

2007 CommuterDirect.com Corporate Users Study

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[Arlington County Commuter Services](#) (ACCS)

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OVERALL STUDY PURPOSE:

- ☞ The 2007 CommuterDirect.com Study is a component of the 2006-2008 ACCS Program Research and Evaluation Plan.
- ☞ The purposes of the research study are to:
 - Assess the performance and impact of CommuterDirect.com
 - Help refine and improve the overall CommuterDirect.com program
 - Establish benchmarks from which future performance gains can be made

OBJECTIVES OF RESEARCH:

- ☞ Determine why clients use a third-party administrator, why they use CommuterDirect Corporate Services over another similar service(s)
- ☞ Determine why clients offer transit benefits and what other benefits they offer
- ☞ Gauge use and satisfaction with CommuterDirect.com
 - Service overall
 - Reporting feature
 - Renewable orders
 - One-time orders
- ☞ Understand any services issues or gaps
- ☞ Determine how the overall service can be improved

METHODOLOGY:

Mode of Data Collection	19-minute Telephone Research Survey: <ul style="list-style-type: none">- List of 80 current clients used for study conducted between 5/14/08 and 6/2/08- Clients contacted during business hours and offered \$15 Starbucks Card for their participation
Completed Surveys	44 respondents - 55% response rate
Survey Population	80 current business customers of CommuterDirect.com
Survey Instrument	Telephone Survey
Criteria for Participation	Current CommuterDirect.com client

KEY FINDINGS

- ☞ While the number of total respondents represents 55% of the CommuterDirect.com corporate client population, the sample size, in proportion to the total universe, is still too small to project to the universe with statistical certainty. This understood, the data and related interpretations presented in this deck should be viewed as directional.

Transit Benefits:

- ☞ CommuterDirect.com clients offer an array of TDM services, including flextime (52%), informal Teleworking (43%), and bike lockers and racks (41%). They are less likely than respondents from other studies (i.e. [ATP Client Study](#), [Arlington Business Leaders Study](#)) to offer Transit Schedules.
- ☞ Most indicated that they have adequate parking, but transit benefits are still offered.
- ☞ The reason benefits are offered are mainly to improve morale (82%), but also to ease traffic (48%), because employees asked for it (43%), and due to environmental concerns (41%).

Use of CommuterDirect:

- ☞ Many use CommuterDirect.com and other third-party benefits administrators because they are easy to use and clients don't want the hassle of administering benefits in house.
- ☞ The majority (84%) of the respondents only use CommuterDirect.com for their transit purchases.
- ☞ Reasons for choosing CommuterDirect.com include ease of use (59%) and ability to purchase multiple types of ticket media (55%).
- ☞ 34% set up the CommuterDirect account themselves.
- ☞ 36% figured out how to use the system on their own, 32% were taught by a colleague, but 27% had help with using their account from Arlington Transportation Partners (ATP) or CommuterDirect personnel. Those who had help rated it highly.
- ☞ When needing help with the system, half of the respondents go to a customer service rep.

CommuterDirect Operating Features and Performance:

- ☞ 70% to 88% rate the Web site a 4 or 5 on a scale of 1 to 5 for these aspects: my account, services, my home, products, reports, and forms.
- ☞ 89% of respondents are aware of the renewable order service. 82% of respondents use the service. Those who use the service rate it highly (95% gave it a 4 or 5 out of 5).
- ☞ 61% have used the reporting feature part of the renewable order service. 81% of those who use it find the reports "user friendly."

- ☞ Overall, respondents are pleased with CommuterDirect fulfillment. 93% say the package is easily identifiable and 91% say that the contents match the order. 86% say the package arrives in a timely manner and 79% say the shipping/handling fees are reasonable.
- ☞ 95% of respondents rate their overall experience with CommuterDirect.com a 4 or 5 on a scale of 1 to 5. No one rated it below a 3.
- ☞ 91% to 96% rate customer service, accuracy of orders, responsiveness to needs, and enrollment of employees a 4 or 5 out of 5.
- ☞ CommuterDirect Corporate earns a "Net Promoter Score" of 96% (The Net Promoter Score is the percentage of those likely or very likely to recommend minus the percentage somewhat or very unlikely to recommend). This is the highest score, to date, for an ACCS service. One in four say they have already recommended the service.

How to Grow CommuterDirect.com Corporate:

- ☞ Other studies have shown that businesses that do not use the service would be interested in it. One suggestion many respondents had is to advertise more. Yet 50% did not know the name of the organization that operates CommuterDirect.com.
- ☞ Growth will come out of increasing the amount of clients who use the renewable service, and adding new clients through referrals and targeted advertising.

OTHER RELATED STUDIES, PLANS & DOCUMENTS:

- [2007 Arlington County Business Leaders Study](#)
- [2007 Arlington Transportation Partners \(ATP\) Client Study](#)
- [2007 ACCS CommuterDirect – Individual Users Study](#)

AVAILABLE DOCUMENTS:

Questionnaire
Data Tables
PowerPoint Presentation Final Report

KEY WORDS:

ACCS, Arlington County, Arlington County Commuter Services, Arlington Transportation Partners, ATP, ATP Employer Services, Attitudes, Awareness, Commute, Commute mode, Commuter assistance services, CommuterDirect.com, Commuters, Commuting, Demographics, Employer Services, Evaluation, Performance Measurement, Satisfaction, Scorecard, Services, TDM, TDM Planning and Administration, Transportation Demand Management, workplace.