

# ***General overview and initial findings in the field of Customer Relations***

1<sup>st</sup> Plenary Session  
Budapest  
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Overcoming mentality not to invest in marketing

## Key challenges

- Strengthening PT image in the eye of customers
- Strengthening PT image in the eye of institutions
- Improve knowledge about demand
- Customer oriented transport planning
- Improve information for customers
- Improve access to tickets
- Creation of partnerships and alliances

