



Briefing Paper

for the 4th WG Meeting
of the Customer Relations and
Marketing Cluster

Prague 9th – 10th October 2008

Strategies for Public Transport in Cities
(SPUTNIC)



Project funded by the European Commission
under the Sixth Framework Programme for
Research and Development



4th Working Group Meeting of the Customer Relations and Marketing Cluster in Prague 9th – 10th October 2008

The fourth working group meeting of the Customer Relations and Marketing Cluster is scheduled to take place in Prague on the 9th – 10th October 2008. This meeting will focus on the monitoring and analysis of the (public) transport market.

As with all other market-oriented service-providers, PT operators also have to make sure that their services meet the demand and needs of their customers. In order to gain knowledge of their market, PT operators have to monitor and analyse the transport market. The transport market is understood here as the day-to-day mobility demand of the people living in the service area of a provider. As mobility is a derived demand to fulfil out-of-home activities, the transport market is a closed market in which people can decide for or against certain means of transport. For knowing the behaviour, needs, preferences, and decision criteria of existing and potential customers, PT providers need a lot of detailed information. This knowledge is the prerequisite for strategic and practical decision-making.

To gain this information, systematic research is necessary. This research can use a variety of tools and methods. For different questions, different instruments have to be used, but a general requirement is that they are appropriate and provide reliable results. A basic method to learn about the transport market are travel behaviour surveys. They include not only PT passengers but (a sample of) the total population so they therefore provide a complete picture of the market. On this basis, a potential analysis is possible which shows the potential for additional customers and how it can be reached.

Furthermore, market monitoring can be related to the four classical “Ps” of marketing: price (tariff); product (PT system); place (distribution/use of tickets); promotion (e.g. advertising); plus the relevant service “Ps”: process, people, physical evidence. Before marketing measures in these areas are realised, knowledge of the market should be given and possible effects should be analysed.

As we already discussed in our previous working group meetings on customer satisfaction, image building, and complaint management (and related tools), we should concentrate now on methods, tools and instruments which are suitable for analysing and monitoring the transport market, with the aim to learn about the behaviour and needs of existing and potential customers of PT.

In order to identify the state of the art and key challenges in the field of monitoring and analysis of the public transport market, participating experts will be asked to fill in the attached questionnaire prior to the meeting. The results of this short expert survey will be discussed at the meeting.

Furthermore, deficits and possible areas of improvement will be discussed at the meeting. The meeting will also include the presentation of good practice examples.

Later on the participants will aim to develop approaches aimed at or geared towards learning about the monitoring and analysis of the public transport market.

Objectives of the meeting:

- Discussion of the importance of monitoring and analysis of the (public) transport market
- Identification of deficits
- Presentation of good practice examples
- Reporting own experiences
- Identifying problems of measuring the (public) transport market
- The role of monitoring and analysis for the planning of hard and soft measures
- Identification of goals for improving the monitoring and analysis of the (public) transport market
- Development and discussion of approaches to improve the monitoring and analysis of the (public) transport market
- Discussion of transferability of existing solutions

Expected outcomes:

- Overview of the situation of monitoring and analysis of the (public) transport market
- List of possible approaches to improve monitoring and analysis of the (public) transport market
- Recommendations for integrating the outcomes of monitoring and analysis into the planning of hard and soft measures for public transport.

All outcomes of the meeting will feed into the development of guidelines for the improvement of monitoring and analysis of the (public) transport market.