

An Open Letter to Our Customers

Over the last few months, we've experienced a number of events that together, has negatively affected our customers' experience and the call wait times at our customer call centre.

From the introduction of new reservation system software to operational issues, and others like the closure of the Malahat Highway on Vancouver Island due to a major traffic accident, they all have had an impact on call volume to our customer call centre. For example, the highway accident increased call volumes by up to 100 calls every 15 minutes over a three-hour period, and affected our customers across the province.

Because there is very little extra capacity in the BC Ferries system by way of additional vessels, a problem in one area can impact the entire system as we move vessels around to ensure all routes are served.

We sincerely apologize for the frustration you may have had, or are experiencing from the impact of these events, either on the phone or at the terminal.

We want to assure you that we are taking these matters seriously and have added close to 50 new call centre agents to help manage the volume of daily calls. As training is required for these agents, we haven't yet realized the full benefit of additional staff, but expect that by the first week of June, eighteen of these fully trained agents will enter the schedule. The remainder of new agents will enter service over the coming two weeks, which should result in reduced call wait times.

We are also using our existing communications channels (Travel Advisory page, Service Notices, Twitter, meeting with Ferry Advisory Committee chairs) to provide up-to-date information, so customers can receive the information they are seeking, without having to phone the call centre. As always, we encourage customers to follow us on Twitter @BCFerries for the most up-to-date service information. You can also find regular updates regarding our reservations systems and processes on our website at bcferries.com. In the case of service interruptions, we post Travel Advisory information on the home page of our website.

We sincerely regret that your experience, and the time waiting to speak to one of our agents, may have been a negative one. We are committed to doing everything we can to improve this situation and your experience while travelling with BC Ferries.