

# Capital Metro MetroAccess Enhances Employee and Community Safety by Digitally Transforming Frontline Feedback Process



“The Everbridge tool directly enhances customer satisfaction, reduces overall risk and enhances operational safety and efficiency. The key is that vehicle operators feel that they are heard. This unique use of Everbridge taps into the eyes and ears on the road and fills a gap in the transit industry particularly in serving individuals with disabilities.”

Suzie Edrington, Director Demand Response Operations

## OVERVIEW

Capital Metro connects people, jobs, and communities by providing quality transportation choices to Central Texas. Its MetroAccess program is a demand-response, shared-ride service for people whose disabilities prevent them from riding other bus and rail services.

MetroAccess service complies with the Americans with Disabilities Act of 1990 (ADA) and:

- + serves 7,000 people
- + employs 350 vehicle operators
- + manages 240 vehicles

## Challenge: Capturing Feedback from Frontline Operators

Prior to using Everbridge technology, Capital Metro was challenged with a disconnect between the MetroAccess frontline operators (hundreds of bus drivers) who had onsite feedback, and the operations and support teams who could respond to and make the desired changes for the safety and quality service of all.

The feedback from the frontline operators was wide-ranging, and only periodic, since there was no convenient system in place to capture it. Such questions, comments, and suggestions were usually handwritten and involved:

- + Mobility
- + Safety and security
- + Customer care
- + Site evaluation
- + Service disruption

There were other challenges as well. These notes from the frontline operators were handwritten, couldn't quickly capture full details, and weren't easily routed to the appropriate party for resolution. Capital Metro employed Everbridge in a new way after operators highlighted some potential gaps in the existing feedback process. A gap in the routing became more evident in a situation with one customer who the team determined could have benefitted from a different mobility device (a gait belt), but the notes from the frontline took longer to reach a supervisor than Capital Metro desired. Capital Metro realized that



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the Everbridge tool could provide a consistent means to capture and fully document concerns, and route to appropriate agency staff to quickly resolve. It's difficult to take action without proper documentation and routing.

Most important to the success, is that a full-circle resolution is provided back to the operators—an outcome letter is generated and placed in the operator's mailbox. Prior to the Everbridge Front-line Feedback solution, operators felt that when they gave feedback they were not being heard and therefore operators provided little to no feedback—now operators know they are heard and daily provide valuable feedback.

From a customer standpoint, the changes have increased satisfaction, service levels, and safety. For Capital Metro, this enhancement also decreases the overall safety and risk landscape.

## Solution: Near Real-Time, Streamlined Operational Communication

Capital Metro enabled near-real time systemic operational improvements by leveraging Everbridge technology to allow frontline operators to provide input directly to the right people in the agency. Their feedback undoubtedly improves the quality and safety of their services.

Now, the operators appreciate confirmation that their voices are heard, the subsequent rapid handling of issues, and the communication back, closing the loop. The customers also benefit with improved service and better experiences thanks to the feedback process. This successful digital transformation of their systems has helped to mitigate countless incidents while also addressing liability and risk.

Now, with an extra 350 eyes on the road, Capital Metro receives around 700 reports from frontline operators in the first year via automated communication methods. Today, their feedback is easily and immediately evaluated by agency staff, and implemented into their operational system at scale. This shortens the time to implement improvements by weeks and months, and provides frontline workers with assurance that their input is used and valued, dramatically increasing the volume of productive feedback the agency receives.

With tracking, reporting, and contact lists, the team is now able to receive the feedback, fix the issue, alert the correct people, and close the feedback loop. They strive to resolve every piece of feedback within 2-3 days—and are succeeding.

In addition, the platform helped them as they shifted operations during the Covid-19 pandemic to deliver over one million meals to those in need. So, instead of bringing people to food (i.e. grocery stores) as transit typically does, they brought the food to the people, reducing the spread of the virus while ensuring the needy were fed. During a recent snowstorm, drivers brought people to shelters, got patients to dialysis, and distributed water when the municipal water system shut down.

By digitally transforming their systems with the right technology, Capital Metro benefits today from information they never previously had, provides validation to their frontline union-backed operators, and literally helps hundreds of customers who rely on their services navigate their communities and move safely through the world with better experiences.

## ABOUT EVERBRIDGE

Everbridge, Inc. (NASDAQ: EVBG) is a global software company that provides enterprise software applications that automate and accelerate organizations' operational response to critical events in order to Keep People Safe and Organizations Running™. Everbridge serves 8 of the 10 largest U.S. cities, 9 of the 10 largest U.S.-based investment banks, 47 of the 50 busiest North American airports, and 9 of the 10 largest U.S.-based health care providers. Everbridge is based in Boston with additional offices in 25 cities around the globe.

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