



UNIVERSITY OF KENTUCKY HEALTHCARE

↑ 100%
SHUTTLE
TIMELINESS

LEXINGTON, KY

3
SHUTTLES

20
CSRS

655,000
PASSENGERS

↑ 97%
CUSTOMER
SATISFACTION

HEALTHCARE

3
GOLF CARTS

14
BUSES

1M
PATIENT INTERACTIONS



CASE STUDY

SITUATION

- A shuttle service was required to transport patients and visitors from remote parking locations.
- The new service required sourcing a suite of suitable, barrier-free vehicles.
- The hospital established a wait time benchmark of three to five minutes.
- The shuttle operator was required to uphold exceptional care and customer service standards.

APPROACH

- Worked with hospital administration to refine and set shuttle service parameters.
- Analyzed similar shuttle operations to predict demand, forecast volume, and schedule regularity.
- Sourced an accessible vehicle fleet, including wheelchair-friendly busses, to accommodate all users.
- Initiated a customer ambassador program to assist passengers at shuttle stop locations.
- Hired, trained, and placed 20 customer service representatives at crucial service touchpoints.
- Provided on-site, instructor-led training seminars for all shuttle staff on a biannual basis.
- Established an incentive fee dependent on positive customer feedback.
- Routinely performed customer surveys, mystery rider evaluations, shuttle timeliness surveys, safety inspections, and management evaluation scoring.

RESULTS

- Had multiple employees formally recognized by the hospital for exceptional service.
- Maintained an average wait period of 3.59 minutes.
- Achieved a 97% passenger satisfaction rate.
- Attained a management evaluation score of 92%.
- Retained a 98% safety evaluation score over the course of 600,000 shuttle trips.