

Care for Customers

Our aim is to be a recognised as a leader in the global public transport sector. We seek to meet or exceed our customers' expectations and provide them with the high quality services at good value for money.



OCTOPUS BUS-BUS INTERCHANGE SCHEMES ("OCTOPUS BBI SCHEMES")

The Octopus BBI Schemes offered by our franchised bus services offer fare discounts to passengers on the second leg of journeys while broadening our network coverage. The schemes contribute to a greener environment by improving bus utilisation and reducing congestion on busy roads. At the end of 2014, KMB operated 124 Octopus BBI Schemes covering 274 routes, while LWB operated 16 Octopus BBI Schemes covering 12 routes, including those serving Hong Kong Disneyland and AsiaWorld-Expo. We will study ways of further enhancing our Octopus BBI coverage.

FACILITY ENHANCEMENT AT BUS-BUS INTERCHANGES

The Tai Lam Tunnel Interchange is one of the busiest interchanges in New Territories West serving 24 bus routes with a daily usage of over ten thousand passenger trips in both directions. By means of the bus-bus interchange discount combinations offered, passengers can travel to a wide range of destinations at their convenience. The Tai Lam Tunnel Interchange is an interchange hub for passengers travelling from Tin Shui Wai, Yuen Long and North District to Hong Kong Island, Kowloon, Sha Tin, Tsuen Wan and Kwai Tsing. In 2014,

KMB opened a new customer service kiosk cum restroom at the Tai Lam Tunnel Bus Interchange (Yuen Long-bound). The customer service kiosk provides a range of services besides response to passenger enquiries, including an Octopus add-value service and convenience store services. To tie in with the opening of the kiosk, the facilities at the Interchange have been upgraded, with benches, large graphic route information panels and free Wi-Fi being provided. The LED display panels also provide passengers with Estimated Time of Arrival information for buses using the Interchange.



Quality service provision



TUEN MUN ROAD BUS-BUS INTERCHANGE

Since commencing at the end of 2012, the Tuen Mun Bus-Bus Interchange ("TMRI") Discount Scheme has been progressively extended. At present, a total of 30 bus routes serve the TMRI and offer BBI discounts. The implementation of the TMRI scheme has also made possible bus route reorganisation including the redistribution of resources from routes with lower use to those with growing demand. The number of passengers using the TMRI now stands at around 28,000 on a weekday. Besides enabling more efficient use of resources, the TMRI scheme improves network connectivity by bringing passengers faster and more direct bus services at reasonable fares, a win-win model

that is being adopted in other districts within KMB's operating area.

FIVE ROUTE DAY PASS \$50 FOR UNLIMITED TRAVEL

To provide more convenient and enjoyable bus journeys for local passengers and tourists, KMB continues to offer the "Five Route Day Pass". Day Pass holders can enjoy a day's unlimited travel

on five designated routes connecting major tourist spots in the New Territories, Kowloon and Hong Kong Island. A special promotional fare of HK\$50 (half fare HK\$25 for children aged under 12 and for senior citizens aged 65 and over) is being offered against the standard price of HK\$54.50 (half fare HK\$27.30 for children aged under 12 and for senior citizens aged 65 and over). It is valid up to 5 June 2015.

The five designated routes are:

Route	Origin – Destination	Full Fare (in HK\$)
B1	Lok Ma Chau Station ↔ Tin Tsz	13.2
2	So Uk ↔ Star Ferry	4.9
6	Lai Chi Kok ↔ Star Ferry	5.1
68X	Jordan (To Wah Road) ↔ Hung Shui Kiu (Hung Yuen Road)	14.2
968	Yuen Long (West) ↔ Causeway Bay (Tin Hau)	23.4



KMB continually innovates to improve customer service

THE OCTOPUS SMART CARD

The electronic Octopus Smart Card System has been very popular with public transport users in Hong Kong since its introduction in 1997, with about 92% of our franchised bus fare revenue being collected via Octopus cards in 2014.

CRYSTAL BUS STOP POLES

As at the end of 2014, 280 crystal bus poles adorned busy urban areas and interchange areas. Featuring a rectangular crystal bus-stop sign with the traditional KMB red circular pattern, the signs display route numbers and bus stop names in large English and Chinese fonts. The pole's multi-sided,

360-degree rotating route information panel provides passengers with a wealth of route information. The pole's LED lighting is powered by a silicon rechargeable battery and has triple the lifespan and over six times the electricity-saving capacity of fluorescent tubes, as well as being fitted with a timer to regulate the lighting for further energy savings.

BUS SHELTERS

Our bus shelter improvement programme makes the waiting environment more pleasant for passengers. In 2014, KMB added 20 new bus shelters, raising the total to 2,482. The installation of about 2,970

advertising panels enables the bus shelters to generate advertising income for our franchised bus operations.

CUSTOMER SERVICE CENTRES

Besides the Tai Lam Interchange customer service kiosk, KMB has eight customer service centres which provide convenience by way of a one-stop service for our customers, who can obtain bus route information from our customer service ambassadors. KMB souvenirs and Octopus card services are also offered at the centres, which are situated at public transport interchange hubs in Tsim Sha Tsui, Hung Hom, Lam Tin, Mei Foo, Tsuen Wan, Sha Tin, Tuen Mun and Tin Shui Wai.

Many customers choose to make route searches on a three-dimensional map in the centres' multimedia kiosks via the Digital Map Passenger Enquiry System. A simplified Chinese version is provided for Mainland visitors. Customers may also browse the KMB website at leisure in the multimedia kiosks.

To meet the needs of cross-boundary passengers, KMB has operated a ticketing office at Lok Ma Chau since April 2013, providing Octopus services and selling the "Five Route Day Pass".

LWB's customer service and ticketing office at the airport continues to provide a one-stop centre for ticketing, customer enquiries and lost property handling.

CUSTOMER SERVICE HOTLINES

KMB's award-winning customer service hotline (2745 4466) provides an effective communication channel between KMB and the general public. In 2014, the hotline handled more than 2.6 million calls, an average of around 220,000 calls a month. A hotline operator service is available each day from 7:00 a.m. to 11:00 p.m., while a trilingual Cantonese, English and Putonghua hotline system providing bus route information, service updates, traffic news and a voicemail service is available around the clock. KMB pioneered the practice locally of sending bus route information and digital maps of bus stop locations to mobile phones via SMS.

In 2014, LWB's customer service helpline (2261 2791) dealt with a total of 17,120 calls, an average of 1,427 calls a month. In addition to responding to passengers' enquiries, comments and suggestions, the helpline handles lost property enquiries.

SAFETY POLICY

Our Safety Policy is based on a commitment to providing a safe and healthy environment for everyone who may be affected by our bus operations and work activities so as to minimise the risk of injury and ill health. Staff at all levels are responsible for ensuring that all legal requirements and other requirements applicable to our bus operations and work activities are complied with so that safe, reliable and high quality bus services can be delivered at all times.

A Plan-Do-Check-Act ("PDCA") framework for safety and health management is adopted as part of our quest for continual improvement across all areas of our business. To this end, we regularly review our Safety Policy to ensure its suitability for maintaining our operational excellence.

SAFETY MANAGEMENT SYSTEM

KMB's safety governance framework ensures that the highest international standards of safety performance and sustainable operations are maintained. In 2012, KMB's Operations Division received the Occupational Health and Safety

Assessment Series (OHSAS) 18001 Certificate from the Hong Kong Quality Assurance Agency, the first franchised bus company in Hong Kong to do so. A surveillance audit for OHSAS 18001 is conducted by the certification body each year to ensure the continued effectiveness of the safety management system. No non-conformity was found in the surveillance audit in 2014.

KMB's safety culture is underpinned by a strategic plan for the development, implementation and review of a safety management system that goes beyond legal and statutory requirements. KMB's PDCA approach sets out to achieve continual improvements in safety and operational performance, as well as to improve frontline staff's awareness of occupational health and safety matters.

KMB has executed effective risk management measures based on OHSAS 18001 in its bus operations and maintenance activities, and adopts a risk-based approach to manage foreseeable safety risks, which ensures that they are controlled to levels appropriate to the nature of our operations.

SUSTAINABILITY REPORT

SAFE DRIVING CULTURE

Bus Design and Maintenance

KMB's engineers are always looking to co-develop with leading manufacturers new bus types that are especially suited to Hong Kong's environment. New KMB double-deck buses are equipped with the three-in-one integrated safety CCTV monitoring system, so that bus captains can check the upper deck, watch for objects behind the bus when reversing and observe alighting passengers. To improve bus security, prototypes of an on-board image-recording system covering the entrance and exit, the driver's cabin, the lower and upper decks and the staircase are being trialled. A number of technological devices are incorporated on buses to improve safety and record operational data, including speed limiting devices, which limit the speed of buses to 70 km/h, tachographs ("KMBLOG") and the telematics system. At the end of 2014, all buses in the KMB and LWB fleets were equipped with KMBLOG or the telematics system.

As well as being subject to regular random checks by the Transport Department of the HKSAR Government, all buses in the KMB and LWB fleets undergo an ISO-certified maintenance regime, comprising daily, monthly, semi-annual and annual road-worthiness inspections carried out at our depots.

Bus Captain Training and Development

Our bus captain training aims both to ensure passenger safety and enable the provision of comfortable and customer-focused bus services. New and existing bus captains receive comprehensive training at our Bus

Captain Training School in Sha Tin. The state-of-the-art Driving Simulator Studio helps bus captains improve their driving skills and in particular their response to unpredictable road scenarios. Various safety awards and competitions are organised to promote driving excellence.

Bus captains are provided with driving aids comprising driving regulations and safety notes, including the "Bus Captain Safe Driving Handbook" and "Driving Tips". A safety video on defensive driving skills has also been uploaded to the staff website. All bus captains are required to comply with the Bus Captain Working Procedures, and the procedures relating to Bus Terminus Safety Operations and Traffic Accident Handling.

The Route Safety Performance Award and the Route Safety Improvement Award is run annually to promote the importance of safe driving and road safety.

The "KMBuddy Driver Programme" has been run since 2012 to ease new bus captains into their work environment and increase their awareness of road safety. Retired bus captains with extensive driving experience and a good safety record ride with newly appointed bus captains and give tips and share their driving experience.

DRIVING TIPS DATABASE FOR BUS CAPTAINS

The online database of "Driving Tips in Special Attention Areas", the first of its kind in Hong Kong, helps bus captains drive more smoothly and safely by providing them with structured instructions and practical driving tips supplemented by photos and drawings.



Our staff website also acts as a channel for bus captains to give their suggestions on driving tips, ensuring the database is kept updated and relevant.

CARE FOR PASSENGERS

With a view to increasing the safety awareness of passengers, KMB launched two new series of special safety messages on 14 March 2014 and 30 September 2014. The broadcast coverage of the special safety messages has been extended from 120



The highest standards of maintenance keep the fleets in tip-top shape

routes (1,823 buses) in March 2013 to 180 routes (2,579 buses) in December 2014. The messages remind passengers to hold the handrails at all times for safe bus rides.

The new series of safety messages, which are broadcast via the on-board Bus Stop Announcement System ("BSAS"), feature a renowned local actor whose voice is familiar to Hong Kong people. The safety messages are also broadcast in English and Putonghua. Since 13 November 2014, a new music

video called "Hold the Handrail – Safety First & Offer Your Seats to Those in Need" is broadcast in Cantonese via the Multi-media On-board ("MMOB") system.

PROMOTION OF SAFE DRIVING

Road safety lectures continue to be held on a monthly basis in association with the Police to promote defensive driving and share safe driving practices with new bus captains.

SAFETY AWARENESS PROGRAMME

Driving instructors from the Bus Captain Training School have formed a safety engagement team to conduct briefings with bus captains on a regular basis at bus termini. Concise briefing materials are used to ensure a consistent flow of communication. Posters designed to match each month's theme are displayed at strategic locations to promote safety awareness.