

MONITORING OF THE PT MARKET

- TRAVEL BEHAVIOUR
- ATTITUDES and AWARENESS
- ANALYSIS of POTENTIALS
- ANALYSIS of CUSTOMER SATISFACTION
- ANALYSIS of TARIFFS
- SPECIAL TOPICS

Relevant basis for making business decisions

TRAVEL BEHAVIOUR

CONTENTS

- Travel characteristics of citizens
- Mode use (by gender, age, etc.)
- Activities and trip purposes
- Duration, distance, time of day, etc.
- Spatial trip patterns
- Origin-/ destination matrices

BENEFITS

- Knowledge of complete transport market
- Collection of complete travel patterns
- Identification of relevant target groups
- Determination of exact trip frequencies
- Analysis of interrelations
- Deduction of strategic recommendations

ATTITUDES and AWARENESS

CONTENTS

- Attitudes towards mobility
- Expectations towards PT, transport planning & policy
- Satisfaction with operator / authority
- Image of PT / other modes
- Future development of PT
- and more....

BENEFITS

- “Atmospheric pictures“
- Information for decision-makers
- Information about “silent majority“
- Information for employees
- Analysis of image (development) of company

ANALYSIS of POTENTIALS

CONTENTS

- Factual behaviour as a basis
- Exploration of reasons for travel behaviour
- Collection of all factors relevant for behaviour
- Determination of objective alternatives on a trip basis
- Individual behaviour in the household context
- Use of an adequate analysis concept

BENEFITS

- Knowledge about reasons for using PT
- Knowledge about reasons for not using PT
- Determination of efficiency of measures (supply and communication)
- Indication of successful strategies

ANALYSIS of CUSTOMER SATISFACTION

CONTENTS

- Survey of customer satisfaction by appropriate methods
- Reasons for (dis)satisfaction
- Expectations and experiences
- Risks for customer loyalty
- Chances for customer acquisition

BENEFITS

- Information about relevant criteria for customer loyalty / acquisition
- Recommendations for measures (operative, communicative)
- Evaluation of taken measures
- Proof of customer orientation

ANALYSIS of TARIFFS

CONTENTS

- Use of tickets
- Trip frequencies by ticket type
- Expectations towards ticket characteristics
- Analysis of ticket shifts
- Reactions to price increases

BENEFITS

- Knowledge about use of and demand within the tariff system
- Information about attractiveness of tariffs
- Controlling of tariff measures
- Knowledge of price elasticities
- Recommendations for tariff structuring and offers

SPECIAL TOPICS

EXAMPLES

- Benchmarking of market sectors
- Before / After studies
- Influence of external factors (e.g. demography, labour market, car ownership)
- Assessment of single measures (e.g. on-board TV, new vehicles, service reduction)

BENEFITS

- Estimation of effectiveness of measures
- Provision of basis for decisions
- Evaluation of measures
- Scenarios for future developments

CONCLUSIONS

- Relevance of (multi-modal) trip chains and mobility patterns for planning
- Evaluation of operative and communicative measures
- Information for decision-making
- Input for campaigns towards general public and opinion leaders
- Modern marketing needs knowledge of the market
- Basis for a quality management system