



BUILD A STRONG RELATIONSHIP WITH YOUR CUSTOMERS



CASE STUDY: MY VOICE MY STM



In 2012, the Société de transport de Montréal launched **My voice my STM**, an online consultation community that allows users to share their opinions about the organization's plans and projects.

For example, with My voice my STM, users are asked to give their opinion on:

- Pilot project testing (all-door boarding, customer areas in stations, etc.);
- Large-scale ongoing projects (electric busses, real-time bus schedules, etc.);
- The quality of services (satisfaction with transport experience, customer service, etc.);
- Their expectations as users of public transit;
- And a host of other topics related to public transit in Montréal.

My voice my STM is supported by the **Dialogs** platform.



- Agency responsible for public transit in Montréal;
- 68 metro stations located across 4 lines;
- 1700 busses serving 213 lines;
- 413 million trips per year;
- 9000 employees.



My voice my STM in numbers

- Online since 2012;
- Nearly 25,000 active panellists;
- More than 30 studies per year;
- Approximately 10 communications per year;
- Response rate to consultations ranging from 29% to 55%;
- Over 75% of panellists respond to a consultation in less than a day;
- Platform runs in autonomous mode.

ABOUT DIALOGS

Founded in 2003, Dialogs's mission is to help businesses and organizations innovate, evolve and thrive by engaging with their target audiences to gain a better understanding of how to meet their needs.

The company employs over 100 employees and collaborates with several large-scale businesses and organizations to provide services in qualitative and quantitative marketing research, client contact, as well as dedicated panel management.

To know more: <http://dialogs.ca/>

Contact us:

info@dialogs.ca

1-877-755-4578

Follow us:

