



*"The Connecticut Department of Transportation is proud to deliver the Department's first ever CX Action Plan for transit customers across the state. I am incredibly privileged to celebrate this accomplishment and support the next steps and path forward."*

-Benjamin Limmer,  
Bureau Chief of Public Transportation

## What is the CX Action Plan?

CTDOT is putting customers first by developing a Customer Experience (CX) Action Plan. The CX Action Plan defines a vision for the future of public transportation in Connecticut that is based on customer priorities and identifies actions to make transit more pleasant, reliable, and efficient for everyone.

## What does CX mean?

Customer Experience is a customer's overall perception of the transit system based on their interactions at each step of their journey – from planning a trip, to taking a ride, to arriving at a destination.

Learn more about the  
CX Action Plan!

**TransitCX.com**



## How did we identify our customers' priorities?

We engaged with transit customers, public transportation service providers, stakeholders, and community partners to collect feedback and input on the state's many public transportation services.

**36**

Pop-up  
Events

**29**

Stakeholder  
Interviews

**10**

Focus  
Groups

**4k+**

Survey  
Responses

**143**

Employee Survey  
Responses

**238**

Customer  
Action Ideas

**10k**

Interactions

# Taking action to make our customers' priorities a reality

This chart shows **ACTIONS** that CTDOT and our service provider partners have initiated or that are in progress to improve customer experiences. Projects that are completed are also shown to demonstrate that, even before the launch of this CX Action Plan, we have been working towards improvement of the statewide customer experience.

