

Community Transport Key Performance Indicators 2018/19

KPI	Description	Measure
Active members	The total number of members who actively use the service within the year that their membership is valid.	75%
Refusals	Refusals are a vital key indicator to many areas of performance. It can assess the need for expansion, or the need to streamline services for greater efficiency. It also indicates whether trip requests are of a reasonable nature or not, and reflects customer expectation.	3%
Surveys and feedback/ Customer Satisfaction	An accurate way to get feedback from the client base is to partake in regular customer surveys and feedback forms. These are generally anonymous studies, so there will be a great deal of honesty in the responses. This measures the benefits the service has on members and how the member feels after using the community transport service.	95%