

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

1<sup>st</sup> Plenary Session  
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# Customer Relations Cluster

- Cluster leader: Socialdata
- Main partners: Transports Metropolitans de Barcelona (TMB), Wiener Linien
- Supporting partners: UITP, REC
- Experts, practitioners



# Objectives

- Responding better to customer needs (monitoring of transport market)
- Strengthening the image of public transport
- Development of customer relations and customer dialogue

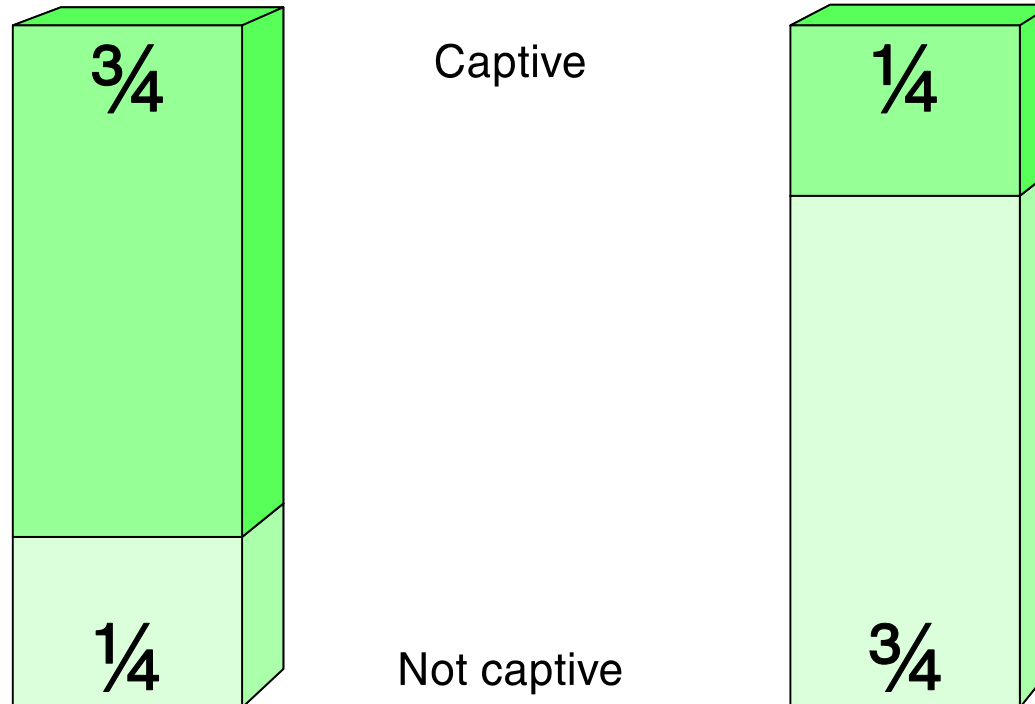
THE "GOLDEN" YEARS ARE OVER



Public transport users

In the sixties

In the new century





## EVERY DAY IS ANOTHER DAY

Patronage changes within one year:

10 - 15 % leave

10 - 15 % join

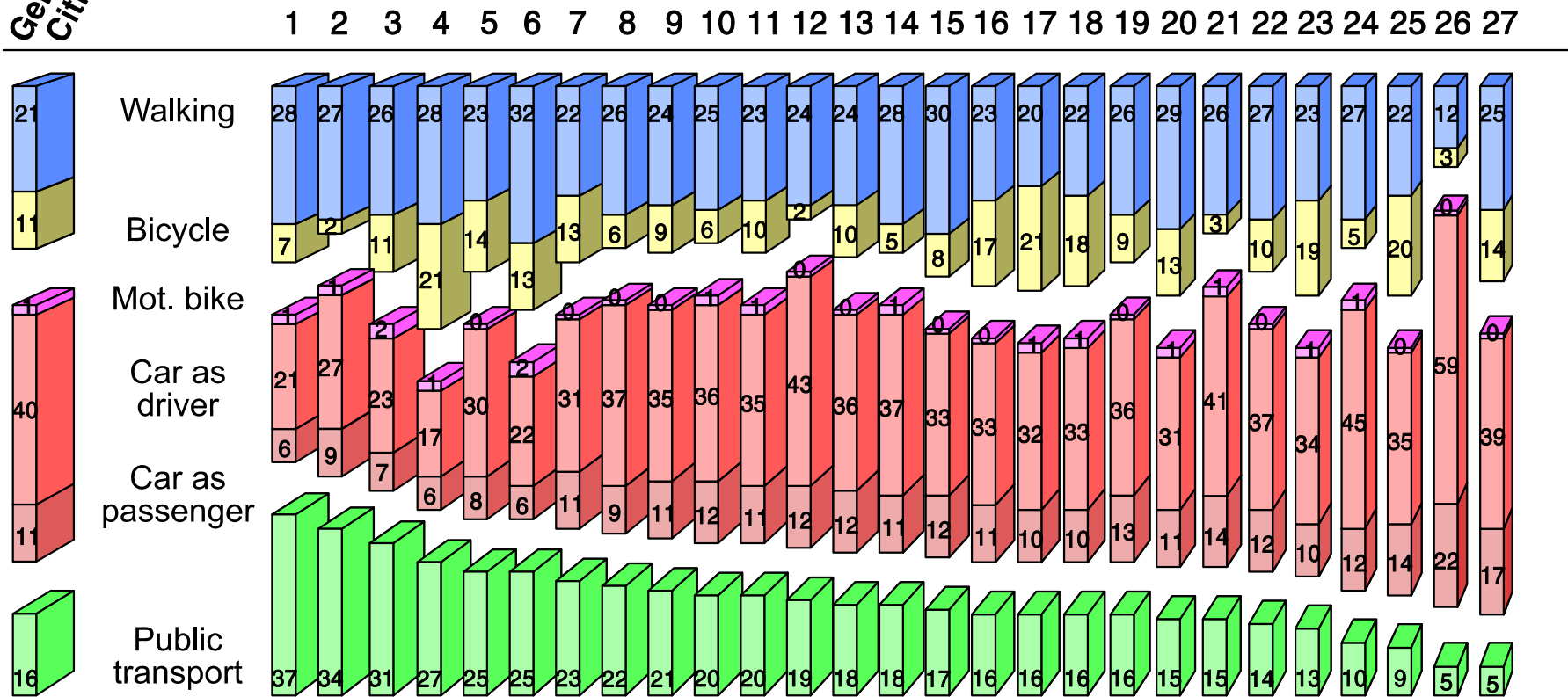
20 - 40 % change ticket

20 - 40 % other changes

# PEOPLE DO HAVE CHOICES



German Cities



## WHAT IS A CUSTOMER ?



All customers are also non-customers

Most non-customers are also customers

## SUBJECTIVE WORLDS



### Realistic alternatives in public transport:

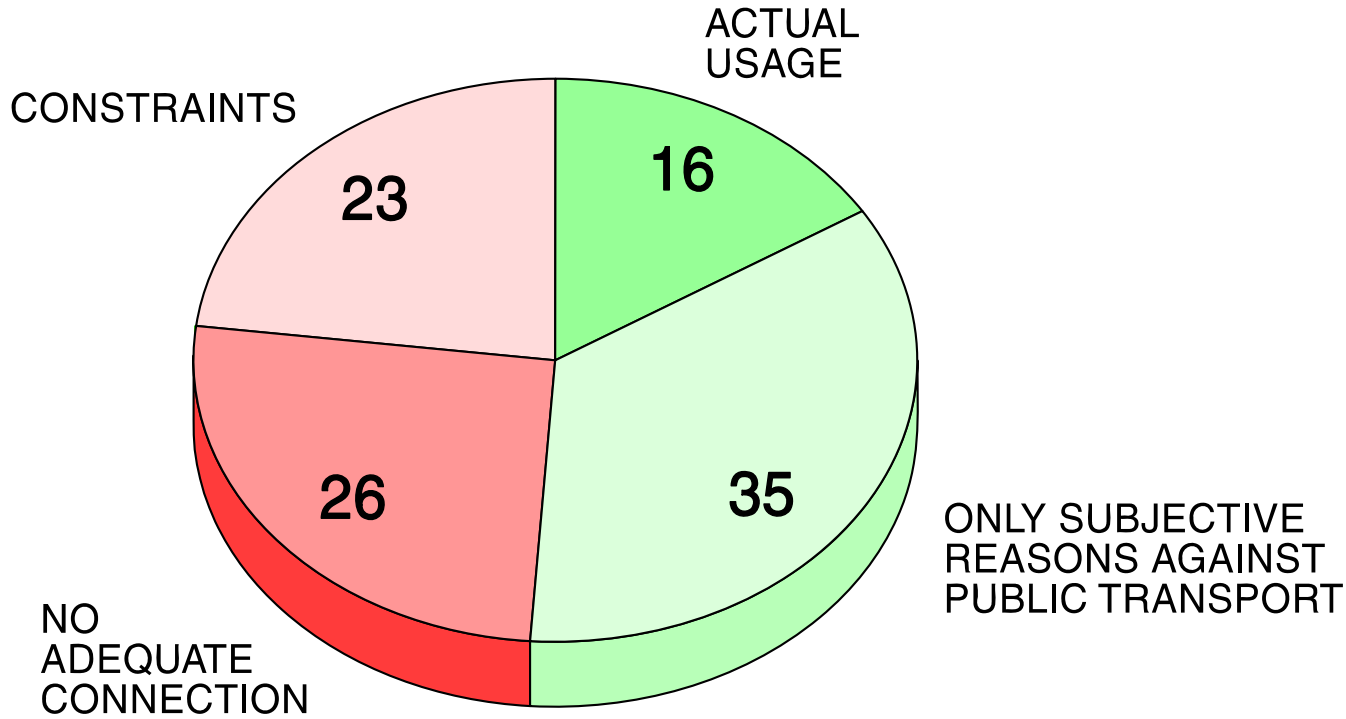
- Not known: 40 - 60 %
- Travel time: Overestimated by 30 - 100 %
- Travel costs: Overestimated by 15 - 50 %

- 
- Car always perceived better than it is

# OPPORTUNITIES AND NEEDS



- GERMAN CITIES -





# Monitoring the public transport market

Why is it so important to know more about PT customers?

- Monitoring travel patterns and mobility demand
- Analysing user expectations/experiences
- Integration of demand management and public transport operation/service planning



# Improvement of public transport image

Is it possible to improve the image of public transport?

- Peoples awareness of public transport
- Use of different approaches and concepts for image campaigns
- Analysis of such approaches regarding their, motivation, background, effort and effect
- Development of a fitting tool catalogue



# Development of customer relations and customer dialogue

How can PT users be transformed into satisfied and loyal customers?

- Analysis of experiences of companies with good customer dialogue
- Identification of indicators to assess the efficiency of customer relationship strategies
- Development of a proactive approach for customer relationship management

# Key challenges

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



# “Customer oriented public transport has a real future”

*People are treated as valued customers and are made to feel friends and partners of the alliance. As individuals they are actively engaged in the alliance and are constantly informed of developments. This also brings many personal benefits such as physical activity, leisure and social contacts.*