



2nd Work Group Meeting Customer Relations Closing Remarks

Zagreb, Croatia

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Background

- The number of captive users of public transport (PT) is continuously decreasing
- Increase PT image also for non captive users (daily decision whether to use public transport)
- PT image is nothing static – it is created newly on a daily basis taking into account: the latest experience while using PT, opinions of other users, changing weather conditions, etc.

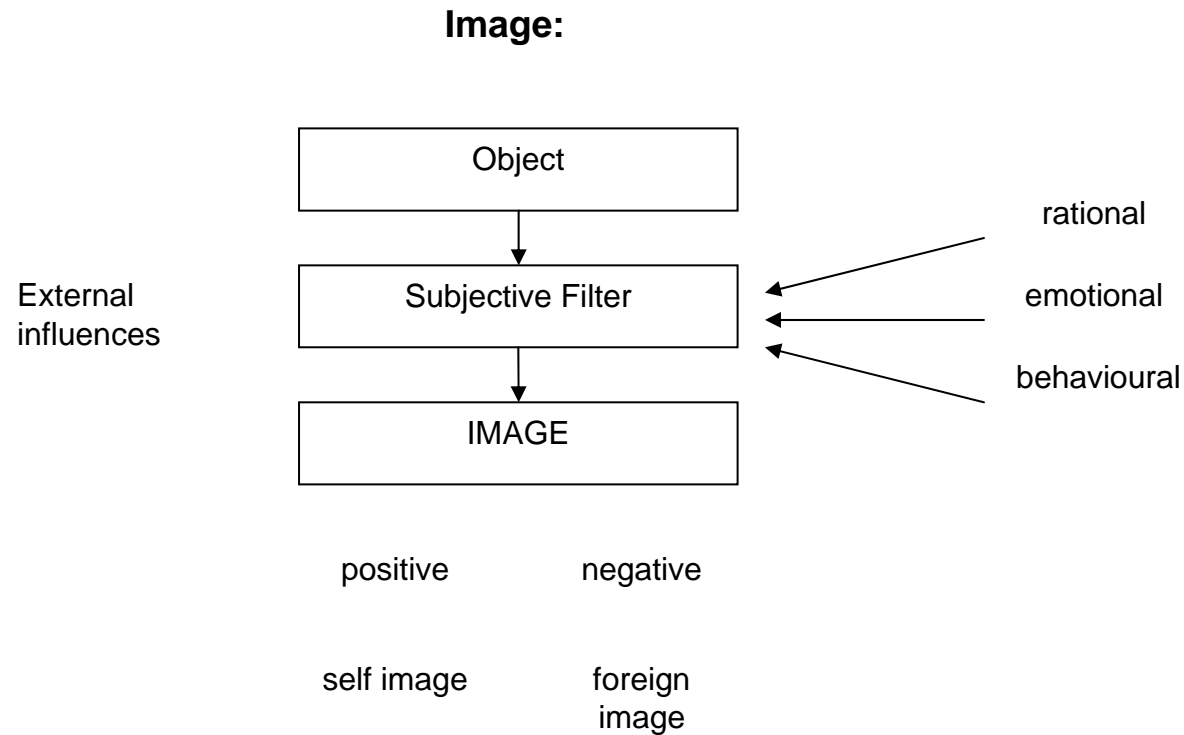


Image creation

- At first there is an object which after running through a subjective filter is then associated with an image. The main influencing factors determining the subjective filter are rational, emotional and behavioural decisions. An image can be positive or negative but in most cases it includes both positive and negative associations. The image can be a self image (i.e. by users, employees) or a foreign image (i.e. by non-users).



Image creation





Initial “guidelines” for improving public transport image and awareness

- 1) PT should advertise its strengths and display the weak spots of the car (congestion)
- 2) Necessity to start with image improvements as soon as possible partly because it is such a long term effort but also because it is more cost effective (in comparison to infrastructure measures and new rolling stock)
- 3) Drivers and conductors are the first ones that have to be convinced of public transport service and image. They than can act as positive PT image multipliers



- 4) In order to get additional funds (both hard and soft measures) it is important to improve image and awareness in the eyes of decision makers
- 5) It is necessary to correct wrong perceptions of both customers and non-customers regarding cost/time for using public transport
- 6) Image improvement has to be built on a permanent analysis of customer expectations, needs, wishes and complaints
- 7) Branding should contain positive emotional values