



Care for Customers

Quality Service – True to our vision of being a global leader in the public transport field, we are dedicated to meeting our customers' needs and providing them with the best possible service.



OCTOPUS BUS-BUS INTERCHANGE SCHEMES (“OCTOPUS BBI SCHEMES”)

The Octopus BBI Schemes offered by our franchised bus services provide fare discounts to passengers on the second leg of journeys while broadening our network coverage. BBI Schemes also relieve traffic congestion on busy corridors and contribute towards an improved environment by improving bus utilisation. At the end of 2011, KMB operated 76 Octopus BBI Schemes covering 260 routes, while LWB had six Octopus BBI Schemes covering 12 routes, including those serving Hong Kong Disneyland and AsiaWorld-Expo. We will continue to work towards further enhancement of our Octopus BBI coverage, both on the KMB and LWB networks and via inter-modal schemes jointly operated with other public transport operators.

BUS FARE DISCOUNT SCHEME

In 2011, KMB and LWB offered Sunday and public holiday fare discounts for passengers aged 65 and over who pay by Octopus cards. These passengers enjoyed a flat fare of HK\$2.00 or half fare (whichever is lower) on Sundays and public holidays on all KMB and LWB routes, excluding Airport “A” and racecourse routes. The discount scheme was introduced on 28 January 2006 and will expire on 30 June 2012 (both dates inclusive).

THE OCTOPUS SMART CARD

For public transport fare payments in Hong Kong, the electronic Octopus Smart Card System has become increasingly popular. Today, Octopus is the world’s leading contactless smart card system, with the highest penetration rate, the highest transaction volume and the widest range of applications. The Group is one of the largest corporate users of Octopus cards in Hong Kong in terms of both value and number of transactions. In 2011, about 90% of our franchised bus fare revenue was collected via Octopus cards, which provide convenience for passengers and cost savings for the Group with regard to cash collection and administration.

LUMINOUS CRYSTAL BUS STOP POLES

To enhance our signage in busy urban areas, in 2011, KMB added 70 new luminous crystal bus stop poles, bringing the total to 130. Besides allowing passengers to check route information more conveniently, the environment-friendly poles add a sparkle to Hong Kong’s nightscape. The twin concepts of simplicity and radiance drive the design of the new pole, which is topped by a rectangular crystal bus-stop sign featuring the traditional KMB red circular pattern. The lower part of the sign displays the bus stop name in English and Chinese in larger font than traditional bus-stop poles. The pole’s multi-

sided, 360-degree rotating route information panel gives passengers speedy and convenient access to route information. The pole’s pollution-free LED lighting, which has treble the lifespan and over six times the electricity-saving capacity of fluorescent tubes, is powered by a silicon rechargeable battery. The new bus-stop pole is also equipped with a timer to regulate the power supply and further save energy.

BUS SHELTERS

Our bus shelter improvement programme continues to make the roadside environment more pleasant for passengers before boarding our buses. In 2011, KMB added 20 new bus shelters, raising the total to 2,432, while LWB maintained its number at 32. With 2,720 advertising panels installed, the bus shelters not only provide convenience to our passengers but also generate advertising income for our franchised bus operations.

CUSTOMER SERVICE CENTRES

KMB has eight customer service centres, strategically located at the public transport interchange hubs of Tsim Sha Tsui, Hung Hom, Lam Tin, Mei Foo, Tsuen Wan, Sha Tin, Tuen Mun and Tin Shui Wai. The centres provide a convenient one-stop service to passengers wishing to provide feedback on our services or receive bus route information

Priority Seats

Four priority seats are set aside near the exit door of selected double-deck buses to encourage passengers to offer their seats to people in need.



from our friendly customer service ambassadors. Octopus card services and KMB souvenirs are also available from the centres. The Digital Map Passenger Enquiry System in the centres' multimedia kiosks allows customers to make route searches and view landmarks on their chosen routes on a three-dimensional map. To cater for the growing number of Mainland visitors, a simplified Chinese version of the Digital Map Passenger Enquiry System is available. Customers may also use the multimedia kiosks to browse the KMB website.

Conveniently located at Hong Kong International Airport, LWB's customer service and ticketing office provides a one-stop centre for ticketing, customer enquiries and lost property handling.

CUSTOMER SERVICE HOTLINES

KMB's award-winning customer service hotline (2745 4466) is a

proven and effective communication channel between the Company and its passengers. In 2011, the hotline handled over 3.4 million calls, an average of about 283,000 calls a month. Our hotline operator service, which is available daily from 7:00 a.m. to 11:00 p.m., is complemented by a 24-hour hotline system which provides on-demand bus route information, service updates, traffic news and a voicemail service in Cantonese, English and Putonghua. KMB is the first local transport operator to send bus route information via SMS and digital maps of bus stop locations to customers' mobile phones.

LWB's customer service helpline (2261 2791) handled a total of 18,594 calls in 2011, an average of 1,550 calls a month. Besides answering passengers' enquiries, the helpline collects and processes customers' opinions and handles lost and found enquiries.

BUS DESIGN AND MAINTENANCE

Together with leading bus manufacturers, KMB's engineers continue to develop new bus types which are specially suited to Hong Kong's climate and operating environment. New double-deck KMB buses are equipped with the three-in-one integrated safety monitoring system, which enables bus captains to monitor the upper deck, keep an eye on objects behind the bus when reversing and observe alighting passengers. As an extension of this system and to improve safety on our buses, prototypes of an on-board image-recording system covering the entrance and exit, the driver's cabin, the lower and upper saloons and the staircase are being prepared for operational trials.

The entire KMB and LWB bus fleet is subject to an ISO-certified maintenance regime, comprising daily, monthly, half-yearly and

annual road-worthiness inspections at our depots. The rigour of our maintenance systems assures our passengers of high mechanical reliability. Our franchised buses are subject to regular random checks by the Transport Department of the HKSAR Government.

INFORMATION FACILITIES AT BUS TERMINI

In 2011, KMB enhanced and upgraded information facilities at 16 major bus termini, raising the total to 20, helping passengers who are unfamiliar with the terminus find the locations of bus stops by means of an enlarged floor plan. Accompanying route information tables provide bilingual destination names, grid

reference codes, platform numbers and fares. The provision at the termini of large information boards giving directions is another means of helping passengers find their bus stop more quickly.

DUAL-PURPOSE SERVICE KIOSKS

In 2011, KMB converted three existing terminus supervisor kiosks to dual-purpose use, serving both bus operational and customer service needs. The kiosks, located at Mong Kok East Railway Station Bus Terminus, Ravana Garden Bus Terminus and Sheung Tak Bus Terminus, provide passengers with bus departure times and route promotion displays as well as a face-to-face customer enquiry service.

SAFETY CULTURE

Underpinning our safety culture is a strategic plan aimed at developing, implementing, monitoring and reviewing a safety management system that goes beyond legal and statutory requirements. Through continuous improvement, we work to ensure a world-class approach to safety management marked by the highest achievable safety standards.

SAFETY MANAGEMENT SYSTEM

As stated in its Corporate Safety Policy, KMB is firmly committed to striving for continual improvement in safety performance. Robust safety governance is the backbone



KMB's state-of-the-art and ISO-certified bus maintenance regime keeps the fleet running smoothly

Bus Fleet Innovation

Today's bus models include a raft of innovative features, including super-low floor, priority seats, a wheelchair space, brightly coloured handrails, easy-reach bell pushes and the Electronic Bus Stop Announcement System.



of our safety management system. A rigorous safety governance framework ensures that the highest levels of safety performance and sustainable operations are achieved. Established in 2010, the Safety and Service Quality Department focuses on enhancing our safety performance and delivering high quality services.

In order to develop, implement, maintain and monitor Occupational Health and Safety Assessment Series ("OHSAS") 18001 safety management systems, compatible with ISO 9001 (quality) and ISO 14001

(environmental) management system standards, we adopted a "Plan-Do-Check-Act" (PDCA) approach, which aims at continual improvement in the safety performance of all aspects of our business and sustained operational excellence.

As befits a world-class public bus operator, a fit-for-purpose safety management system has been established based on OHSAS 18001. The safety management system was fully implemented in January 2012. In terms of risk management, KMB has adopted a proactive approach that

emphasises risk management as a key element in all safety management activities. We aim to execute an effective risk control system to ensure that safety risks are controlled to levels appropriate to the nature of our bus operations.

SAFE DRIVING CULTURE

Our Bus Captain Training School at Sha Tin Depot, equipped with a state-of-the-art Driving Simulator Studio, runs training programmes that give top priority to safe driving. We organise a number of safety awards and competitions which

promote the concept of excellence in driving to our bus captains. Our buses are equipped with various technological measures to enhance safety, including speed limiters (which limit the speed of buses to 70 km/h) and electronic tachographs, which record vehicle speed and other operational information. At the end of 2011, 3,832 KMB buses and 164 LWB buses were equipped with electronic tachographs.

To enhance bus captains' awareness of safe driving and reinforce our safe driving messages, a "Safe Driving Card" is given to bus captains, while posters with key messages are placed in bus termini. A new Bus Captain Safe Driving Handbook, which includes driving regulations and safety notes that cover every aspect of a bus captain's daily work, is also distributed to all bus captains. Driving tips are highlighted in the handbook to enhance the concept of defensive driving, while bus captains are reminded to pay special attention to road situations and to maintain safe driving practices.

Providing passengers with safe and reliable bus journeys has always been KMB's number one priority. As part of our continuous effort to improve safe driving performance, an incentive scheme, including the Route Safety Performance Award and the Route Safety Improvement Award, was introduced in 2011.

DATABASE OF "DRIVING TIPS IN SPECIAL ATTENTION AREAS"

A database of "Driving Tips in Special Attention Areas", the first of its kind

in Hong Kong, is available on our staff website to help bus captains drive more smoothly and safely. These special attention areas were selected by our driving instructors and operations staff based on their experience after consultation with bus captains. Specially tailored driving tips and suggestions are provided for each location according to the characteristics of each area. To promote bus captains' awareness of safe driving, the relevant bus routes are listed in the database, supplemented by photos and clear layout drawings. The database also provides structured instructions and tips on best driving practices so that the expertise and knowledge of the most experienced bus captains can be effectively communicated to their colleagues.

To encourage two-way communication and to promote bus operational safety, the staff website provides a channel for bus captains to give their suggestions on the driving tips. After review, a summary of this feedback will be given directly to the bus captains. We will continue to fine-tune and update the database through study of all the bus routes involved in order to provide the most up-to-date and accurate information. All these measures are geared towards providing our passengers with pleasant and safe journeys, as well as supporting our bus captains in safe driving.

CARE FOR ELDERLY PASSENGERS

Providing passengers, especially the elderly, with safe bus journeys has always been KMB's first priority.

Promotional leaflets have been distributed at more than 150 bus termini, 13 homes for elderly and ten shopping centres to enhance public awareness of safety for elderly passengers. The leaflet carries images of some of the winning posters in the "Care for the Elderly – Poster Design Competition", which was open to all primary school students and received more than 2,000 entries. The winning submissions were displayed on three bus bodies from December 2010 to April 2011 and also on posters in bus compartments. In this way, passengers were reminded to take care of the elderly when travelling on buses by offering their seats and always holding the handrail, thus helping to contribute to safe and comfortable bus journeys.

PRIORITY SEATS PROMOTION

To encourage passengers to express their concern for passengers in need by offering their seats to the elderly, the disabled, pregnant women and passengers with infants, we launched a "Priority Seats" trial scheme in May 2011 to promote a culture of caring for passengers. Four priority seats with eye-catching headrests are set aside near the exit door on the lower deck of 87 double-deck buses. To encourage passengers to offer their seats to people in need, "priority seat" stickers have also been placed near the designated seats. Through the provision of these priority seats, passengers in need can enjoy safer and more pleasant bus journeys.