

media release

30 August 2010

A MONTH OF MYKI

myki use has more than doubled in its first month of multi-modal operation in Melbourne.

More than 30,000 regular customers have made the switch to the smart card since 25 July and a further 400,000 people could soon be touching on and off as distribution of seniors myki cards gets set to begin next month.

Transport Ticketing Authority CEO Bernie Carolan said he was happy with the way the system is settling into operation.

“The first month has gone relatively smoothly and as expected,” Mr Carolan said.

“There have been a couple of bumps along the way but we always knew this was going to happen and we were prepared to deal with them as they presented themselves.

“The customer response to myki has been largely positive and this is reflected in the increasing take up rates we are seeing.”

The system celebrated a significant milestone recently, with the 10 millionth touch on being recorded since the system began operating on buses in Geelong in December 2008.

Mr Carolan said the number of touch ons in Melbourne is increasing each week.

“In the first week of myki being valid across all modes in Melbourne the system recorded an average of 76,000 touch ons each weekday,” Mr Carolan said.

“This has now increased to an average of more than 85,000 touch ons each weekday and is significantly greater than the 30,000 average recorded prior to myki launching on metro buses and trams.

“Since being multimodal, commuters using myki have touched on 1,900,000 times and on average around more than 55,000 people a day are travelling with myki.

“The number of people using myki continues to increase and more than 13,500 cards have been purchased since 25 July.”

A significant amount of work has gone into getting the myki call centre and website working optimally and customers are starting to see improvements in these areas.

Mr Carolan said improvements at the call centre in particular, including the establishment of dedicated subject matter teams, was dealing with customer calls much more efficiently.

“The call centre is now closing more than 80 per cent of cases on the first call, compared to about 50 per cent some months ago,” Mr Carolan said.

“This week, inbound calls were generally answered within three seconds.

“The centre is handling general information enquiries about fares and charges and helping customers who believe they may have been overcharged or their transactions are missing.

“What we are finding is some customers are expecting to see their online account history to update almost instantly, however when staff explain how the system works and that these can take a day or so to flow through the system, the customer is generally at ease.

media release

“What is more encouraging though is the fact there is more than twice as many customers using the system, yet calls to the call centre have remained at around 700 a day – the same number of average daily calls when the system was only operating on trains.

“The myki website is receiving around 10,000 hits per day from users wishing to obtain information, check their transaction history or add value to their card.”