The Commuter Store® provides customers with information and fares for a variety of transportation options in the Washington metro area. With four locations in Arlington County and a mobile store location, our goal is to provide customers with convenient access to fares along with the information they need all while maintaining high levels of customer service and satisfaction. We recently employed the Southeastern Institute of Research to conduct a study of The Commuter Store® customers, and we are excited to share some key findings from this study:

1. The store serves people from all over the Metro DC area with over 75% of The Commuter Store® customers surveyed living in other parts of the Metro DC Area
2. Almost 3 in 10 respondents said they had started using The Commuter Store® within the past three months
3. 86% of those surveyed made a purchase while in the store, and 4 in 10 people picked up free information or schedules while in the store
4. 84% of respondents rated their experience at The Commuter Store® a 9 or 10 on a 10-point scale
5. 8 in 10 customers say that they are definitely coming back
6. The Commuter Store® staff scored very high (85% or above) on ratings of knowledge, helpfulness and professionalism
7. The store has a Net Promoter Score\(^1\) of 72%; this is the same score as the Apple Store and higher than Google (53%) and Amazon (70%)\(^2\)
8. Only 9% said that they could not find what they were looking for, and everyone who asked for assistance got the information or item they were looking for
9. Over half of respondents (54%) said they made some change to how they get around Arlington and Metro DC since they started using The Commuter Store®
10. Of those who made a change, 40% changed from driving alone to some other mode, and two-thirds said The Commuter Store® helped them make the change

In a nutshell, The Commuter Store® works. It helps residents, commuters and visitors to find ways to get around the region without using their car.

At The Commuter Store®, we are achieving our goal of helping residents and commuters find the travel option that is best for them while maintaining high levels of satisfaction and customer service. This study highlights the importance of The Commuter Store® in supporting a high level of transportation options in the County. It is also a key component of achieving the County’s goal of moving from a 60/40 to 40/60 mode split.

---

1 Net Promoter Score is a registered trademark of Bain & Company, Satmetrix Systems and Fred Reichheld.