WG Customer Relation
<table>
<thead>
<tr>
<th>Service</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Passengers</td>
<td>746 mio.</td>
</tr>
<tr>
<td>Annual tickets</td>
<td>313,000</td>
</tr>
<tr>
<td>Number of Lines</td>
<td>119</td>
</tr>
<tr>
<td>Metro</td>
<td>5</td>
</tr>
<tr>
<td>Tram</td>
<td>33</td>
</tr>
<tr>
<td>Bus</td>
<td>81</td>
</tr>
<tr>
<td>Number of stops</td>
<td>4,385</td>
</tr>
</tbody>
</table>
Traffic market in Vienna 2005

Public Transport: 34%
Individual motorized Traffic: 35%
On Foot /by Bike: 31%
Main reasons for the high share of public transport in Vienna

- PT tradition as an integral part of the city
- „Traffic“ is a political affair in Vienna
- Co-ordinated timetables and a dense network
- Historical parts of the town are not suitable for individual motorized traffic
- Integrated and reasonable rates
- Building of the subway since the 1970s
Development in Vienna

- Permanent upgrading of the PT network
- Extension of the underground line U1 to Leopoldau (September 2006)
- Extension of the U2 to Aspern until 2009 (Connection to Prater Stadium for the Soccer European Championships 2008)
Changes in Austria

Since the beginning of the 1990s there is massive pressure on the budgets of public authorities

Target: budget reorganisation / deficit reduction

Decision June `99

The Vienna city council decided the transformation of the local authority “Wiener Verkehrsbetriebe” into a privately organized limited company.
Strategies /Efforts to improve Customer relations

1) Marketing/Advertising
2) Market research
3) Customer dialogue
1) Marketing:

Development of the brand

- Transform an office to a company
- The former public authority becomes a professional service provider
- From a means of “mass transportation” to an individual mobility service
The new structure of the target groups of the Wiener Linien:

- The owner (City of Vienna) acts as financier and purchaser (biggest Key Account for the company)
- The customer base consists of passengers, potential passengers and the non-users
- Special Marketing target group with specific needs (annual ticket holders, ...)

9
Modern brand management

Priority of Marketing: to improve Image

To make the brand “Wiener Linien” and its services distinctive.
Modern brand management

The advanced communication strategy led to the new advertising line with the promise:

THE CITY IS YOURS.

Personal Caring and the importance of the customers is the Human Touch of the brand.
The current image campaign

What touches people?

Emotional topics:

- Impressions, that make people **smile**, **dream** or **think** in situations, that anybody has experienced with the Wiener Linien

- Breaking the non-perception and anonymity of the service “Mobility”
Emotional Topics
2) Mobility research

to learn more about:
Different mobility patterns
Demands and needs of Customers
Mobility survey Vienna

• Random sample: ~1600 people /year
• Telephonic (=motivation)-postal(=survey) design
• Response rate: 85%
• Every day of the Year
• Respondents report PT trips based on the different trip segments
the Household Survey Vienna

- Household questionnaire
- Individual questionnaire (for each household member)
- Additional data collection for specific research topics (customer satisfaction) or special target groups (annual ticket holders)
Customer Satisfaction survey

A Combination of:

Structured Survey: based on 30 predefined attributes

Exploratory survey: satisfaction with PT trips

Information for action regarding individual attributes
3) Customer dialogue at more than 4000 stops

Information
Convenience
Corporate Design
Security
Brochures: convenient information
Brand management online

- Easy communication with customers via website and e-mail
- Latest news, products, timetables and routeplanners on demand
- Fast and efficient information for every-day use or entertainment
Customer service

- The customer centre Erdberg and several information and ticket-selling outlets throughout the city are capable and reliable sources of information for all customers.
- The customer care handles individual demands and guarantees fast response.
- The PR department is the competent interface to the media.
Thank you for your attention!

Brigitte Trumpes
brigitte.trumpes@wienerlinien.at
www.wienerlinien.at