



October 28, 2011

To: Executive Board

Subject: **Transit Store Quarterly Report**

Recommendation

Receive and file the Transit *Store* Quarterly Report.

Analysis

Pass Sales (Attachments A & B): Sales for the first quarter of FY 12 totaled \$1,571,125, and represent a decrease of approximately 2.5 percent from the \$1,615,729 in sales during the first quarter of FY 11. Attachment A provides a graphic representation of the three month sales figures by store. Attachment B provides a graphic representation of the three-month sales figures by product.

Sales by Store				
STORE LOCATION	JULY	AUGUST	SEPTEMBER	FIRST QTR TOTAL
West Covina	\$99,671	\$100,574	\$91,937	\$292,182
Puente Hills	\$112,412	\$120,076	\$103,555	\$336,043
Claremont	\$55,892	\$62,205	\$51,179	\$169,276
Pomona	\$86,792	\$99,934	\$83,892	\$270,618
El Monte	\$147,188	\$151,021	\$147,032	\$445,241
WebSales TAP Service Ctr.	\$20,202	\$19,589	\$17,974	\$57,765
Total	\$522,157	\$553,399	\$495,569	\$1,571,125

Phone Activity (Attachments C & D): During the first quarter of FY 2012 a total of 84,806 phone calls came through the 800 customer service line. Customer Service Representatives (CSRs) answered 74,026 phone calls with an average hold time of 36 seconds. The average handling time of a call was one minute and 44 seconds. The percentage of calls answered during this period was 87 percent, a decrease of approximately two percent when compared to the same period in FY 2011 averaging 89 percent.

During the month of September we experienced power issues which affected the thin client computers that our CSRs utilize daily to provide routing information. Because of the corrupt files, CSRs were unable to login to their computers and provide routing information to customers. Routing and scheduling information was being provided manually. Since then the issue has been resolved.

MONTH	PERCENT ANSWERED	CALLS RECEIVED	CALLS ANSWERED	AVG. HOLD TIME	AVG. HANDLING TIME
JUL FY 12	91%	25,328	22,951	:33	1:47
AUG FY 12	90%	28,339	25,521	:33	1:44
SEPT FY 12	82%	31,139	25,554	:42	1:43
1st Qtr Total	87%	84,806	74,026	:36	1:44

Walk-in Traffic (Attachment E) Walk-in traffic recorded for all *Stores* this quarter totaled 143,723 a decrease of approximately 17.5 percent when compared to the same period in FY 2011, which totaled 174,098. Due to the Traftsys server being down because of the recent power issues, walk-in traffic was not recorded for the first three weeks of September. Since then the matter has been resolved and the system is now capturing walk-in traffic.

Sincerely,



Araceli López
 Transit Store Operations Manager

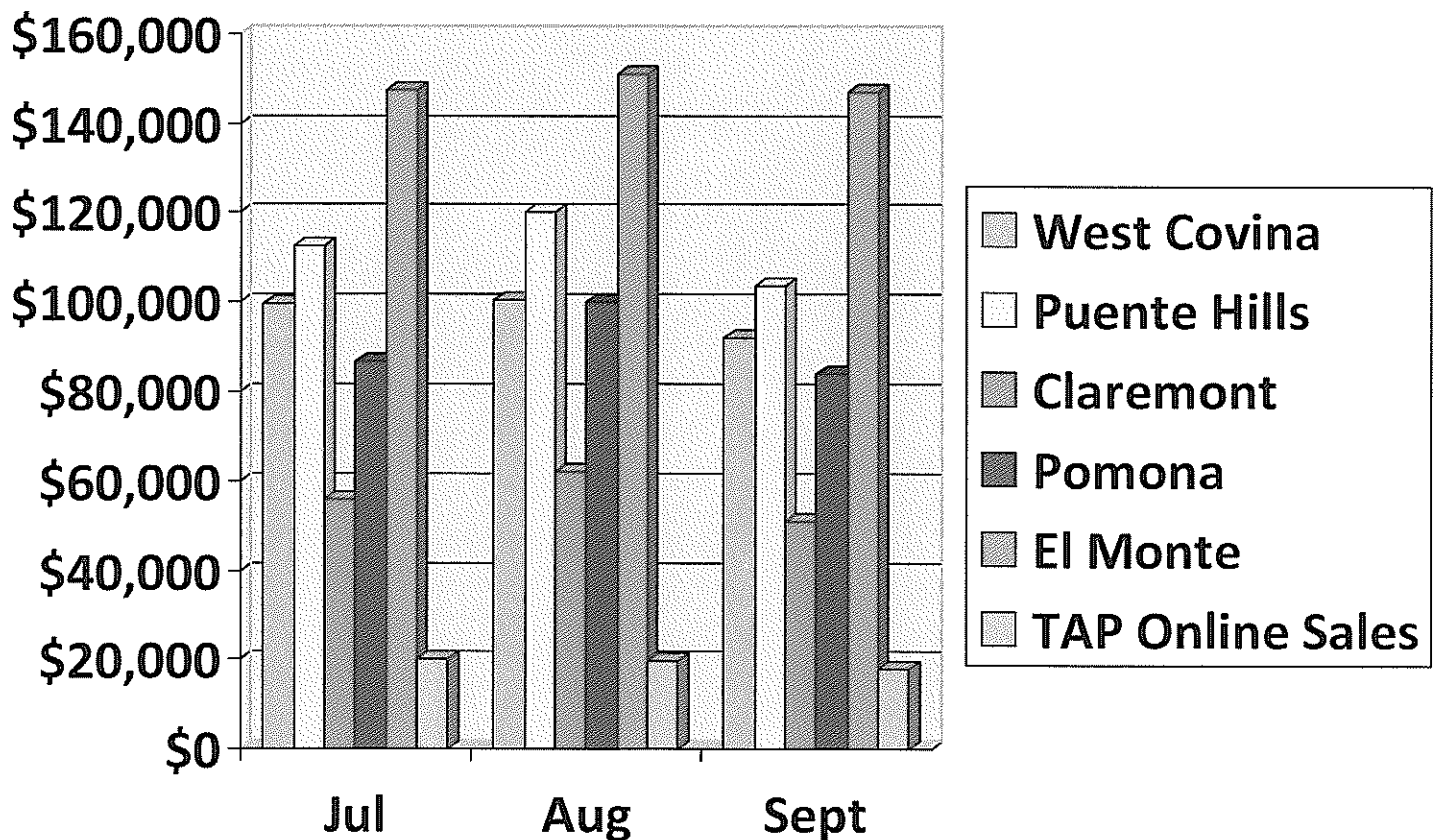


Doran J. Barnes
 Executive Director

Attachments

Attachment A

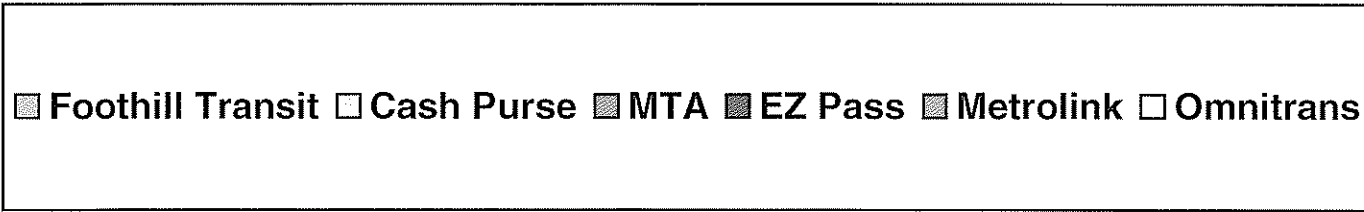
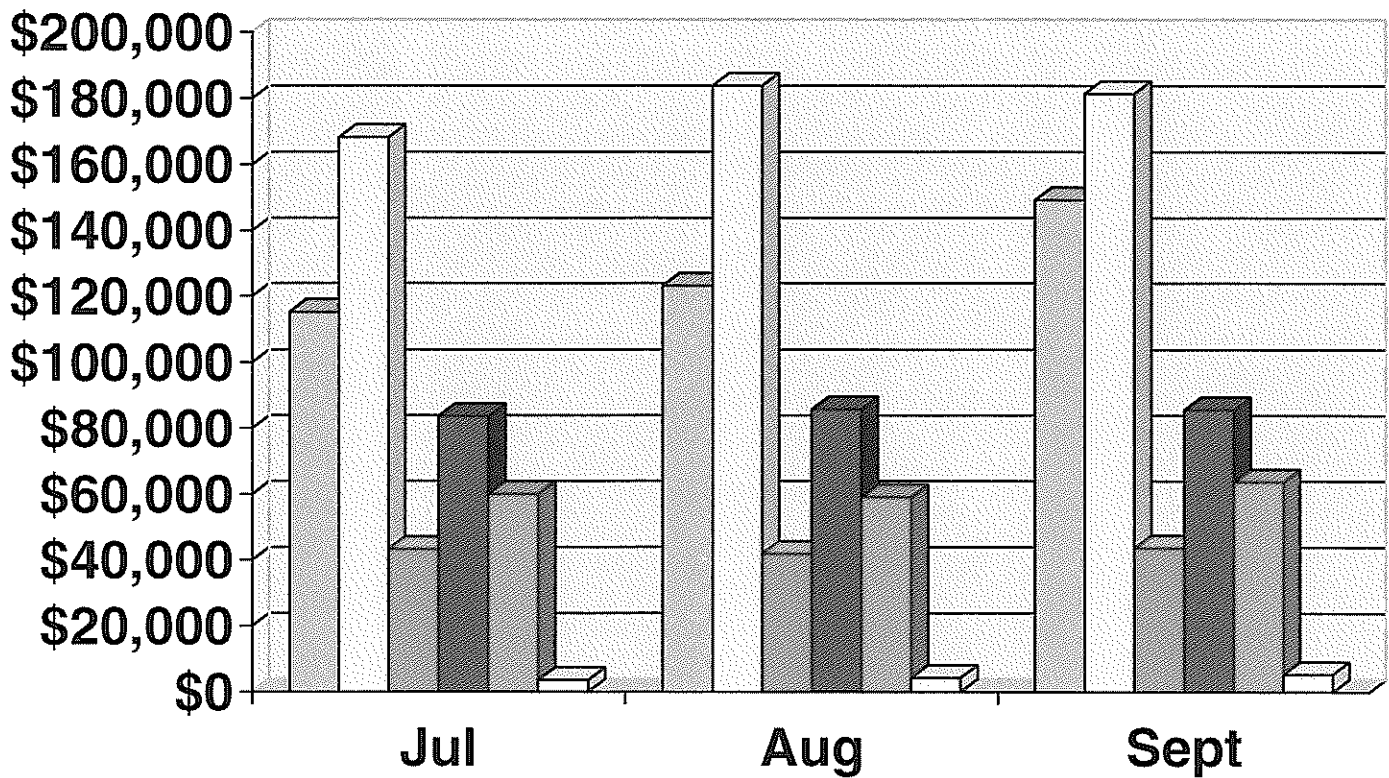
**Transit Store Quarterly Report FY 12
Sales Trend by Store**





Attachment B

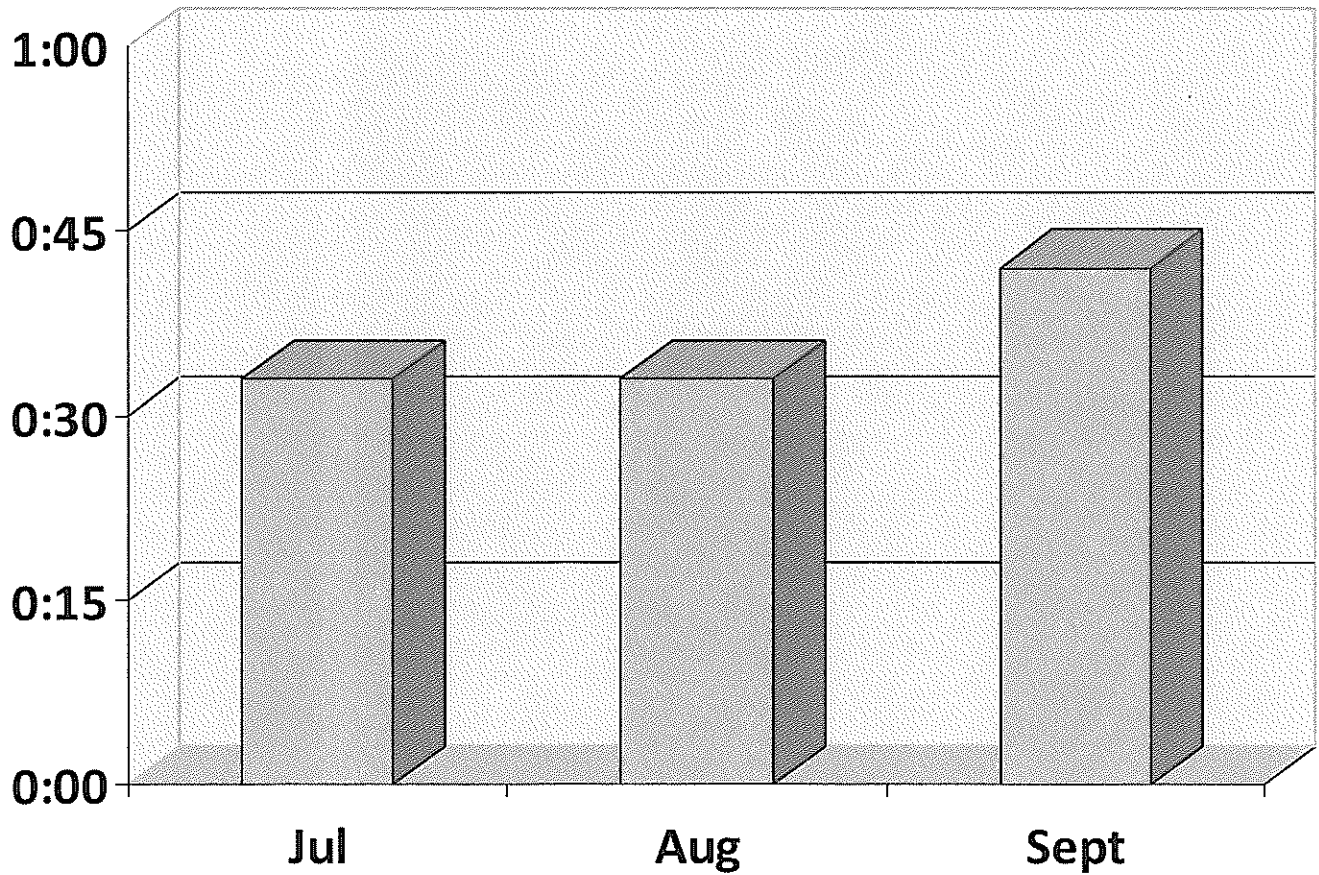
Transit Store Quarterly Report FY 12 Sales Trends by Product





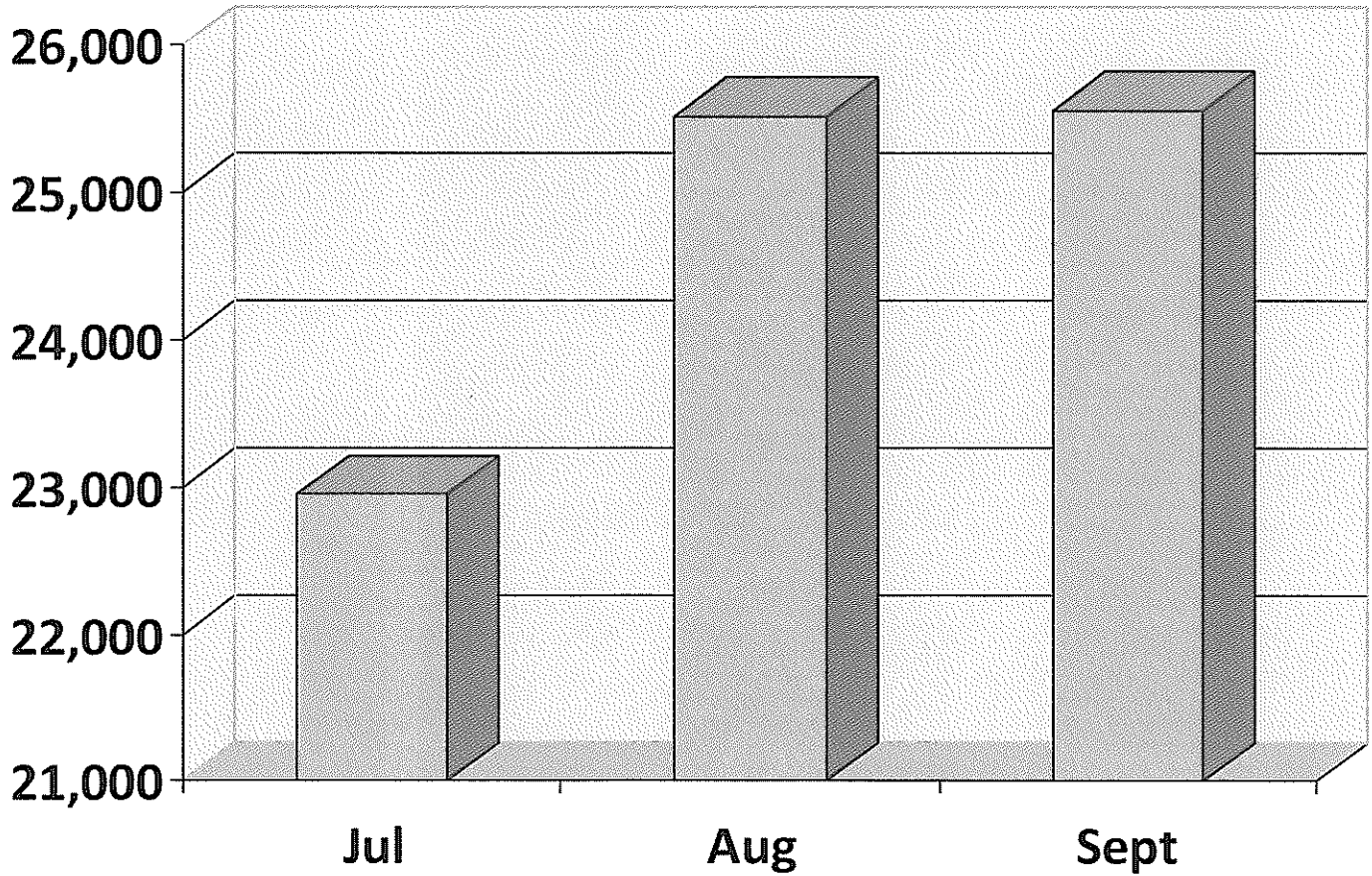
Attachment C

Transit Store Quarterly Report FY 12 Average Hold Time



Attachment D

**Transit Store Quarterly Report FY 12
Total Calls Answered**



Attachment E

**Transit Store Quarterly Report FY 12
 Total Walk-in Traffic**

