

FB6 Saver Card Survey 2022 – action plan

1. Operational

Item	Action	Objective	Deadline
1.1	Review loading and unloading procedures as well as staff responsibilities	Decrease crossing times and increase number of return journeys per hour (crossing includes loading and unloading of passengers, cyclists and vehicles)	31.01.23
1.2	Review staff responsibilities	Maximize use of limited resources; also, decrease crossing times and increase number of return journeys per hour	31.01.23
1.3	Review operating hours	To ensure the service meets early morning Red Funnel ferry crossings	31.01.23
1.4	Review cleaning of Cowes and East Cowes passenger waiting areas to improve frequency and implement	Improved customer facilities	31.12.22

2. Media and communications

Item	Action	Objective	Deadline
2.1	Review website	Improve ease of access to information	31.01.23
2.2	Meet with ticketing and website contractor to discuss development of FB app	Improve ease of access to information	31.01.23
2.3	Investigate implementing service update text messages/emails/Twitter posts	Improved communication and assist with journey planning	31.01.23

3. Staff

Item	Action	Objective	Deadline
3.1	Undertake 'in-house' staff refresher training on customer service and service standards	Consistent service delivery and improved customer satisfaction	28.02.23

4. Fees and payments

Item	Action	Objective	Deadline
2.1	Review site signage for queuing and payment options	Improve ease of use and promote contactless payments	31.01.23