



Customer Service, Communications and Marketing (CSCM)

September 1, 2010



Strategic Goals

- The Customer Service, Communications and Marketing Department supports all of Metro's strategic goals:
 - Create a safer organization
 - Deliver quality service
 - Use every resource wisely
 - Retain, attract and reward the best and the brightest; and
 - Maintain and enhance Metro's image



Department Objectives

- To build trust, confidence and loyalty in Metro's brand, the new Customer Service, Communications and Marketing Department's further objectives are to:
 - Deliver consistent, coordinated messages through integrated strategic communications and marketing plans
 - Lead customer service improvement with research, trend analysis and involvement
 - Inform Metro customers through more direct communications
 - Drive ridership growth and new market development



Department Objectives

- Tell Metro's story proactively while managing day-to-day incidents
- Enhance employee communications
- Support agency's government affairs priorities
- Foster community pride in Metro
- Collaborate within Metro to be responsive to internal partners



Department of Customer Service, Communications and Marketing





Working with You

- Ways in which we can work together:
 - Direct customer communication ideas
 - Customer service ideas
 - Helping to get the word out about initiatives
 - Sounding board for CSCM plans, programs

Suggestions from You?