitments.



MONITORING OUR PERFORMANCE

We continue to monitor our performance through our Customer Satisfaction Survey, data from the National Transport Authority and the complaints we receive. We use this data to review the commitments we make in our Customer Charter at least once a year. We are committed to publishing a new Customer Charter within three years or earlier if a significant change is required.



GUIDING PRINCIPLES

- Give choice in service delivery including payment methods, location of contact points, opening hours and delivery times
- Use technology to ensure maximum access, choice and quality of delivery

OUR COMMITMENT

We are committed to providing choice in our services. You can contact us by phone, e-mail, social media, through our websites or by visiting a ticket sales outlet. Information about our services is also available on our website, with dedicated sites for our Expressway and Expressway Eurolines services.

You can make a payment in a variety of ways when buying a ticket, by credit or debit card, cash in euros or sterling or Leap travel credit. However, we may be unable to accept all payment methods in all locations – more information can be found in our Customer Charter.

We are committed to improving our online experience and will be introducing online sales over the next year.

MONITORING OUR PERFORMANCE

If you make a complaint, comment or suggestion about your journey through our Customer Service Centre we will classify it against a range of criteria. This allows us to monitor the volume of complaints that we receive and make sure that we take corrective action.



10. OFFICIAL LANGUAGES



GUIDING PRINCIPLES

- Give quality services through English and Irish
- Inform our customers of their right to choose either one of the official languages

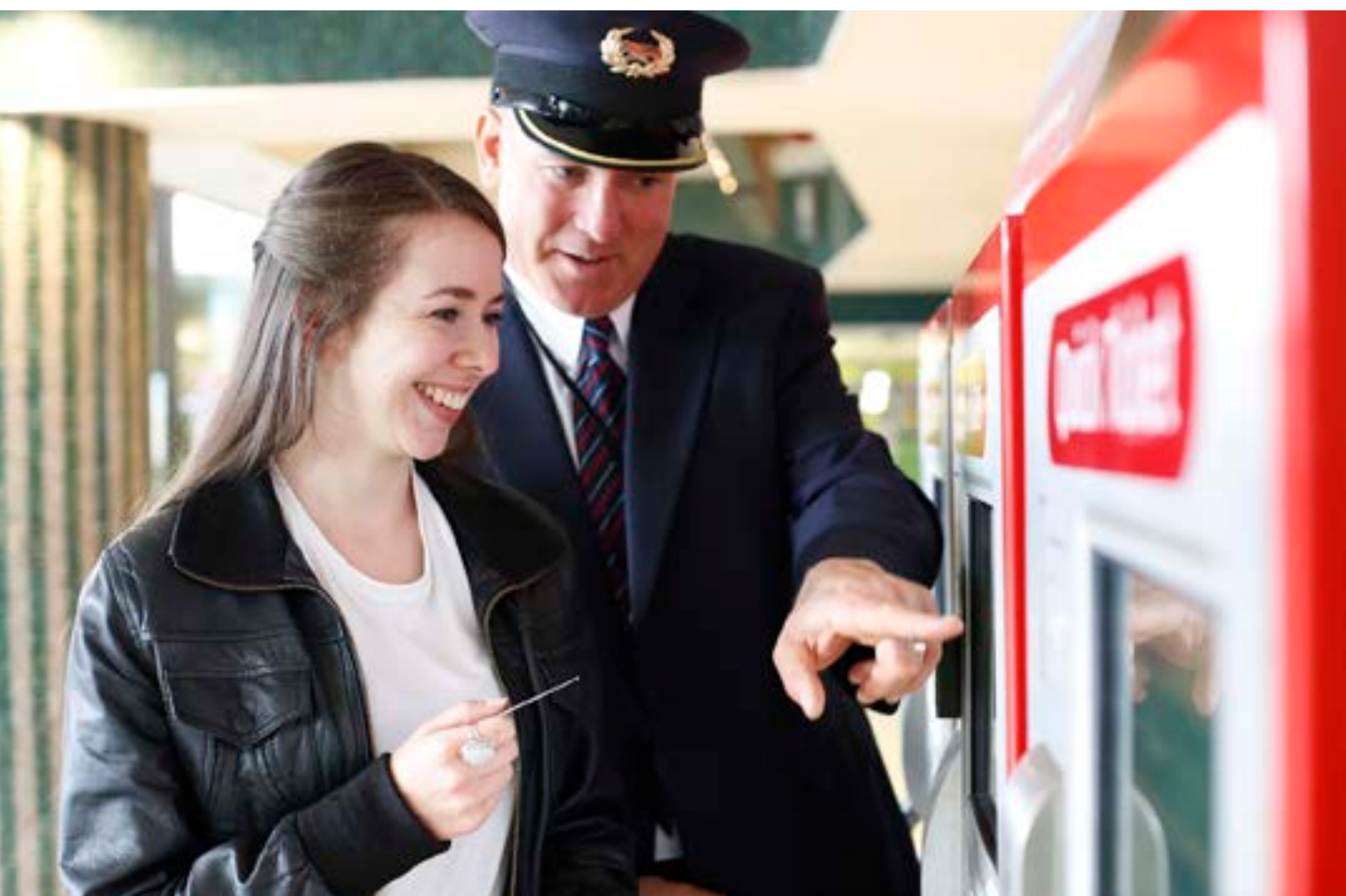
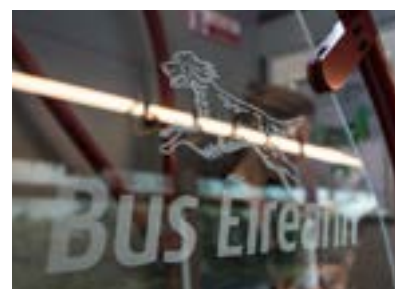
OUR COMMITMENT

We have prepared a language scheme which sets out our commitments to offer services in the Irish language as required under Section 11 of the Official Languages Act 2003. Details of the scheme can be found at the An Coimisinéir Teanga website.

If you are unhappy with the response to a complaint related to our duties under the Official Languages Act, you can make a complaint to the office of An Coimisinéir Teanga. We will give suitable support, co-operation and help to the office in responding to complaints and reaching a reasonable and satisfactory outcome.

MONITORING OUR PERFORMANCE

All complaints received from the Office of An Coimisinéir Teanga are investigated to make sure that we take action where issues are identified.



11. BETTER COORDINATION



GUIDING PRINCIPLES

- Foster a more coordinated and integrated approach to delivery of public services



OUR COMMITMENT

We are committed to co-operating with other public services to improve co-ordination in the delivery of our services. We work with the National Transport Authority in the delivery of our Regional, Commuter and Urban services and with the Department of Education and Skills in the delivery of the School Transport Scheme.

MONITORING OUR PERFORMANCE

We regularly meet with the National Transport Authority and the Department of Education and Skills and invite feedback on our performance to improve the service to our customers.



12. INTERNAL CUSTOMERS



GUIDING PRINCIPLES

- Make sure staff are recognised as internal customers and that they are properly supported and consulted with regard to service delivery issues

OUR COMMITMENT

Our staff are recognised as internal customers and we offer various channels for consultation and two-way feedback. During 2019, we introduced BÉ Online, our internal social media platform. We are committed to using this to increase dialogue across the company.

Feedback from BÉ Online has been used in the development of our Customer Charter commitments and to drive improvement in our policies, including our Conditions of Carriage.



MONITORING OUR PERFORMANCE

We are committed to improving our service and regularly measure and monitor our performance to make sure we're offering you the best service.

CUSTOMER SATISFACTION SURVEY

We employ an independent research company to interview customers all year round about their experiences with Expressway and Bus Éireann. The data is used to work out our customer satisfaction score. This is the percentage of our customers who are satisfied with our service.

PUNCTUALITY

We measure the punctuality of all our Expressway and Bus Éireann Regional, Commuter and Urban services at every stop. The data is used to work out our service punctuality score. This is the percentage of our services departing within six minutes of the scheduled time.

SERVICE QUALITY PERFORMANCE

The National Transport Authority undertakes regular inspections of our stations and vehicles to monitor performance of our Regional, Commuter and Urban services against a set of high service standards. These inspections are used to work out Performance Points, which are awarded each time we are unable to deliver the standards in full.

OUR TARGETS



Keeping in contact



If you'd like to make a complaint, a comment or a suggestion about your journey, we would like to hear from you.

Our Customer Service Centre is available by phone at LoCall **1850 836 611** or on **+353 1 836 6111** from outside the Republic of Ireland. Opening times are shown in our Customer Charter.

If you would like to send an e-mail, you can e-mail our Customer Care Team at **customercare@buseireann.ie** or contact us through our website at **www.buseireann.ie**.

If you wish to make contact regarding our School Transport Scheme, please contact your local School Transport Office. The contact details can be found in our Customer Charter.

If you have lost an item of property on one of our services, please contact the nearest depot to the location where the item was lost. Contact details for our depots can be found on our website at **www.buseireann.ie**.

If you are not happy with the response to a complaint, you may make a complaint to the National Transport Authority. The National Transport Authority will only investigate complaints received by e-mail at **info@nationaltransport.ie**.