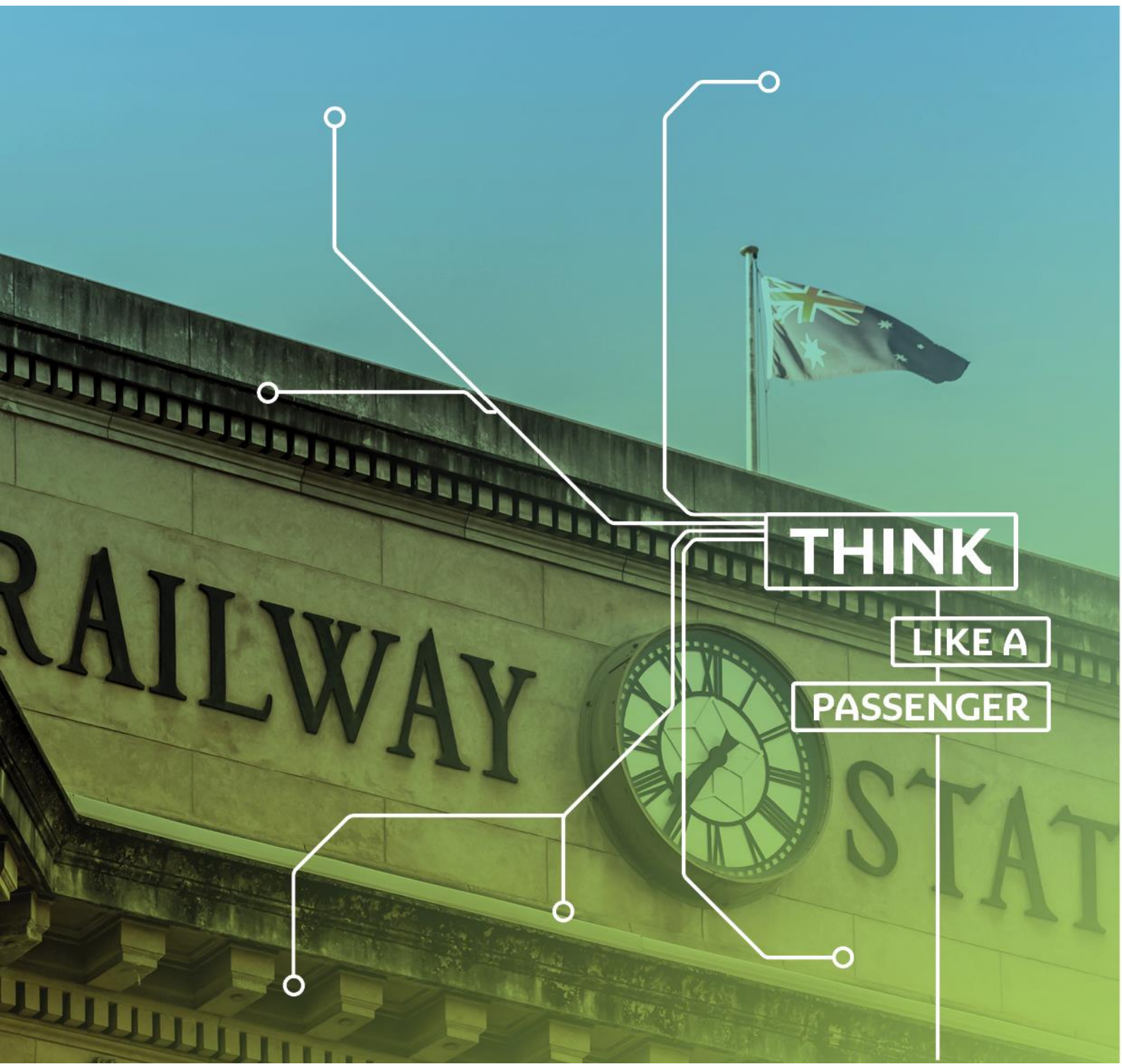


# Customer Service Charter

*Valid from July 2022*

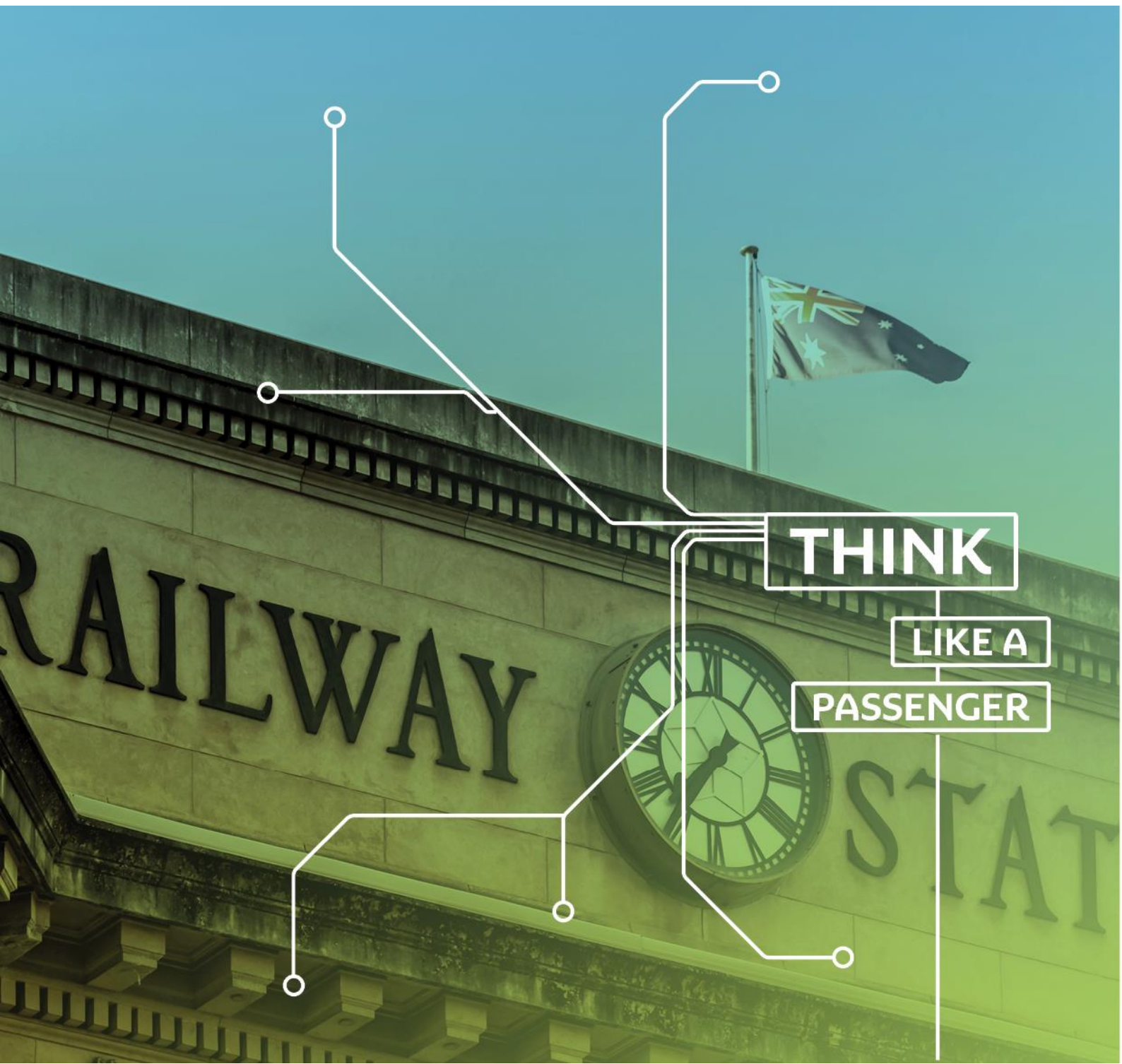




#### Statement of Acknowledgement

Keolis Downer acknowledges the traditional custodians of the lands surrounding the rail corridor where this service will be delivered, the respective peoples of the Kaurna nation.

We pay respect to the knowledge and wisdom they have, across tens of thousands of years embedded in these lands. We acknowledge their continued custodianship and significance of place, their spiritual beliefs and cultural heritage. We further acknowledge their elders past and present.



# Customer Service Charter

For Commuters on the AMPRN – Adelaide, South Australia

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# Customer Service Charter

Keolis Downer Adelaide strives to deliver an excellent service for our customers. The scope of this document relates to the Adelaide Metropolitan Passenger Rail Network (AMPRN).

One of our core values, 'Think like a Passenger', requires us to consider the needs of our customers in everything we do. It is very important that all our work contributes to increasing the satisfaction our customers feel with our services<sup>i</sup>.

Our aim is to deliver a safe, reliable, and comfortable service that provides the best possible travelling experience, contributes to the economic sustainability of our city and strengthens our local communities.

We operate the network in a way that contributes to sustaining and improving the quality of life for the people of Adelaide.

We understand that outstanding service, reliability, delivery, punctuality, and safety is what you expect.

We want every customer to feel valued, empowered, and safe when travelling on the train network, regardless of their abilities and network knowledge.

## 1. Planning your journey

### 1.1. Safety and Security

Safety is at the foundation of the Keolis Downer Group Services and is an absolute priority. Being responsible for the mobility of people means that safety is non-negotiable. Therefore, Keolis Downer Adelaide is committed to a continuous improvement approach in line with our core value of Zero Harm, ensuring that the most demanding safety standards are upheld in each of its subsidiaries around the world<sup>ii</sup>. We are committed to ensuring the personal safety and security of customers.

Passenger Service Assistants are based at key stations during peak times and on-board services throughout the network for safety, customer service and revenue assurance. To ensure continuity of safety, security, and service in the ongoing interactions with our current passengers and for a new upcoming prospective customer base, our Passenger Service Assistants also conduct School Roadshows to educate students from kindergarten to year 12 in Rail Safety Awareness.

Wilson Security Guards are on-board services from 7pm with dedicated roving security patrols which monitor each line.

To provide our customers with cleaner, safer, and more reliable assets, we have proactive cleaning and maintenance schedules for trains and train stations. If you see a problem, you can tell a station employee. Let us know through the Adelaide Metro Customer Care team on 1300 311 108.

### 1.2. How to find out about our train times, fares, and services

We want you to feel at ease throughout your journey with us. We recognise that different people need information at different times or through different channels depending on their level of familiarity with the system and how regularly they travel. We work together with DIT to provide journey planning information through the Adelaide Metro website, InfoLine, apps, social media feeds and at stations.

Our Passenger Service Assistants are also there to help you with your journey.

### 1.3. Journey Planner

Information for planning your journey is available through:

- [adelaidemetro.com.au/timetables-maps](http://adelaidemetro.com.au/timetables-maps) – for downloadable timetables
- Google Maps Journey Planner
- DIT endorsed customer information apps
- InfoLine: 1300 311 108, open from 7.00am to 8.00pm daily
- Electronic passenger information displays throughout the network
- Printed timetable available at Adelaide Metro Website, InfoLine and Adelaide Railway Station InfoCentre only.

### 1.4. Timetable changes

When changes to a timetable occur, customers will be notified at least seven days prior through [adelaidemetro.com.au](http://adelaidemetro.com.au) and via bulletins (temporary signage and information posts) at all affected train stations.

### 1.5. Service disruptions

In the event of planned or unplanned incidents, where possible, we will provide alternative transport and staff to assist customers.

Regular updates will be provided through announcements on trains and at stations. Where possible, we will provide information for tram and bus options.

For planned disruptions, onboard notifications will be provided three days prior on affected service lines.

### 1.6. Accessibility

We are committed to helping the South Australian Government develop an inclusive and accessible public transport network.

To achieve this, all our staff undergo accessibility and inclusion training to further embed accessibility into our culture, and to ensure our frontline staff know how to assist customers with confidence and respect. The plan also focuses on improving customer assistance by providing better passenger information and accessible alternatives from first to last train, in peak hour and during disruptions.

Our Disability Access and Inclusion plan focuses on actions that will improve customers' ability to confidently access and travel on the rail network.

**Mobility Aid Specifications:** Mobility aids such as wheelchairs, four-wheel scooters and battery powered motorised vehicles should: Be no more than 1250mm in length, 740mm wide and 1500mm high (note: add-ons such as baskets, canopies, sunroof, and luggage carriers must all fit within these dimensions or be removed from public transport travel).

Park securely in designated and clearly marked areas on board the vehicle.

For further information or advice on accessibility, inclusivity, journey planning, permissible carriage of bikes or other items on trains, accredited assistance animals, food, and consumption, and/or restrictions, please call the Adelaide Metro Customer Care Team on 1300 311 108 or see more detail at [adelaidemetro.com.au/Using-Adelaide-Metro/Accessibility-Disability](http://adelaidemetro.com.au/Using-Adelaide-Metro/Accessibility-Disability)

### 1.7. Accredited assistance animals

All accredited assistance animals accompanying a person with a disability are welcome to travel on public transport.

For accessibility advice and journey planning, contact the Adelaide Metro Customer Care team on 1300 311 108.

### 1.8. Carrying items on board our trains

For further information on the carriage of items on trains, and restrictions by tram and bus operators, please call the Adelaide Metro Customer Care team on 1300 311 108.

**Luggage:** You can take luggage up to 90cm x 60cm x 40cm on board if space permits.

**Surfboards:** Surfboards are not allowed on board buses or trams. Surfboards are allowed on board trains if space permits. A separate concession ticket is required for a surfboard travelling on board a train.

**Pets:** People must not, bring an animal on board a regular customer service vehicle unless it is an accredited working animal accompanying a person with a disability. All accredited assistance animals accompanying a person with a disability are welcome to travel on our services.

**Food and drink:** Eating and drinking is not permitted on board.

**Prams and pushers:** Prams and pushers are allowed on board. They must be locked in place or folded down and stored in the identified areas.

**Personal shopping trolleys:** Personal shopping trolleys are permitted on board. Supermarket trolleys are not permitted on board.

**Bikes on board:** Bikes are not allowed on buses or trams. However, they can be carried on trains during the following times:

- Monday to Friday before 9:00am and after 3:00pm: If you are travelling with a bike on trains during these times you must hold a validated concession metroCARD or MetroTicket for your bike. During peak travel times space may be limited on services making it impractical for bikes to travel safely. Adelaide Metro asks that you please wait for the next available service with enough space to safely board and secure your bike.
- Bikes can be carried for free on trains Monday to Friday between 9.01am and 3pm or between 6pm and the last service when space is available.
- Bikes can be carried free Saturday, Sunday & public holidays all day when space is available. At all other times, a peak concession fare must be purchased for your bike.

It is free to take a fold up bike or foot-powered scooter on-board which is fully enclosed in a bag up to 90cm long x 60cm high x 40cm if space permits.

### 1.9. Secure bike cages

The full network of secure bike cages is available at:

<https://adelaidemetro.com.au/Using-Adelaide-Metro/Bikes>

Other items may not be allowed on board due to space, hygiene and safety reasons.

## 2. Fares and ticketing

To travel on our services customers will need to use a valid fare for travel, either a metroCARD or a metroTicket.

### 2.1. metroCARD and MetroTicket

A metroCARD is an electronic smart card and is the best option for frequent public transport users as it offers cheaper travel than Singletrip or Daytrip tickets.

It is safe and convenient, offering handy features when you register your metroCARD such as:

- balance and transaction details
- protection if your card is lost or stolen
- Auto-recharge option so you never run out of credit.

Your metroCARD will automatically calculate the best fare when you travel peak or off-peak and offers even cheaper travel when you add a 14-Day or 28-Day Pass to your card.

A MetroTicket provides an option for infrequent public transport users or those who don't require a metroCARD.

- Single trip\_tickets are valid for 2 hours from first validation
- Daytrip\_tickets are valid all day on the day of validation until 4am the next morning.

MetroTickets can be purchased from the ticket vending machine on board every train and tram service.

For further information on these options, please see [adelaidemetro.com.au](http://adelaidemetro.com.au).

### 2.2. Concession cards

**Senior Travellers:** South Australian Seniors Card Members can travel for free on Adelaide Metro buses, trains, and trams – all day, every day. Any unused credit on SA Seniors Cards can be refunded or transferred to a different metroCARD.

Seniors Card members can travel with their bike on trains for free at any time, provided there is space available,

**Interstate Seniors Card members:** Anyone with a valid Australian state or territory Seniors Card can use Adelaide Metro for free for 14 days in a row, during the following times:

- Monday to Friday
  - midnight to 7am
  - 9:01am to 3pm
  - 7:01pm to midnight
- all day Saturday, Sunday, and public holidays.

A concession fare is required from 7am to 9am and 3pm to 7pm, Monday to Friday.

If you need to use Adelaide Metro services outside of the free travel times, you will need to buy a concession metroCARD.

Please refer to the Adelaide Metro website to locate a metroCARD agent near you.

Alternatively, you can order your ticket online before you come to South Australia and Adelaide Metro will post it to you (please allow at least 10 business days for delivery).

The Health Care Card does not entitle the holder to concession benefits on public transport. If you do hold a Health Care Card you may be eligible for a Transport Concession Card.

You must always travel with a valid, approved concession or student card. If you do not, you may be fined.

### 3. During your journey

#### 3.1. Standards

We are committed to monitoring and continuous improvement in customer service.

The travel experience and personal safety of our customers is subject to ongoing measurement and adherence to high network standards.

Information for planning your journey is available through:

- [adelaidemetro.com.au/timetables-maps](http://adelaidemetro.com.au/timetables-maps) – for downloadable timetables
- Google Maps Journey Planner
- DIT endorsed customer information apps
- InfoLine: 1300 311 108, open from 7.00am to 8.00pm daily
- Or at stations through printed timetables and the electronic passenger information displays.

#### 3.2. Customer service

Our staff are trained to be attentive, caring, courteous and sincere, treating all customers as we like to be treated ourselves.

We ensure our employees are recognisable, always well-presented, and clearly visible.

We invest in our people and provide training to develop a committed and friendly workforce that delivers services to meet and exceed customer expectations.

Our employees:

- provide face-to-face customer service
- offer customers the best ticket options and train timetable information
- help customers plan their journey
- will check that customers have valid tickets
- play an important role in the safety and security of customers by providing a visible staff presence and offering assistance when required.

We will have employees present at selected platform stops during the day on weekdays and on weekends.

#### 3.3. Passenger Service Assistants (PSAs)

Passenger Service Assistants help keep public transport running smoothly and make sure everyone is paying their way. You will see them on trains, at stations and stops. Passenger Service Assistants are employed by Keolis Downer Adelaide to check tickets, provide passenger information, improve safety, and help during special events and disruptions. They provide quality customer service to the

public by rendering appropriate, safe assistance as required and in resolving problems that may occur, particularly where service disruption occurs.

As required, PSAs attend serious rail network incident/accidents or emergencies, which may infringe on the provision of customer service commitments. They provide support to customers and operating staff. They ensure timely, cost-effective service delivery outcomes to all stakeholders.

Passenger Service Assistants perform regular and relevant revenue assurance reports and activities for the Adelaide Rail System, to ensure passengers comply with ticketing and travel obligations as specified in the *Passenger Transport Act, Regulations and Conditions of Travel*.

Where non-compliance is detected, they analyse the situation and, within policy guidelines, take action such as advising customers on matters regarding the ticketing system, cautioning and if required submitting reports to DIT Prosecutions and/or the South Australian Police, to keep you safe.

Passenger Service Assistants strive to enhance your travel experience.

**'Think Like a Passenger Training':** In January 2021, we entered an innovative and exciting experience in furthering our journey, in what was essentially a whole new era of dedicated commitment to customer centric service delivery to the commuters of Adelaide.

Keolis Downer values, directed toward our finding principles of Zero Harm, Safety and 'thinking like a passenger' continues to transpire across everything we do in our daily work practices.

The 'think like a passenger' philosophy has been successfully adopted and implemented by our partners globally and as such, Keolis Downer Adelaide successfully delivered our think like a passenger induction program to all employees within six months of commencement date.

The bespoke training, with additional role specific elements, was delivered KDA wide with a focus upon all rail operational frontline employees including our partners such as Wilson Security and Spotless.

**Implementation of the Keolis Signature Service:** The Keolis Signature Service (KSS) is an award-winning approach implemented in over 15 Keolis markets globally, focused on enhancing service gestures and attitudes. It has improved customer satisfaction scores and reduced customer complaints in other markets.

Gestures for KDA were developed based upon local feedback, considering customer pain points using our think like a passenger philosophy.

All frontline employees have undertaken KSS training to carry out gestures via workshops designed and delivered by our Learning and Development and dedicated Customer Experience Teams.

Employee workshops focused upon our 'GRAND' model integrating service gestures into daily activities for our frontline teams.

- **G**reet and engage every passenger
- **R**espond to their initial need
- **A**sk follow-up questions and educate with confidence
- **N**avigate the passenger's enquiry
- **D**epart the conversation/service with a smile

Our overall program consists of performance evaluation sectioned into an audit module and customer feedback elements to support and measure the quality of our training with an aim to understand and regularly engage with our valued customers.

To further enhance the KSS gestures, our dedicated Passenger Service Assistants have been utilised within Adelaide Railway Station as 'Customer Experience Champions,' available to support the timely and efficient service delivery by assisting our customers to their desired platformed services, timetabling, ticketing information and wayfinding support.

'Meet the Manager' activations are a Keolis wide opportunity for members of the Senior and Customer Experience Leadership teams to meet and greet our passengers on board services; providing for two-way communications. We also encourage and value the ability to gain honest feedback directly from our customers whilst providing a more genuine 'face' of the business.

Finally, our 'Delight the Customer' activations provide an opportunity to 'delight' our customers with visible service promises within the network. Previous activations include Fringe events both onboard and in Adelaide Railway Station; water distribution on hot days; coffee vouchers promoting local business; Christmas Elves, tap dancing Santas and Magicians handing out sweet treats.

**Customer Satisfaction Performance:** KDA have committed to addressing customer concerns regarding their overall satisfaction with the Rail Network based on the information collected during the bi-annual Customer Satisfaction Surveys carried out by SAPTA. These were initially put on hold until the resumption of the Gawler line train services following the Gawler Rail Electrification Project, at which point the AMPRN would once again be whole. KDA is currently awaiting the results of the first of these surveys from SAPTA in order to gauge the public's perceptions and satisfaction with our network, and to implement positive change.

KDA have however already utilised the results of our feedback surveys tied directly to our KSS Gestures in order to target areas of passenger concern that were raised during the process.

**Communication Access Symbol:** Following success within Yarra Trams, we aim to become an accredited service provider to help customers with communication difficulties travel the network and gain the 'Communication Access Symbol.'

Via 'Scope Australia,' KDA commissioned 'Two Way Street' to develop the required communication tools for this purpose. 'Two Way Street' conducted research into our network and designed tools created specifically for our local market.

Passenger Service Assistants will use the tools to assist our valued passengers to navigate our network via enhanced training and the use of Easy English documents.

We aim to improve the comfort levels of our customers from diverse backgrounds and accessibility need to encourage them to utilise our services regularly.

**Human Guide:** Human Guide is focused upon training frontline staff to assist passengers with visual impairments during travel.

Guide Dogs SA/NT were commissioned to create content and provide insight to our teams as to what it's like travelling the network with a vision impairment.

We aim to improve customer comfort levels of those with visual impairments to travel the network with support from our frontline employees.

**AusLan:** Passenger Service Assistants will be trained in basic sign language. 'Can Do' Group have been commissioned to train our Passenger Service Assistants in AusLan with content comprising of greetings, letters, numbers and basic vocabulary. Once again, we aim to improve customer comfort.

**Speak My Language:** Passenger Service Assistants have been enrolled into the 'Speak my Language' program (available via website and podcast). Recorded interviews document experiences and capabilities of frontline employees in communicating with our customers needing accessibility requirements and/or those who cannot speak fluent English.

Transcripts include questions pertaining to a Passenger Service Assistant's experience, navigation of the network and frequently asked questions.

These Passenger Service Assistants are identified by flag pins worn on their shirts to signify the language they speak.

**Passenger Effort Score:** Our Passenger Effort Score is a questionnaire our Passenger Service Assistants undertake with our valued customers that aims to understand the emerging needs of passengers within our network.

The line of questioning purposes to understand both visible and invisible disabilities customers may suffer but hide or do not claim. These disabilities, temporary or permanent, may affect the travel routine of customers by making the journey difficult, uncomfortable, or even impossible.

At random, Passenger Service Assistants may ask a rail customer six basic questions based upon that customers' travel experience (including line travelled, station and platform accessibility, boarding and alighting, seating and if they choose to identify as a person with accessibility needs).

The information collected is then collated to help understand the number of customers with disabilities to improve travel experience, shape our frontline training, and implement improvements as a business.

**School Roadshow:** Our program has been specifically tailored for our youngest customers travelling within the AMPRN and focuses upon students from K-Year 12 to educate in the topics of rail safety awareness, compliance, ticketing information and where to seek further assistance as required.

### 3.4. The impact of COVID –19, cleaning, graffiti, and rubbish

The COVID-19 pandemic has dramatically impacted the provision, confidence in and use of all public transport in 2020. While public transport operators have taken various measures to mitigate the impact of COVID-19, there will continue to remain for some time to come, numerous challenges as lockdown precautions are eased, businesses and tourism return to normal and passengers 'adapt to a new norm'.

We have considered the anticipated post-COVID-19 risks upon the AMPRN and anticipated impacts upon passenger's perception of public transport, the need for effective communication, the provision of safe and secure environments that protect our staff and passengers and above all else the need to adequately plan, consult and work collaboratively with DIT, key stakeholders, local communities, Trade Unions, ONRSR, our staff and our passengers to overcome these challenges together.

To keep building customer confidence, encourage the public to greater use of the rail network and in keeping with our policy of Zero Harm for our passengers, Keolis Downer Adelaide will continue to deliver its enhanced level of cleaning. We are committed to maintaining a clean train fleet, train stations, shelters, and train property<sup>iii</sup>.

To report relevant concerns, graffiti or dumped rubbish please visit [adelaidemetro.com.au](http://adelaidemetro.com.au) or call the Adelaide Metro Customer Care team on 1300 311 108 from 7.00am to 8.00pm, seven days a week.

## 4. After your journey

At Keolis Downer, we continually strive to exceed our customers' expectations and welcome comments about our service. We actively engage with our community and customers and listen to feedback.

### 4.1. Customer feedback

Customer interviews using Customer Satisfaction Surveys and Mystery Shopping programmes. Our performance is measured against robust benchmark criteria and customer service KPIs, as set by

SAPTA (South Australian Public Transport Authority) and DIT (Department of Infrastructure and Transport).

Adelaide Metro is your central source of information for public transport services, fares, tickets and initiatives, and the Customer Care team are available to help you.

Provide your feedback and suggestions by visiting [adelaidemetro.com.au](http://adelaidemetro.com.au) or calling the Customer Care team on 1300 311 108 from 7.00am to 8.00pm, seven days a week.

## 5. Lost and found property protocol

**Lost property:** If you have left an item on board, please contact the Adelaide Metro Customer Care team on 1300 311 108

or the

Keolis Downer team on 1300 128 966 [kda-customerfeedback@keolisdowner.com](mailto:kda-customerfeedback@keolisdowner.com)

\*\*Please note, lost property is retained for a maximum of three months (except perishable items).

If your metroCARD is lost, we recommend that you contact the Adelaide Metro Customer Care team to cancel your metroCARD and Auto recharge if applicable. Once cancelled, the metroCARD cannot be reinstated.

**Found property:** Keolis Downer, in common with other transport operators, faces the ongoing threat of terrorism that is becoming increasingly more prevalent. Passenger rail operators initiate actions on several levels to mitigate threat, therefore our customers are requested to report packages, bags, items, or suspicious activities around stations or on trains to the Adelaide Metro Information Line or SAPOL.

- SAPOL on 131 444 for a non-urgent situation
- and
- SAPOL on 000 for a Police Emergency.

\*\*If you find or notice any unattended bags or luggage items on a train or train station, please alert staff at the station or contact SAPOL on 131 444. We recommend you are not to approach, touch or move items. Please listen for and follow instructions from authorities.

## 6. How to contact us

Call 1300 311 108, from 7.00am to 8.00pm, seven days a week or visit [adelaidemetro.com.au](http://adelaidemetro.com.au).

### 6.1. Interpreter services

In recognition of the cultural backgrounds and linguistically diversity of our customers Keolis Downer directs that, Adelaide Metro engages the services of the *Interpreting and Translating Centre* to assist you.

Advise the *Interpreting and Translating Centre* Customer Service Consultant, in English, the language you require and your need to be connected to the Adelaide Metro InfoLine 1300 311 108. To engage an interpreter, contact the *Interpreting and Translating Centre* on 1800 280 203.

Our Passenger Service Assistants come from diverse backgrounds and provide fluency in several languages. Employees can be identified by national flag pins worn on their uniforms.

The languages that are covered across the team include:

Arabic  
Bengali  
Cebuano  
Chinese (Mandarin)  
Filipinos  
French  
German  
Gujarati  
Hindi  
Italian  
Malay  
Malayalam  
Nepalese  
Punjabi  
Rajasthani  
Sinhalese  
Spanish

To receive this document in large print, braille or audio formats, please call the Adelaide Metro Customer Care team on 1300 311 108. You can also receive it in the following languages:

- Arabic
- Croatian
- French
- Greek
- Italian
- Japanese
- Macedonian
- Maltese
- Mandarin
- Polish
- Serbian
- Spanish
- Turkish
- Vietnamese.

## 6.2. Other contact information

For information about Keolis Downer: [keolisdowner.com.au](http://keolisdowner.com.au)

For all Adelaide Metro queries, we encourage you to call the InfoLine on 1300 311 108.

Lines open 7.00am to 8.00pm, seven days a week.

**THINK**

**LIKE A**

**PASSENGER**



### Deaf, hearing or speech impaired callers

If you are deaf, or have a hearing or speech impairment:

- Contact us through the National Relay Service and ask for Adelaide Metro InfoLine
- TTY (telecommunication relay) users can also contact us on our direct TTY line 133 677

At the Adelaide Metro InfoCentre in the Adelaide Railway Station staff are available to answer any questions you have.

- Adelaide Railway Station InfoCentre North Terrace Adelaide 5000  
Monday to Sunday: 7.00am - 8.00pm  
Selected Special Event days: 7.00am - 12.15am

**Keolis Downer is committed to delivering a reliable, enjoyable, and safe, mode of passenger transport for your rail travel experience.**

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<sup>i</sup> Customer Complaints Handling Procedure (p1 of 35), <sup>P</sup>PART D.4.3.5/Annual Security Manager Plan (ASMP)(pp 7,8)

<sup>ii</sup> Keolis Downer Group Annual Report, 2015, p45:  
[http://www.keolisnorthamerica.com/wp-content/uploads/2016/10/keolis\\_ra2015\\_uk\\_bd.pdf](http://www.keolisnorthamerica.com/wp-content/uploads/2016/10/keolis_ra2015_uk_bd.pdf)