



## ***Marketing and Customer Relations Cluster***

- Working areas: Customer satisfaction and Customer Relationship Management
- Objectives:
  - Discussion of importance
  - Reporting own experiences (practice examples)
  - Discussion of deficits
  - Identification of problems of measurement
  - Chances and obstacles for actions



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- Identified deficits and problems:
  - Satisfaction and prejudices (e.g. prices)
  - Resulting actions for other actors
  - Different expectations towards service quality in different cities
  - Relationship between price and supply
  - Expectations and Experiences
  - Relevance for action
  - Availability of funds
  - “Correct” measurement (method, tools, timing, etc.)



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- Importance of customer orientation (operator/authority):
  - Correlation between satisfaction and loyalty
  - Arguments for political discussion
  - Turnover and return
  - Customer acquisition
  - Promotion of sustainable transport modes
- Importance of customer orientation (user/non-user):
  - Provision of expected service level and quality
  - Respect of and communication with customers
  - Confirmation of social behaviour



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Modesta Gusaroviene, „VilniusTransport“:

- For the customer, service quality is everything. In the transport sphere like any other, quality has to take account of service's every dimension.
- In our view, quality begins with safety and reliability, continues with service provision corresponding to the expectations of passengers, and is only complete if the service relationship is improved from person to person - between our staff and our customers. These various aspects of quality do not compete with one another, but contribute together to quality as perceived by passengers.
- A quality approach cannot be implemented without knowing the quality expected by the customers.
- We have to view the services through customer's eyes.