



Customer Satisfaction
as an element of
strategic action
of a service sector business



CUSTOMER ORIENTATION

Targets of
Authority

Customer
expectations

Targets of
PT operator

Integrated
PT service
Coordination
Quality ensurement
Market share

Transport
Quality
Security
Comfort

Market share
Turnover
Return
Use



PROBLEMS WITH STATE OF THE PRACTICE

- Who is a customer?
- Person or trip-level?
- Mobility behaviour of (potential) customers
- Correlation between (N-) PT use and (N-) satisfaction?
- Measuring satisfaction or common prejudices?
- Problems of measurement (scales, attribute selection, etc.)



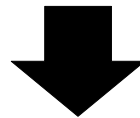
PT CUSTOMER SATISFACTION

Expectations of customers towards PT

Experiences of customers with PT use

Potentials for loss and customer loyalty

Potentials for customer acquisition



Concrete measures of the company towards customer orientation



POINT OF VIEW OF THE CUSTOMERS

People have:

EXPECTATIONS

...and make

EXPERIENCES

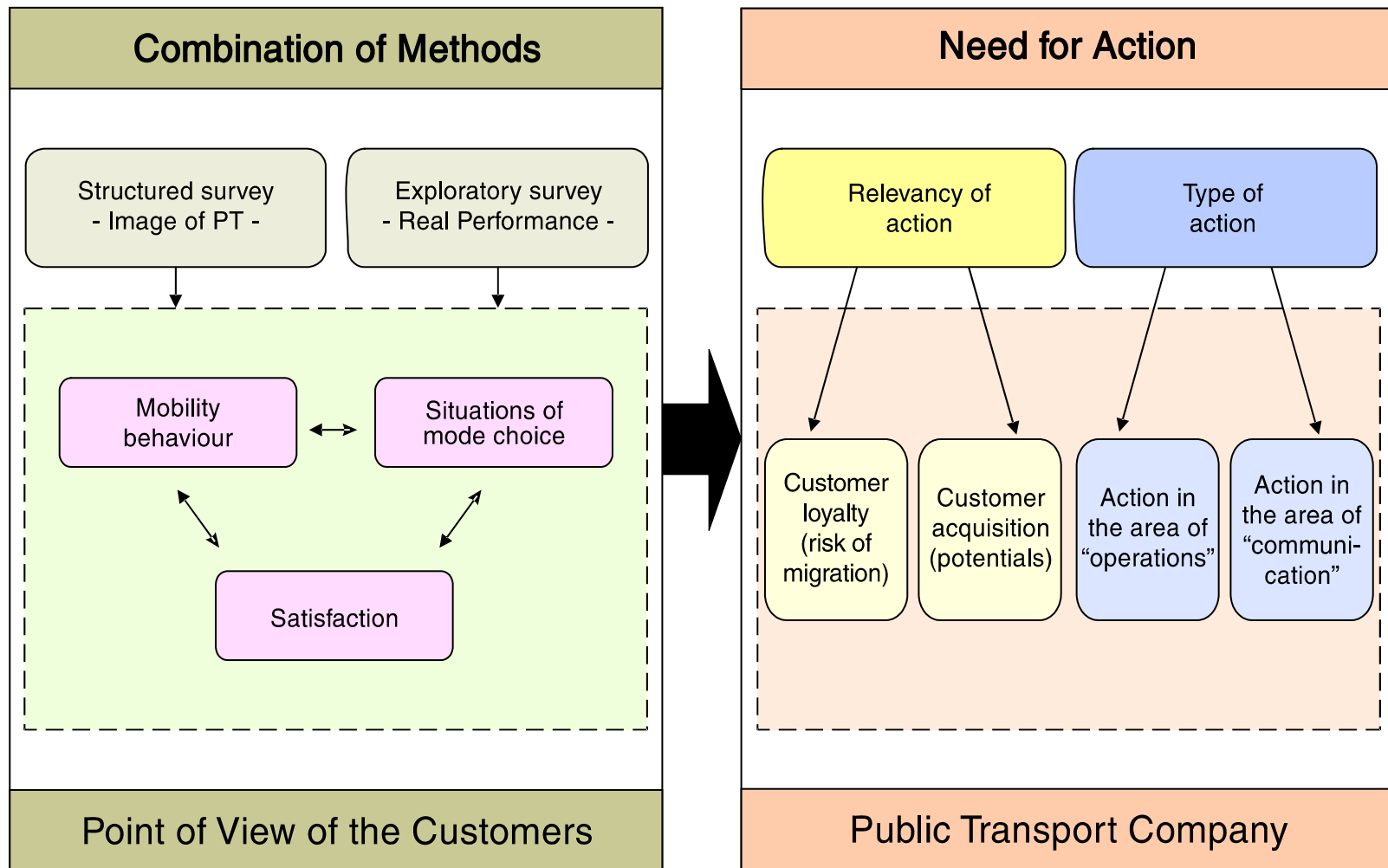
Expectations can be higher than experiences

Experiences can meet the expectations

Experiences can be better than expectations



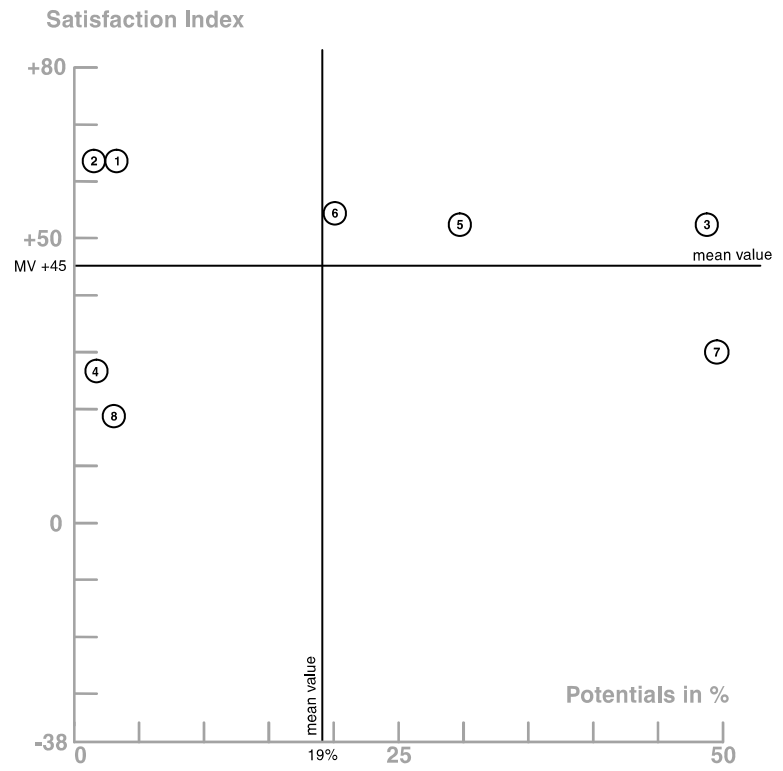
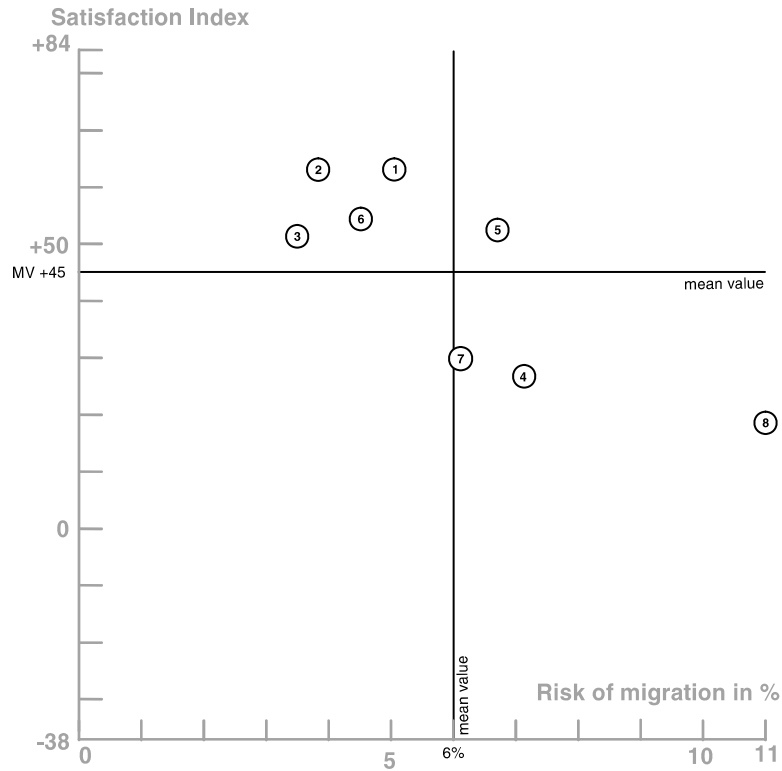
CUSTOMER SATISFACTION MEASURING





CUSTOMER LOYALTY

CUSTOMER ACQUISITION



- ① Availability of seating in vehicles
- ② Comfort of vehicles
- ③ PT Network
- ④ Furnishing of stops
- ⑤ Reliability/ punctuality
- ⑥ Trip time
- ⑦ Connections
- ⑧ Vehicle cleanliness

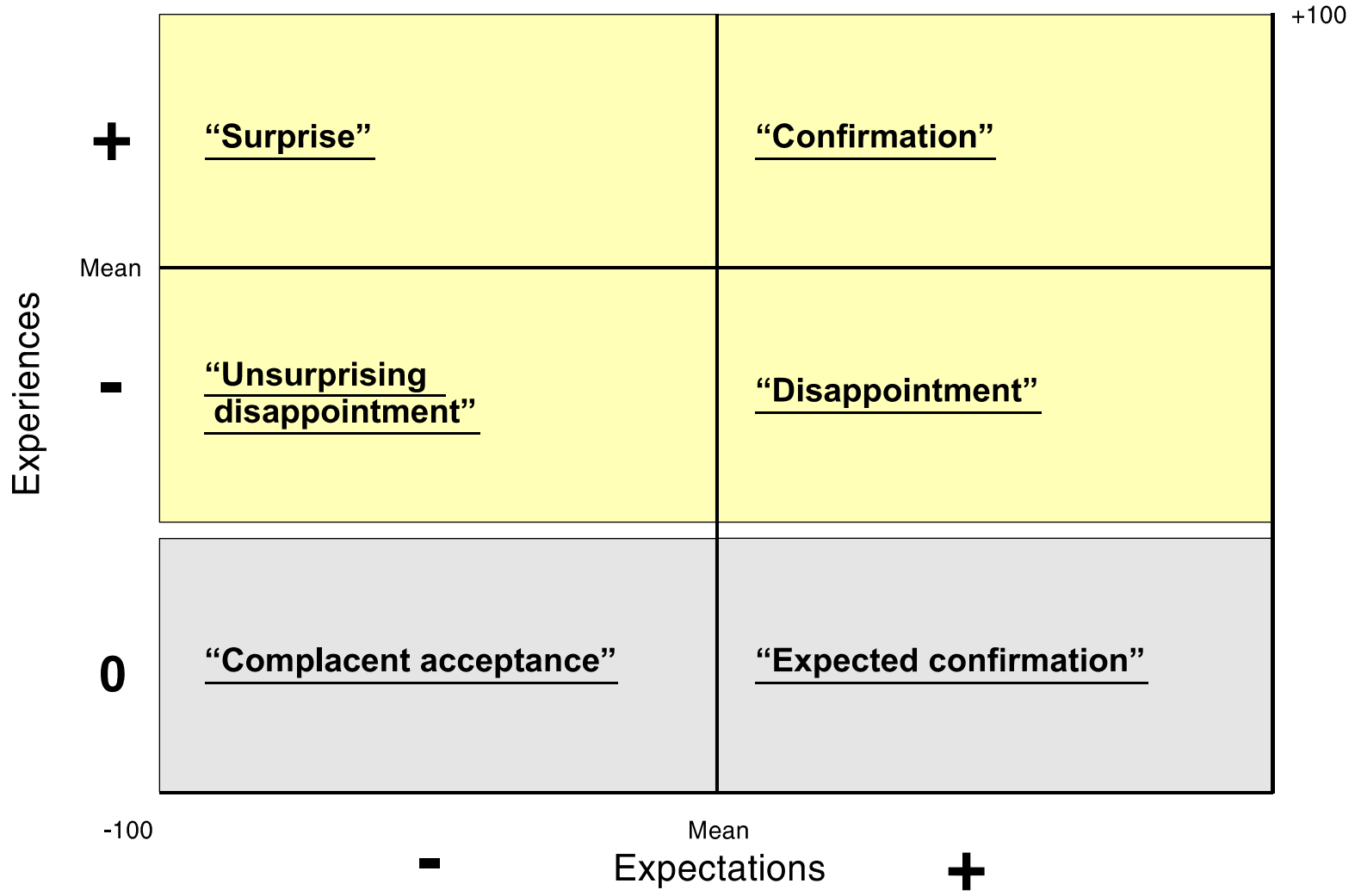


CLASSIFICATION OF GROUPS

Confirmation	WC	- Expectations above average & experiences above average -
Surprise	WS	- Expectations below average & experiences above average -
Disappointment	DIS	- Expectations above average & experiences below average -
Unsurprising Disappointment	UD	- Expectations below average & experiences below average -
Expected Confirmation	EC	- Expectations above average & almost not mentioned in experience based survey -
Complacent Acceptance	CA	- Expectations below average & almost not mentioned in experience based survey -



CLASSIFICATION





CUSTOMER LOYALTY / MODE LOYALTY

