



People First



When I started my business in 2003, I had a vision. I wanted to work with great people. I wanted to wake up excited each day and enjoy the experiences that the new day delivered. Although, I had no idea what my path would look like, I had the passion and faith that things would be delivered where they should.



Mjach Designs originally started as a graphic design firm. We worked hard to learn and understand client needs and their expected deliverables. There were many days and nights of “burning the midnight oil.” Our focus was (and still is) to deliver exceptional anticipated final marketing pieces on-time and under-budget. It was hard work and very rewarding.

The most rewarding piece was discovering how and which businesses and industries were attracted to our mindset and action plans. We didn’t seek out our clients – they found us!

Ultimately, the transportation industry became our “niche.” Although it is a field that is well respected, it also brought challenges from a marketing perspective. One of the major challenges was to insightfully understand the needs of multifaceted transportation users while communicating services and benefits to a wide range of transportation-providing clients.

We worked hard to have the tools and get the experience needed to become a Certified Minority, Woman Owned business in several jurisdictions. Concurrently, we became engaged with Transdev.



Transdev is unique. They work hard to be in front of their competition in ways that matter to their consumers. They continue to focus on customer service as their priority. Back in 2008, when you used the term “Customer Service” it wasn’t understood as it is today. Transdev had the lead and cutting edge in the industry. They focused on customer service as their main marketing priority.

Mjach has worked with Transdev to create Branding, Marketing, and Mystery Traveler Services, plus Customer, and Employee surveys. We enjoy working with the Transdev Team and their customers, as our mission has always been **“People First.”**

Recently, we were asked to complete a fairly large Title VI survey project in Nassau County with NICE Bus (Nassau Inter-County Express). This is the system location where we began the corporate Mystery Traveler program that is still in existence today. Knowing the area and having employees there, we were happy to accept the project.

Going into the project, we were tasked to complete several surveys. This included riding the buses with the passengers, engaging with and asking them to complete a customer survey. Initially, as any large project, it was slightly overwhelming. We were challenged by the holiday season, the weather, current health circumstances with the pandemic, and



overall current affairs with people's lives and circumstances. We were there to collect critical data and ensure the system was delivering to all customers as needed. While working on the project, we also experienced something so completely rewarding.



Being tasked with such a critical and meaningful project was an honor. The many hours of riding, surveying, and experiencing this project will live deep in the Mjach rooted archives. Let me explain...



Getting on a bus carrying several copies of surveys available in seven languages was a challenge in itself. Then we had to manage creating a "navigation plan" to efficiently ensure we covered all the routes in all the areas, talking with all the passengers as often as possible, and of course, planning bathroom break opportunities!

Our key focus and priority was to ensure that the criteria was handled and managed precisely. The people and the customer service that we ultimately focus and specialize in was the "easy part!" Right? Why not? We have been doing this for over 15 years. We have this down! However, what we didn't expect, anticipate, or plan for were the real and amazing people and stories that were experienced during the five-week surveying timeframe. As Transdev says~



Living our purpose through Caring, Sharing, and Daring!

As Marketing experts, we get it! As people experiencing this project, we LIVED it and LOVED it!

Project management is what Mjach does. It's what we understand: focus on the timeline and the number of surveys we needed to complete. That was our mindset at the start. The next five weeks brought more than we expected.

From the moment each of us first boarded the NICE buses as an official "Surveyor," we experienced such a different and unique disposition. There were amazing conversations and experiences with the PEOPLE who rode and relied on the service to Live, Work, Play, and Survive. Here are a few of the very meaningful experiences that we are grateful for.

Rider Story One

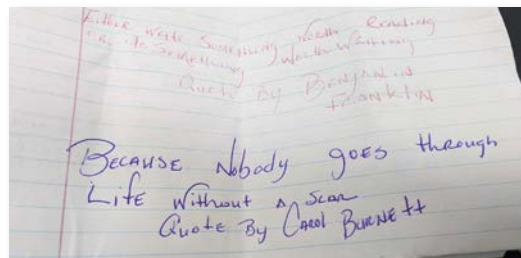
This was an early morning ride. So early that the Dunkin' Donuts was just opening! As we pulled up to the bus stop, my focus was getting a cup of "needed" coffee. Which I did. After the short break, a transferring rider was waiting to board with me, eager to get out of the cold weather and onto a warm bus. As the sun was rising, we boarded the bus and our conversation started.

"How are you, and how is your day going?" I asked. As the bus started on-route, we continued to talk about work, life, and family which ended up being two furry kitties for both of us. Between the characteristics of the feline pets to the daily habits and food choices, 20 minutes went by, and my passenger, cat-friendly friend was leaving, appreciative of the bus, transportation to work, and the conversation about our furry families.



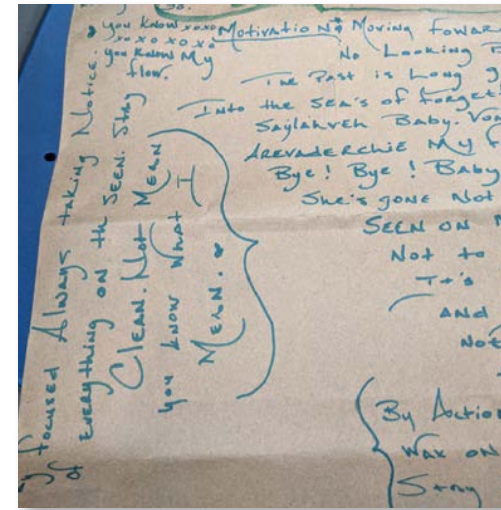
Rider Story Two

There was a man who boarded the bus with at least four bags packed tightly with toiletries, food, clothes and books. They were compact and he was able to get them under and around his seat. He kept organizing and coordinating them. After about five minutes, I looked over and said, "How are you doing today?" His head popped up, he looked at me and started telling me about the awesome weekend he had with his children. He told me about their meals, their outings, the time he



got to spend with his brother and wife. He was beyond happy and appreciated having the bus to travel and see them.

The man then started pulling out books, showing me what he worked on as he traveled on the buses. There were several books, paper bags, you name it – if he could write on it, he did. There were incredible inspirational messages spewing out on the papers. I get emotional thinking about it. He said that when some inspirational thought comes to him, he takes the time to write and try to inspire others. He certainly inspired me. This experience is something I will always treasure.



Rider Story Three

One day, an adult male boarded the bus with several young teenagers. The teens were somewhat loud and at times disruptive. I went to the back of the bus where they were seated and asked how they were doing. They looked at me like they couldn't believe I asked. The man was mentoring the teens. When I asked them all to fill out the customer service surveys, he explained that they should respect the bus, the transportation service and the people working there. He pointed out that the whole system was created to make it better for them and everyone needing to use it to survive. I think we all learned a good lesson that day and I was able to get seven completed surveys! I thanked them. They made my day. I appreciated the candid interaction, the time they took, their cooperation, and positivity.

We believe in clarity of thought, honesty of expression, and always take a proactive approach.



Rider Story Four

One afternoon an elderly Italian gentleman boarded the bus. He had a smile the whole time while peering out of the large clean windows watching as we passed through a multi-generational neighborhood. He spoke to us in Italian and excused himself for not being able to have a conversation. He had a sense of pride and peace, and enjoyed his trip. It made me smile!

to appreciate the time they had together, take a few deep breaths, and she will be okay. She looked at me, smiled and said, “I really needed that. Thank you.”

I had the opportunity to have so many more conversations with riders. Many who looked at me wondering why I was in a safety vest, running around the bus. Once I explained the reason we were there, and asked them how their day was going, several wonderful conversations occurred. I spoke to people going to doctor’s appointments, to their local college, running errands, out shopping, and going to and from work. Their stories certainly put perspective on things we sometimes take for granted.

Rider Story Five

One day a woman boarded the bus mid-morning after completing a very long shift at work. She was having a difficult time pulling out her ID to show she was a senior and eligible for the senior discounted rate. The bus operator, being cognizant of her safety and his on-schedule timing, slowly pulled away. She finally found her ID and moved toward the back of the bus, exhausted. I walked up to her and asked if she was doing okay. She looked at me and said she was having difficulties with life in general and had just lost her mom. A tear rolled down her face, and mine, too. I told her I had lost my mom recently, as well, and it is extremely difficult. I also said to take some time

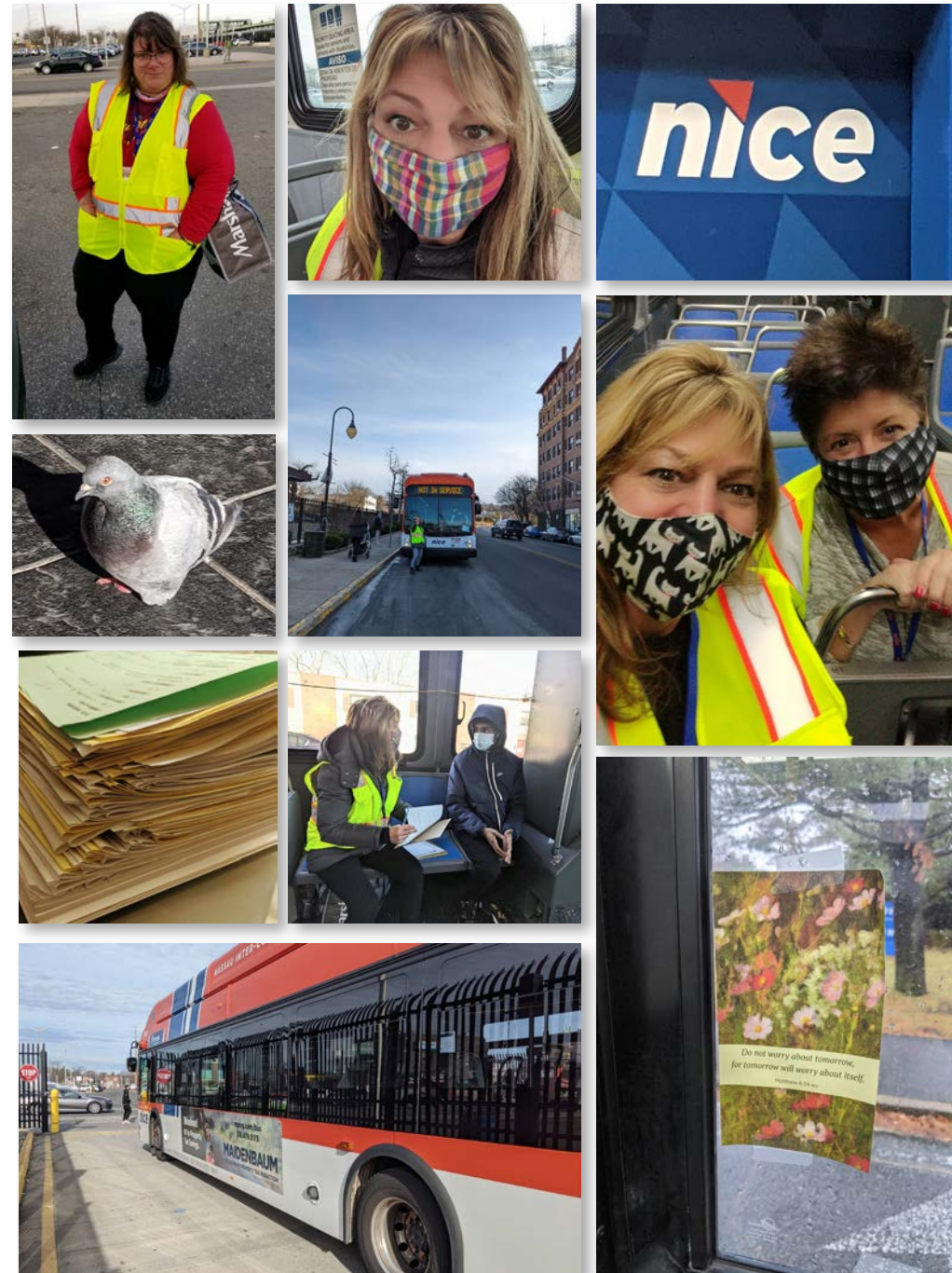


I also have to say, the bus operators have an extremely difficult job. Primarily they are responsible for being on time, driving safely, navigating unexpected delays and communicating with the riders. However, I observed over and over again, amazing examples of how they serve as the front line of customer service for Transdev. Without their expertise and positive attitudes, the service would be inefficient and ineffective.



When I started my business, I had a vision. I wanted to work with great people. I wanted to wake up excited each day, and enjoy the experiences that the new day delivered.

This assignment for Transdev brought me back full-circle to the fulfillment of my vision and I am grateful for it.



Mjach Designs

We are a full service marketing firm and certified Minority, Disadvantaged, and Women's Business Enterprise (MBE/DBE/WBE) that is committed to delivering superior customer service, marketing support and communication services based on our extensive industry knowledge. We act as a trusted extension of our clients, producing results that directly and positively impact their business objectives. Mjach Designs' culture and philosophy is "*people first.*" We believe in clarity of thought, honesty of expression, and always take a proactive approach.

Today, as our industry has changed greatly, so has our business focus, capabilities, and expertise. Mjach is a leader in marketing strategy in North America. Our projects are centered around holistic approaches to brand and communication. We work with our clients to research, analyze, identify, and plan their communication strategies. We understand that we need to identify areas of focus for our clients to achieve and maintain a competitive edge.

**We love what we do and that is what keeps
our brand alive!**

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