














Annex C – Past SMRT Commuter Experience Touchpoints (SCET) Initiatives


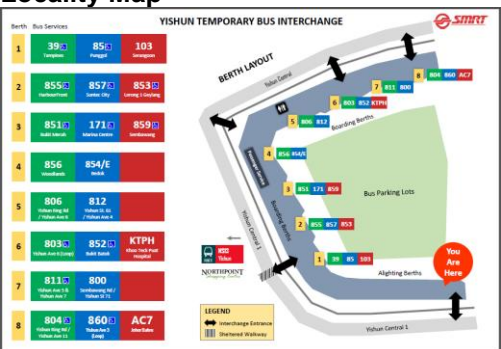
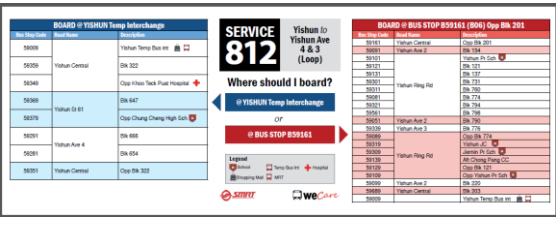

Issued with the Media Release, “Empowering Commuters with Up-to-date Information to Improve the Journey Experience” issued on 5 February 2018.

S/N	Programme Description	Implementation
A	SMRT TRAINS NETWORK	
A1	Care Stickers 	<p>Care Stickers are used to identify commuters in need of assistance or attention while travelling in our network, such as expectant mothers, commuters in wheelchairs, or the visually impaired. By wearing the sticker, other commuters can identify them easily and extend care and assistance, like giving up seats and helping in boarding and alighting.</p>
A2	Priority Queue at Lifts and Wide Gates 	<p>SMRT installed floor stickers to indicate priority queues at the entrance to lifts and escalators at MRT stations. This improves the travelling experience for passengers who are in greater need of using lift facilities at our stations.</p>
A3	Mobile Device Charging Points 	<p>Mobile charging points are now available at MRT stations for commuter convenience. These charging points enable commuters to recharge batteries of their lap tops, mobile phones or other devices while waiting, or when they need to.</p>
A4	Escalator Safety Announcements 	<p>SMRT stepped up its efforts to increase safety awareness amongst commuters travelling within our network. Escalator safety announcements are played frequently to remind commuters to be safe and hold on to the handrails while travelling on the escalators.</p>

S/N	Programme Description	Implementation
A5	<p>Care Zones</p> 	<p>For better attention to the safety of commuters with special needs, children and those who may require extra attention while travelling alone, SMRT established Care Zones at its MRT stations. Prominently located at waiting platforms of the stations, these CCTV-monitored zones also allow commuters quick access to Emergency Phones to contact station staff for immediate assistance.</p>
A6	<p>eFeedback System</p> 	<p>SMRT encourages engagement with commuters through feedback channels like our Here-to-Hear app, Customer Service Hotline and Facebook page. SMRT also has an 'eFeedback' portal for commuters to leave feedback on their experience with our service through a tablet device located at the Passenger Service Centre at MRT stations.</p>
A7	<p>SMRT SNAP-REP</p> 	<p>A technical defect reporting channel, known as SMRT SNAP-REP (Short for Snap and Report), was introduced to provide commuters with a quick and easy way of alerting us to any technical defect they come across while travelling within our network. Commuters simply need to snap photos of the defects with their mobile devices and send them via WhatsApp to +65 9788 4398 with details such as the vehicle number, date, time, location, and a short description of the defect.</p>
A8	<p>Double Queue Line</p> 	<p>SMRT installed double queues at platforms of busy MRT stations such as Jurong East, Buona Vista and Bishan to reducing criss-crossing of commuters when they alight and board trains. This facilitates a smoother and safer flow of commuters at MRT stations.</p>

S/N	Programme Description	Implementation
A9	Charging Point and Adaptors for Motorised Wheelchairs 	<p>SMRT installed mobile charging points with adaptors at MRT stations, making it possible for commuters who use motorised wheelchairs to charge their wheel chairs when travelling in our network. To use the facility, motorised wheelchair users can approach station staff who will then provide them with the adaptor and assist them with the charging.</p>
A10	Rail Travel Information System 2.0 	<p>SMRT updated its platform screens – the Rail Travel Information System (RATIS) – to display the arrival timings of the next <u>two</u> trains so that commuters may better plan their journeys. The improved train arrival timings is especially helpful to commuters during peak hours as it will encourage them to wait for the next train that is just a few minutes behind if the train at the platform is already full.</p>
A11	iView/iDisplays, Large Pull-Down Signs and Route Markers 	<p>iView and iDisplay screens improve information accessibility by displaying essential travel information such as train arrival timings and train service updates.</p> <p>In the event of train service delays, large pull-down signs and route markers are used to direct commuters towards alternative transport arrangements.</p>
A12	Wireless PA 	<p>MRT station staff are equipped with wireless PA systems to allow station staff to make announcements while on the move. This initiative helps to empower staff to make quick announcements in the event of an emergency.</p>

S/N	Programme Description	Implementation
B	SMRT BUSES	
B1	Interactive Panel 	<p>SMRT's bus interchanges are equipped with interactive way finding panels that are easy to use and allow commuters to check on bus berth location, bus departure times, and even bus routes. This makes is convenient for commuters who are new to the bus interchange to find their way around and plan their journeys. The panel has been programmed in four languages – English, Chinese, Malay and Tamil.</p>
B2	Digital Board for Bus Arrival Times 	<p>The large digital display at SMRT bus interchanges shows the arrival timings of the next buses so that commuters may better plan their journeys. The improved display is especially helpful to commuters during peak hours as it will encourage them to wait for the next bus that will leave in just a few minutes if the bus at the berth is already full.</p>
B3	Priority Queue 	<p>Priority queues at SMRT bus interchanges are dedicated areas next to each bus berth for the elderly, expectant mothers or commuters with special needs to sit while waiting for their buses.</p>
B4	Passenger care card 	<p>Bus passengers who require follow up action from the bus operations team or an SMRT Customers Relations officer can obtain a Passenger Care Card from bus captains to fill up. The card also contact information of our Customer Service Hotline and other feedback portal should the passenger wish to contact SMRT directly.</p>

S/N	Programme Description	Implementation
B5	<p>Bus Service Information Guides</p> 	<p>Bus Service Information Guides are available at all bus interchanges to help commuters find out more about SMRT bus services. The information guides show information such as bus service number, the start and end point, bus stop code. It also includes landmarks that commuters will pass during their journey (e.g. MRT stations, community centres, hospitals, shopping centres and bus interchanges and even bus stops that are not wheelchair accessible).</p>
B6	<p>Locality Map</p> 	<p>Locality maps are strategically placed at bus interchanges to help commuters better orientate themselves in an unfamiliar environment. It also provides information of bus service numbers, boarding berths and facilities location.</p>
B7	<p>Service Banner</p> 	<p>Service Banners provide detailed bus routes at intra-town bus service berths to help with way finding and journey planning.</p>
B8	<p>Beacon Lights at Bus Stops</p> 	<p>In the event of train service disruptions, notices at bus-stops comes with a flashing beacon light to capture commuter's attention.</p>