

3rd Working Group Meeting Agenda

WG2: Marketing & Customer Relations



April 17th

12:00 – 13:00

Lunch

13:00 – 14:00

Opening Session

Working Group Session – Part I

14:15 – 14:45

Welcome, introduction, objectives

14:45 – 15:00

Franz Barta (Socialdata): Presentation of questionnaire outcomes (customer satisfaction)

15:00 – 15:45

Open round: Analysis and relevance of customer satisfaction in public transport

15:45 – 16:15

András Karsa (BVK): Presentation on customer satisfaction & customer relationship management at BVK in Budapest

16:15 – 16:30

Questions and discussion

16:30 – 16:45

Coffee break

16:45 – 17:15

Viorica Sarman (URTP): Presentation and discussion of questionnaire outcomes for Romania

17:15 – 18:00

Identification and discussion of deficits and solutions

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April 18th Working Group Session – Part II

- 09:30 – 09:35 Introduction and goals for the day
- 09:35 – 09:45 Franz Barta (Socialdata): Presentation of questionnaire outcomes (customer relationship management)
- 09:45 – 10:00 Modesta Gusaroviene, Vaidotas Meskauskas (Vilnius Transport): Presentation on customer relationship management in Vilnius
- 10:00 – 10:30 Jorge Carles-Tolra (TMB): Presentation on Customer Satisfaction at TMB in Barcelona
- 10:30 – 11:00 Open round: Good practice examples
- 11:00 – 11:15 *Coffee break*
- 11:15 – 12:30 Teamwork in Groups – 'Development of concepts to improve customer satisfaction and customer relationship management'

12:30 – 13:30 *Lunch break*

Working Group Session – Part III

- 13:30 – 14:00 Presentation of team results
- 14:00 – 14:30 Erhard Erl (Socialdata): Presentation on Customer Satisfaction
- 14:30 – 15:30 Identification of goals and targets for customer satisfaction and complaint management
- Discussion and further development of approaches to improve customer satisfaction and customer relationship management
- 15:30 – 16:00 Conclusions (Statements of Participants)

16:30 – 17:30 Closing Session



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