

TRANSURBAN CUSTOMER OMBUDSMAN REVIEW
1 March 2012 to 31 August 2012
Transurban response

- **Publicity**

The Review highlights the need for ongoing toll road advertising. This includes information appearing in publications accessible by interstate motorists.

Transurban's advertising strategy includes various campaigns involving information being communicated via the radio, newspaper or on temporary signage at the roadside. To specifically target interstate motorists, CityLink advertise in a publication called Destination Melbourne, with information also assessable via its website www.destinationmelbourne.com.au.

As the Sydney network covers such a broad geographic region, we don't advertise in tourism magazines that generally have limited geographical scope. Instead, we email Tourist Information Centres before each school holiday period to provide information (we have a database of over 80 tourism outlets who we deliver brochure to). In addition, we provide targeted brochures and general assistance to major rental vehicle companies. Of note, the Roads and Maritime Services (RMS) have a dedicated website to provide information about using Sydney toll roads to visitors (sydneymotorways.com).

Transurban will review its current publicity strategy to determine whether it is still appropriate.

- **Communication**

In your Review, there was discussion around the importance of polite and timely responses to customers on the phone, as well as returning calls when requested. It was suggested "shadow shopping" may assist with maintaining these standards.

Currently, when we train new Transurban employees, we cover topics such as how to efficiently and effectively handle customer enquiries, managing complaints and general customer service skills. In addition to this, we have work instructions for staff to refer to when dealing with enquiries.

In an effort to maintain our standards, we provide regular feedback to staff. Each Team Leader conducts quality assessments, as well as specific customer feedback being provided.

We survey over 1,000 customers per month asking various questions to ascertain what they contacted us about, timeliness of our response, whether their questions were answered and what improvements we could implement.

We will review our business processes to ensure the quality of our customer service is meeting our customer needs.

- **Delivery of toll notices or invoices**

You indicated care should be taken to ensure our toll notices and invoices are addressed correctly.

CityLink Late Toll invoices (LTis) are issued to the registered owner of the vehicle, obtained from the relevant local vehicle registration authority. The quality of address details obtained from VicRoads for issuing LTis is high, with very few addresses posing any problems.

In mid-December 2012, CityLink changed the external provider of addresses for LTis issued to interstate motorists. This change came about due to concerns about the accuracy of the addresses we were being provided. Already, we've seen a huge improvement in address quality. These address details are now sourced from the same provider as Victoria Police's Infringement Notices are issued to.

In NSW, Toll Notices are issued by RMS rather than the toll road operators. RMS access the same address data used by the Victoria Police and now CityLink.

In early 2013, CityLink will analyse the LTI address data to ensure interstate addresses on LTis are complete and correct.

- **Signage**

Your Review noted the importance of the frequency, location, clarity and visibility of signage on the roads. These signs should also include information about contact and payment methods. You mentioned an assessment carried out by RACQ, which compared the quality of signage on South East Queensland roads to those in other States.

The RACQ's report evaluated the following aspects of signage on Australian toll roads:

- frequency and location
- clarity
- contact details of toll operators
- pricing information
- 3 days to pay (2 days in Sydney)

Overall, Sydney and Melbourne roads rated well in all of the categories. The only exception relates to price signage in Melbourne. Transurban doesn't provide pricing information to motorists on CityLink. The RACQ believes toll prices should be displayed before the entry to a toll road so motorists have the opportunity to choose whether the toll represents value in terms of potential travel time saved or convenience.

Transurban's rationale for not providing pricing details at each entry point of CityLink has been due to the many variables involved in the different toll rates (which would lead to busy and confusing signage). The tolls on CityLink depend on vehicle classification, which entry and exit is used (of which there are many), as well as time dependent tolls for commercial and heavy vehicles.

The RACQ report acknowledges the vehicle classification challenge on Melbourne toll roads and suggests pricing information could at least be provided for the majority of drivers by displaying toll prices for passenger cars. Transurban notes this suggestion. Arguably, with car rate pricing alone, signs at each entry point of CityLink would still be confusing with different prices for different exit points on the road (we would have up to 6 different prices depending on the exit).

The price signage on NSW toll roads was rated as "very good" in the RACQ's Review. The report indicates most tolls in Sydney are a flat rate, which makes it easy to provide clear pricing information to motorists. WestLink M7 is one of the exceptions, which has a distance based toll and as such, does not display prices.

We also note the point in RACQ's report about the lack of CityLink website details on signage.

Transurban is in the process of improving CityLink signage at a number of locations to include a reference to our website.