

SPUTNIC – Third Working Group meeting,

17-18 April 2008, Leipzig

Marketing & Customer Relations Cluster

Questionnaire on PT customer satisfaction & customer relationship management

1 What modes of public transport are available in your city?

		Length of track
Metro/Underground	<input type="checkbox"/>	_____
Tram	<input type="checkbox"/>	_____
Busses	<input type="checkbox"/>	_____
Others	_____	_____

A. Customer satisfaction

2 Is Customer satisfactions a part of public transport strategy in your city?

3 Do you measure customer satisfaction in your city? If yes, how?

3 What are the three most criticised points by the customers?

4 Do you think this criticism is justified?

5 What are the customers' most important expectations regarding public transport in your city?

6 What are the main obstacles to improve customer satisfaction in your city?

7 What future measures are planned in your city to improve customer satisfaction?

B. Customer Relationship Management

8 Does the PT operator in your city have some kind of customer relationship management in place? If yes what kind of?

9 Are customer complaints collected in your city? If yes how?

10 To what degree are customer complaints used to improve the service?

11 What in your opinion are the most important measures to keep customers satisfied?

12 And what do you think are the most important measures to gain new customers?

General Questions:

Name of expert:

Company:

City:

Country:

Do you represent

- PT operator
- Authority
- other, _____

Thank you very much for your collaboration and please mail your questionnaire **by 14 March 2008** to Franz Barta by email franz.barta@socialdata.de or fax: ++44 117 9 29 96 98