



CUSTOMER SATISFACTION SURVEY PRAISES METRO MASS

PRESS RELEASE

INGCONSULT, a Consulting Firm, has concluded that 69% of MMT's passengers (riders) are highly satisfied with MMT's fare affordability and nation – wide coverage.

A traveller from Accra to Kumasi (despite the recent 23% fare increases) has to pay ₵14.00 when other transporters charge up to ₵35.00.

One (1%) was highly dissatisfied by December 2013, a Customer Satisfaction Survey on MMT noted.

However, the Survey was definite that performance in the areas of coverage (dominance) and affordability are commendable.

MMT's performance in the areas of reliability, efficiency and safety still require relentless efforts to bring them to an appreciable standard which is a challenge to MMT Staff. Driver re – orientation continues under a new Customer Service Programme.

According to the survey, riders are dissatisfied with MMT's waiting time, entertainment facilities, information and schedule. But the survey commended MMT for its Social Intervention Role despite which it is able to make profit.

There is a good explanation for waiting time. Traffic congestion alone is a big impediment in the cities, while the bad roads in the rural areas leave so much to be desired.

Under MMT's 5 – year Strategic Plan in – the – offing, information on services and schedules for available buses (projected to hit over 1,000 operational) by the end of 2014, and fares can soon be assessed every time on the website www.metromass.com.

Cleanliness and Comfort in buses at the terminals are concertedly being tackled, and it is expected that during the targeted five years, every effort was

being made to attain improvements in these areas to hit 85% passenger satisfaction.

Metro Mass has a current fleet of 1,128 projected to double by 2018. The company's routes of 420 could also expand greatly.

Two hundred and thirty (230) new buses are expected to be delivered to MMT later this year alone.

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