

Deliver lifestyle services to become the mode of choice for citizens

Customer needs and lifestyle are the drivers of planning, funding and delivering high quality mobility services.

Modern consumption patterns in society create new needs and habits. Citizens have an ever broader choice between different modes, and they also compare transport performance with other services. Their system of reference has become much wider, and influenced by the way they perceive quality in other sectors (e.g. Internet providers, night shops). Customer-orientation is essential to ensure that companies deliver the level of quality expected by customers.

Customers expect mobility solutions that are quick, safe and secure, convenient, clean and affordable, the whole wrapped up with understandable information. Well understood needs, quality delivery and innovation are the main drivers of successful service provision.

Customers also expect greater consideration and individual recognition. The respect and care that transport companies bring to their customers must be highly visible. This implies enhancing the travel experience and removing some negative connotations as well as psychological barriers. Global attractiveness is boosted by quality, affordability and flexibility and pleasant travel experiences lead to changes in behaviour and attitude. This shift in mindset is indispensable to turning public transport into the preferred mobility option of citizens.

Customer segmentation and customisation will help materialise high quality mobility solutions that will attract a much wider spectrum of the population far beyond the captive segment.

2025=PTx2

Sweden

National public transport actors in Sweden set the ambitious target of **doubling the public transport market share by 2020**. Their strategy addresses the current fragmentation of the public transport sector through a legislative review. It also aims to transform public transport into a service-oriented business in contrast to its current production orientation. Based on models developed in the retail business, the intention is to create a new values-based service business model for public transport. Major infrastructure developments and advances in bus technology are also part of the programme.

Call for action

- > Respond to customers' needs, expectations and new lifestyle and develop a portfolio of mobility products and services targeting the traditional customer base as well as new segments.
- > Develop a more commercial price structure.
- > Become a true mobility provider: develop intermodal strategic partnership and alliances with taxis, bikes and car sharing, parking facilities, information providers and all major mobility generators.
- > Provide integrated services including information, tariffs, and fare products.
- > Use total quality management to ensure a service delivery in line with the planned quality and measure satisfaction and performance.
- > Elaborate marketing strategies and plans and monitor their return on investment.
- > Improve image and brand to make citizens proud of using public transport and staff proud to work in the sector.
- > Introduce innovation carefully, understand the needs of end users and share innovation risks fairly.