



**KMB wins patronage via its extensive
network providing door to door service**

CUSTOMER SERVICE

THE "OCTOPUS" SMART CARD

The entire KMB fleet has been equipped with Octopus card readers since late 2000. On average, about 69% of KMB's passengers use Octopus cards for fare payment during 2001, up from 57% in 2000. This indicates a strong vote of acceptance for this convenient payment method. The reduction in the coin volume has enabled KMB to save costs on coin collection and processing. KMB's bus-bus interchange schemes have also made use of the Octopus system to offer fare discounts to passengers on the second legs of their bus journeys.

KMB was one of the founders of the consortium that started the Octopus smart card system, the world's largest and most sophisticated fare payment system of its kind. Today, we have the largest number of Octopus card readers among Hong Kong's public transport operators.

Bus-bus Interchange Schemes ("BBI")> KMB led the bus industry in pioneering BBI when it introduced the schemes for the Shing Mun Tunnel in 1991. This was expanded in 1999 when KMB initiated the first Octopus BBI scheme. KMB also participated in the development of inter-modal Octopus BBI software that is used by other operators for the inter-modal Octopus BBI schemes.

In 2001, KMB operated four inter-modal bus-bus and bus-rail interchange schemes with other operators, namely:

INTER-MODAL BBI SCHEMES	NO. OF KMB ROUTES INVOLVED	OPERATORS INVOLVED
Overnight Cross Harbour Route	2	KMB and NWFB
East Rail Feeders	7	KMB and KCRC's East Rail
Tin Shui Wai (North)	1	KMB, LWB, KCRC's Light Rail Transit and Citybus
Eastern Harbour Crossing	3	KMB and Citybus

In the long term, the Octopus BBI schemes will bring about a win-win situation for passengers, the community and KMB. We are further exploring other possible inter-modal schemes that would be extended to different modes of transport. This would improve network coverage, maximise utilisation of resources and minimise road congestion in busy corridors.

BUS-STOP ANNOUNCEMENT SYSTEM

749 buses were equipped with the bus-stop announcement system during the year, bringing the total number of buses with the system to 1,352 at 31 December 2001. The system not only makes voice announcements but also shows the next bus-stop on light emitting diode ("LED") displays. This has been introduced progressively since 1998.

KMB CUSTOMER SERVICE CENTRES

KMB's customer service centres, located at the bus termini in Sha Tin, Tsuen Wan and Tuen Mun, offer a direct, one-stop channel for customers to enquire about bus service information, purchase KMB souvenirs and use Octopus card services. These centres are equipped with multi-media kiosks for customers to access bus route information via the KMB website's point-to-point route search function. They are also designed to enable easy access by disabled people. To further enhance service, KMB has scheduled to open four new customer service centres in 2002 which will be situated in Tsim Sha Tsui, Mei Foo, Lam Tin and the Hung Hom Cross-Harbour Tunnel.

WAITING SHELTERS

To improve the waiting environment for passengers, KMB continued to refurbish waiting shelters. With 151 new shelters built during the year, KMB had a total of 2,017 waiting shelters at the end of 2001.

BUS TERMINUS UPGRADING

Following the upgrading project at the Sha Tin Town Centre (New Town Plaza) Bus Terminus in 2000, another major upgrading project began at Sceneway Garden, Lam Tin at the end of 2001 and is scheduled for completion in mid-2002. The new project includes the installation of Hong Kong's first air-conditioned bus shelter, refurbishment of paving, improvement of the lighting on the queuing platforms and the provision of a new customer service centre. The air-conditioned bus shelter will enable passengers to wait for buses in a quiet, clean and comfortable environment. Comfortable seats, KMB website browsing facilities and bus departure time displays will be provided inside the bus shelter.

During 2001, KMB also refurbished 12 bus termini located at Whampoa Garden, Sham Shui Po (Yen Chow Street), Tsuen Wan Ferry, Shun Lee, Lok Wah, Kwun Tong Ferry, Yiu On, Heng On, Lek Yuen, Sheung Shui Landmark, Choi Yuen and Long Ping. The refurbishment programme covering more termini will continue in 2002.