



## ***The Customer in the Focus***

Leader: Socialdata

Partners: TMB Barcelona & Wiener Linien

Mission statement:

“Contribute to the creation of more customer friendly  
Public Transport, which is widely recognised and has an  
improved image”



## ***Marketing and Customer Relations Cluster***

### **Identified policy recommendations:**

- Stop (further) decrease of PT modal share – Increase modal share of PT
- Create comprehensive marketing approach for PT
- Match customer's experiences with customer's expectations
- Improve the image of PT





## Stop (further) decrease of PT modal share – Increase modal share of PT

*“Why get new customers, we get our money as public funds anyway”* (Expert in Sitges)

- Use of solid databases (behaviour, attitudes, potentials)
- Concentrate on central indicators
- Increase knowledge of data use
- Overcome prejudices by use of facts
- Analyse actual and potential customers



## Create a comprehensive marketing approach for PT

*“Saving money by reducing marketing expenses is like stopping the clock to stop the time.” (Henry Ford)*

- Marketing as a means to work with customers and improve customer satisfaction
- Promotion of service quality
- Clear responsibility for PT marketing
- Raising awareness of all target groups
- Marketing of integrated PT solutions



## Match customer's experiences with customer's expectations

*“Customer orientation is not only a marketing tool it also has to be a management principle” (Expert in Sitges)*

- Use valid instruments and tools to measure customer satisfaction
- Find a balance between expectations and experiences
- Put the customers into the centre of service provision
- Train staff to be proud of their work
- Create a better understanding of customers' needs



## Improve the image of PT

*“Car is freedom – PT is communism”* (Expert in Zagreb)

- Lobbying to convince decision makers of the values of PT
- Improve awareness of PT
- Propagate community benefits of PT
- Advertising the strengths of PT
- Improve image based on emotional values



**Thank you for your attention**