

SPUTNIC



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WG Customer Relation

Wiener Linien 2005

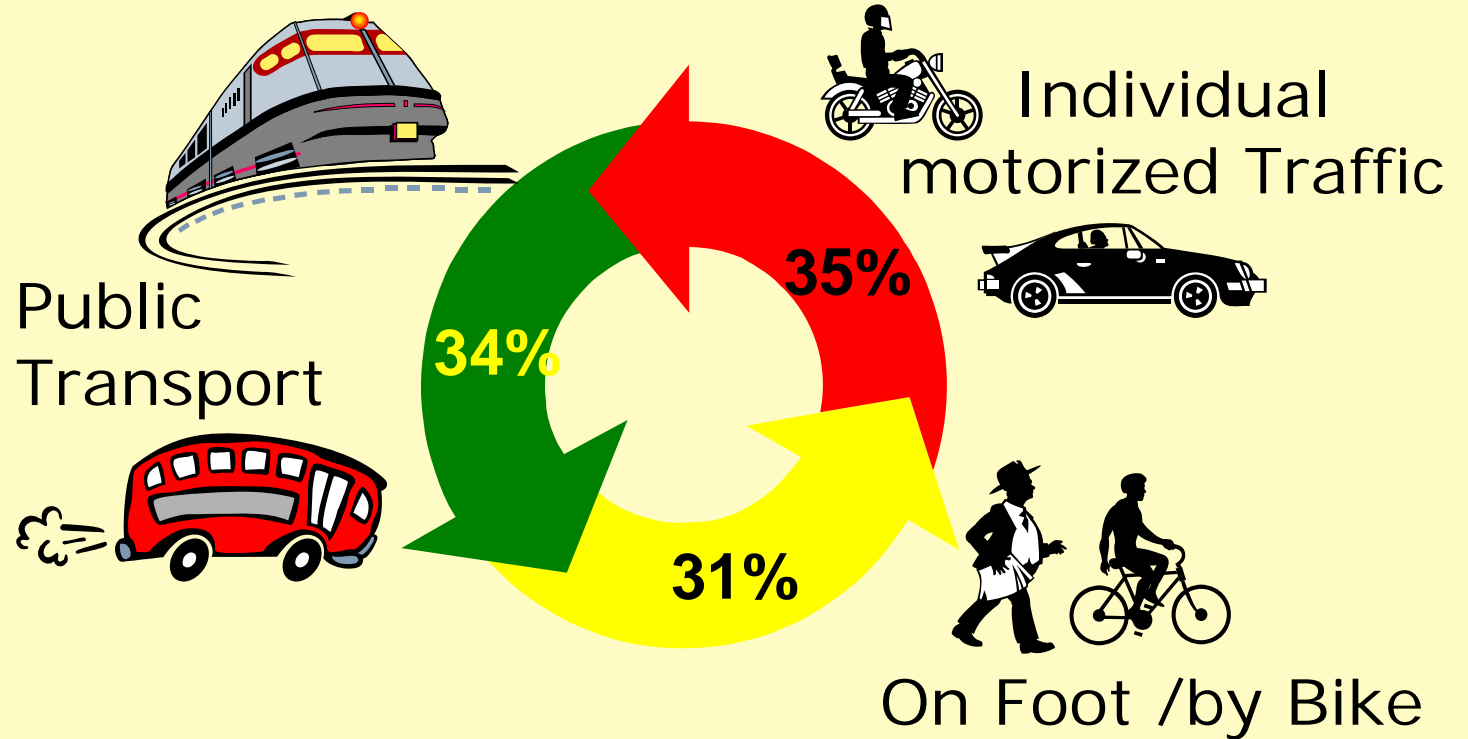


Number of Passengers	746 mio.
Annual tickets	313. 000
Number of Lines	119
Metro	5
Tram	33
Bus	81
Number of stops	4.385

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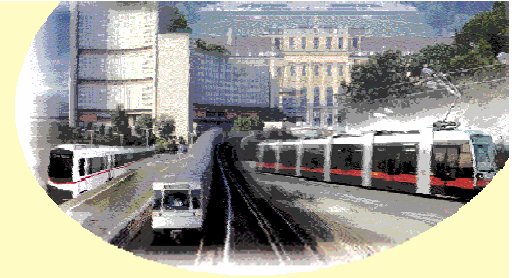
Traffic market in Vienna 2005



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Main reasons for the high share of public transport in Vienna

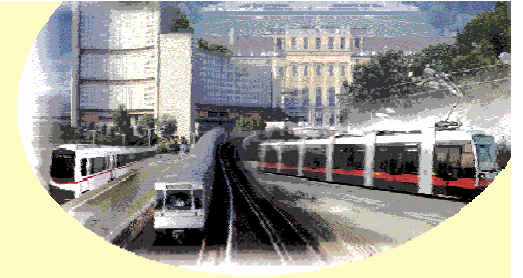


- PT tradition as an integral part of the city
- „Traffic“ is a political affair in Vienna
- Co-ordinated timetables and a dense network
- Historical parts of the town are not suitable for individual motorized traffic
- Integrated and reasonable rates
- Building of the subway since the 1970s

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Development in Vienna



- Permanent upgrading of the PT network
- Extension of the underground line U1 to Leopoldau (September 2006)
- Extension of the U2 to Aspern until 2009 (Connection to Prater Stadium for the Soccer European Championships 2008)

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Changes in Austria



Since the beginning of the 1990s there is massive pressure on the budgets of public authorities

Target: budget reorganisation / deficit reduction

Decision June ` 99

The Vienna city council decided the transformation of the local authority “Wiener Verkehrsbetriebe” into a privately organized limited company.



Strategies /Efforts to improve Customer relations



- ④ 1) Marketing/Advertising
- ④ 2) Market research
- ④ 3) Customer dialogue

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1) Marketing:

Development of the brand



Ein Unternehmen der Wiener Stadtwerke

- Transform an office to a company
- The former public authority becomes a professional service provider
- From a means of “mass transportation” to an individual mobility service

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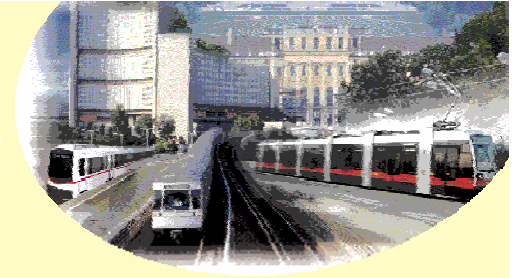


The new structure of the target groups of the Wiener Linien:

- The owner (City of Vienna) acts as financier and purchaser (biggest Key Account for the company)
- The customer base consists of passengers, potential passengers and the non-users
- Special Marketing target group with specific needs (annual ticket holders, ...)



Modern brand management



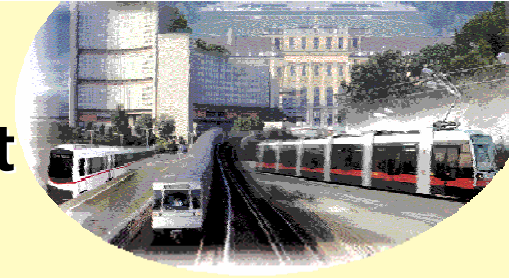
Priority of Marketing: to improve Image

To make the brand “Wiener Linien” and its services distinctive.

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Modern brand management



- The advanced communication strategy led to the new advertising line with the promise:

THE CITY IS YOURS.

- *Personal Caring* and the importance of the customers is the *Human Touch* of the brand

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The current image campaign



What touches people?

Emotional topics:

- Impressions, that make people **smile**, **dream** or **think** in situations, that anybody has experienced with the Wiener Linien
- Breaking the non-perception and anonymity of the service "Mobility"

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Emotional Topics



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2) Mobility research



to learn more about :

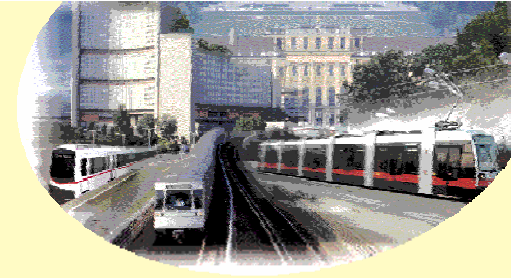
Different mobility patterns

Demands and needs of
Customers

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Mobility survey Vienna

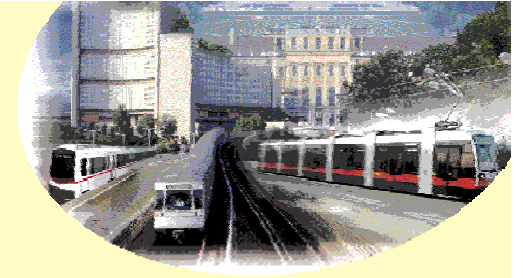


- Random sample: ~1600 people /year
- Telephonic (=motivation)-postal(=survey) design
- Response rate: 85%
- Every day of the Year
- Respondents report PT trips based on the different trip segments

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Mobility survey Vienna



- household questionnaire

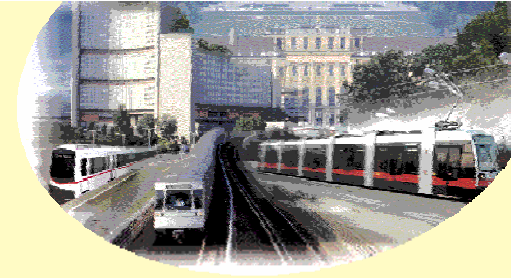
+

- Individual questionnaire (for each household member)
- Additional data collection for specific research topics (customer satisfaction) or special target groups (annual ticket holders)

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Customer Satisfaction survey



A Combination of :

Structured Survey: based on 30 predefined attributes

Exploratory survey: satisfaction with PT trips

Information for action regarding individual attributes

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3) Customer dialogue at more than 4000 stops



Information
Convenience
Corporate Design
Security



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WIENER LINIEN
Umgebungsplan

50m 100m 150m 200m 250m
Wegpunkt
1 km

- Autobuslinie
- Straßenbahnlinie
- U-Bahn Auf- und Abgang
- Polizei
- Fußgängerzone
- Elektrifizierung

Werbung: Dietrich Media Service, Tel. 740 95-734

Wer jetzt nach Austria
mit Australia verwechselt, klickt nicht richtig.

Jetzt über Österreich, Europa und unsere Stellung in der
Welt unter einer einzigen Adresse. Schauen Sie sich das an.

Jetzt sind wir auch ein Österreich
19 Jahre und viele
Wiederkehrerlebnisse der Bundes
Republik, Österreich und Parlament
Reise, Politikern und Parlament
Wiederkehrer, Land & Leute
Kultur
Geschichte, Wissenschaft & Forschung
Wiederkehrerlebnisse & Wiederkehrerlebnisse

BPD
AUSTRIA

Deine Stadt im Internet.
www.wien.gv.at

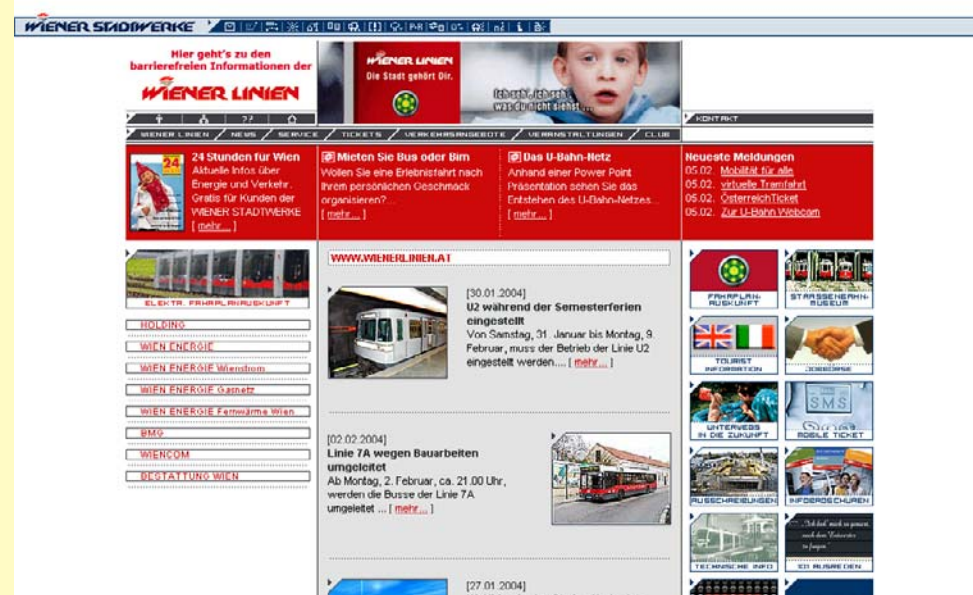
Brochures: convenient information



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Brand management online

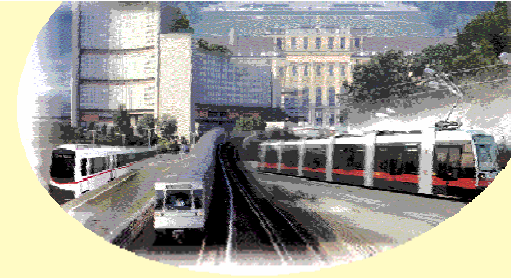


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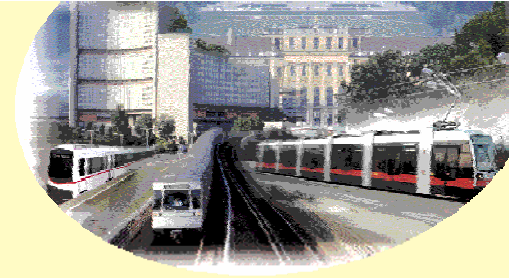
- Easy communication with customers via website and e-mail
- Latest news, products, timetables and routeplanners on demand
- Fast and efficient information for everyday use or entertainment

Customer service



- The customer centre Erdberg and several information and ticket-selling outlets throughout the city are capable and reliable sources of information for all customers
- The customer care handles individual demands and guarantees fast response
- The PR department is the competent interface to the media





Thank you for your attention!

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