

## Care for Customers

Safety, efficiency, value-for-money and comfort underpin our customer service philosophy.



### Safety First

KMB and LWB's Safety Policy is based on a commitment to providing a safe and healthy environment for everyone who uses our services or may be affected by our bus operations. Over the years, we have kept the annual accident rate at a low level. In 2016, the number of accidents per million km operated was around three for KMB and one for LWB respectively. We adopt a safety management system which supports safety performance improvement in accordance with the international standards of Occupational Health and Safety Assessment Series ("OHSAS") 18001. The system promotes continual improvement of the safety performance

of all aspects of our business, including bus maintenance, design upgrade, frontline staff safety training and passenger safety awareness promotion. Since 2012, KMB has held OHSAS 18001 certification from the Hong Kong Quality Assurance Agency – the first franchised bus company in Hong Kong to win such recognition.

### Public Safety Awareness Promotion

We make use of different channels to boost public awareness of safety issues. A series of safety messages, broadcast on the Bus Stop Announcement System in Cantonese, English and Putonghua, as well as stickers placed in the bus

compartment, reminds passengers to hold the handrail at all times. In addition, this message is conveyed via the KMB Facebook page and App 1933. A number of technological devices are built into buses to improve safety and record operational data, including speed limiting devices, which limit the speed of buses to 70 km/h, and the telematics system. All buses undergo an ISO-certified maintenance regime, comprising daily, monthly, semi-annual minor dock and annual road-worthiness inspections carried out at our depots, in addition to random checks from the Transport Department of the HKSAR Government.



## Operational Excellence

KMB and LWB are ISO 9001 certified for their Quality Management Systems. KMB is also ISO 14001 certified for its Environmental Management Systems. KMB's four major depots and LWB's Siu Ho Wan Depot are subject to annually surveillance audits to ensure compliance with stringent environmental management standards.



## KMB receives recognition for outstanding website

KMB received the Triple Gold Award, Most Favourite Website Award and Easiest-to-Use Website Award in the Web Accessibility Recognition Scheme, organised by the Office of the Government Chief Information Officer and the Equal Opportunities Commission.



The KMB and LWB fleets are maintained to the highest standards

### Bus Design and Maintenance

KMB and LWB's latest double-deck buses are equipped with a wide compartment, a straight staircase for easy access to the upper deck, more spacious 2+2 seating, priority seats for passengers in need, space near the entrance/exit for wheelchair users, brightly coloured handrails and bell-pushes. The KMB and LWB fleets have been air-conditioned since 2012, with later models equipped with air-conditioning systems featuring advanced temperature and humidity control and electrostatic air filtration.

### Passenger-centred Training

The focus of the training of new and in-service bus captains is on the all-round safety and comfort of passengers. This training, which is also available on the staff internet, considers important aspects of a bus captain's responsibilities aimed at ensuring a safe and smooth journey, including appropriate acceleration and braking, the operation of the front

and rear doors, and issuing reminders to passengers to hold the handrail.

### Comfortable Compartments

We continue to improve the comfort inside the bus compartment of our fleet, incorporating the latest ergonomic designs for passenger seats and installing sophisticated automatically-controlled air-conditioning systems. The air quality in bus compartments benefits from the electrostatic air filtration function incorporated in the air-conditioning system of all air-conditioned bus models purchased after 2002, which is able to remove up to 80% of fine particles. At the end of 2016, electrostatic filters had been installed on 2,829 buses. In addition, all buses ordered after 2008 are equipped with power-saving variable capacity air-conditioning compressors, which provide more adaptive and refined thermal control in the most fuel-efficient manner in all weather conditions.

We adopt buses with the super-low floor design for easy boarding and alighting, as well as wide entrance and exit doors for better passenger access. The spacious layout of the well-illuminated bus saloon creates a pleasant ambience, complemented by the high quality interior finish. The full-air suspension system and ergonomic seats keep vibrations to a minimum.

### Estimated Time of Arrival Service

At the end of 2016, the in-house developed Estimated Time of Arrival service had been applied to all KMB and LWB regular routes. Passengers are able to obtain bus arrival information via display panels at bus termini and bus stops, as well as on App 1933 and the KMB website.

### App 1933

App 1933's new interface features a smarter, more personalised homepage,



which shows regularly used bus routes and bus routes observing bus stops near the user's current location. Three icons enable passengers to bookmark frequently used bus routes for home, work and school, and to search for routes that will shortly arrive at their location. The top right corner of the homepage displays the temperature, along with icons for "Local news", "Lifestyle", "Sports/Technology" and "Parents".

In December 2016, App 1933 won the HK50+ Award for mobile apps, an award organised by the Christian Family Service Centre and voted for by those aged 50 and above.

### Revamp of KMB Website

The KMB website has been upgraded with a simpler and clearer interface. LWB's logo is shown in the top left corner of the homepage for passengers wishing to check airport bus information. The enhanced route search function features a more informative map, which displays the route chosen by passengers entering their point of departure and destination, together with bus stop information, including a view of the streets around the stops. In addition, a list of other routes observing each bus stop is provided, along with the arrival time of the next three departures. The website's upgrade means that passengers can enter any location or destination they wish – offering greater flexibility, comprehensiveness and convenience as location choices are no longer limited to a fixed set. In addition, passengers can check bus information and ascertain travel time more easily.

### Octopus Bus-Bus Interchange ("BBI") Schemes

KMB and LWB's Octopus BBI Schemes offer fare discounts to passengers on the second leg of journeys and broaden

our network coverage. The schemes contribute to a greener environment by improving bus use and reducing congestion on busy roads. At the end of 2016, KMB operated 142 Octopus BBI Schemes covering 391 routes, and LWB operated 22 Octopus BBI Schemes covering 19 routes. The BBI interface on the KMB website provides detailed and comprehensive route-to-route BBI information.

### Passenger Reward Schemes

KMB introduced a short-term "20% Same-day Return Discount Concession Scheme" from November 2016 to January 2017 in accordance with the passenger reward arrangement agreed with the Government.

KMB and LWB organised a lucky draw in December 2016, offering more than 500 prizes with a total value of over \$150,000.

### Facility Upgrade

Our continual upgrade of the facilities on its buses and at its termini and bus stops is reflected by the following data:

- By the end of 2016, around 400 display panels had been installed to notify passengers of the estimated arrival time of the next bus at bus stops, or of the time of the next departure at termini. About 170 seats were installed at bus shelters, bus termini and interchanges for the elderly, disabled and parents with young children.
- 20 bus shelters were constructed from January 2016 to December 2016, bringing the total to 2,533.

By end of 2016, we upgraded with additional facilities the passenger waiting area at a number of major hubs: the urban side of the Tai Lam Tunnel Bus-Bus Interchange, Tuen Mun Road Bus-Bus Interchange, Tsing Sha Highway Bus-Bus Interchange, Tate's Cairn Tunnel Bus-Bus Interchange, and busy bus stops at Lung Cheung Road in Wong Tai Sin. Besides LCD panels notifying passengers of the arrival time of the next bus, prominent rooftop signs, large graphic information boards, benches, standing seats and a free Wi-Fi service were added.



Passenger waiting areas have been upgraded with estimated time of arrival and benches