

Customer experience



The expertise of a partner **attuned to the needs of local communities and passengers**



As the trusted partner for local authorities, our objective is to offer innovative, reliable mobility solutions, combining operational performance excellence with a sense of public interest. Solutions that contribute to quality of life and the harmonious development of regions, customized to respond to specific local conditions. Solutions that meet the needs of all and provide the high quality of service expected by travelers. Solutions for public transport that ensure mobility for people -- today and tomorrow.

Attuned to the individual expectations of customers and passengers and the changing needs of communities, Transdev teams engage with our local partners on a daily basis. Our international profile and the diversity of our professions enable us to conceive the most innovative responses to keep our passengers connected when they're on the move, with simple and seamless mobility. Designing the solutions that we deliver to each traveler we serve is our inspiration. Mobility inspired by you.



Jean-Marc Janaillac
Chief Executive Officer, Transdev

Winning the **customer experience** “battle”

As the world becomes increasingly more urbanized, the majority of our everyday activities – work, study or leisure – call for convenient, hassle-free travel, adapted to the moment. *“Homo Urbanus”* is demanding and in a hurry; when people like their city, it is very often because they are satisfied with its transit systems.

In addition to the foundation requirements of on-time performance, frequency, reliability and convenience, people now expect a high-quality service provider, with an offer tailored to their needs. Passengers want a local, friendly, responsive service; they want to feel unique; they want to be considered, kept informed and reassured when the unexpected happens.

Today's urban dwellers expect a 'spirit of service' centered on quality and a proactive attitude toward the customer. Delivering this has become a key concept that cuts across all sectors of activity – an essential lever for improving satisfaction and increasing trust, as well as being a predominant factor in brand choice and loyalty.

CUSTOMER EXPERIENCE: DRIVING PERFORMANCE IN THE MOBILITY SECTOR

Public transportation is by no means excluded from this fundamental trend. It is imperative that transportation operators successfully transition to a service-based business which makes the customer experience a central concern.

To gain credibility as an operator focused on the service it offers its passengers, we have to reexamine the customer's place in the equation and empower staff at all levels of the organization. There are three aspects to a strong service culture:

- › Capable, well-trained customer-facing employees empowered by local management with the tools and the will to listen and adapt to those around them.
- › Multi-service, multi-mode and multi-channel customer relations providing 360° service to passengers, when and where they need it.
- › Define service standards to demonstrate a solid pledge to passengers and the commitment of our employees.

Transdev is committed to meeting the customer service challenge every day, with a passion to make each trip a unique experience.



Good reasons to choose **Transdev**



TOGETHER

A vibrant and professional marketing community

Across five continents, Transdev possesses a rich and vibrant network of marketing professionals. Collectively both curious and passionate about service, passengers and new trends in consumer behavior, the community connects to share and learn from one another on a regular basis. Teams have a multitude of opportunities: monthly conference calls, webinars, project meetings or the online forums and networks of expertise of our knowledge management process, 'expert.net'. This continued collaboration helps Transdev identify best practices from around the world, bring ideas to our local marketing teams and pioneer multi-mode and international passenger service initiatives to increase performance.

SEAMLESS

Hassle-free transit

Moving from one mode to another, making a connection... these are often stressful moments in the passenger experience. Transdev has developed specific programs to enhance transit centers, park & rides and commercial facilities. Working with interactive 3D tools and behavioral simulation, we have made recommendations to develop over 200 railway stations and 35 transit centers in five countries. Our exclusive 'Mystery Traveler' process further helps us to assess the passenger experience and provide management tools to interact with established quality standards and indicators.

TIME SAVER –

RISK SAVER

High-performance programs

Transdev networks define their customer service strategy and priorities. Subject-specific tool kits are available to help them implement their services projects while leveraging the latest advances. Managing customer satisfaction is a key component of this process. Networks can use 'Satisf'Act', which offers a proven methodology, questionnaires, practical recommendations and data analysis methods to define action-driven results.

SET THE STANDARD

Service spirit

Transdev leverages access to international partners and industries in multiple sectors to set new customer service standards in transportation. In search of excellence, we draw on inspiration from telecoms, hotels and airline companies among others. Developing a detailed multi-country, multi-sector benchmark is a fundamental step before developing our rigorous methodologies. Pilot operations then test, validate and deploy new customer service standards with clear priorities and performance targets especially adapted for mobility services.

A 360° VISION

Multi-channel, multi-service, multi-mode

The proliferation of customer data and communication channels and the diversity of transportation modes and mobility patterns present a real challenge for public authorities. Transdev has extensive experience in managing customer relationships, enabling us to support our clients.

Our experience with transportation data, -- now including customer data -- enable us to integrate ticketing, transportation on demand bookings, e-commerce and geo-marketing. This integrated, multi-modal base provides the foundation for responding to any multiservice need.

CARING

Relations & interactions to delight

Passenger satisfaction is often a unique blend of rigorous operational processes and a positive mindset on the part of customer-facing teams. Transdev works to empower staff, helping them to develop interpersonal skills, advise passengers and take initiative. Our enthusiastic, motivated and committed employees are our best ambassadors.



LOCAL

Standards...

not standardization

Transdev actions are based on its local roots and global resources. The Group ensures that its internationally proven rigorous standards blend harmoniously in each region. Each Transdev customer and marketing initiative is developed with a flexibility that ensures local legitimacy. It is with this philosophy in mind that 'Going for Care', Transdev's proprietary customer care program was designed, and offered to more than 18,000 employees in 12 countries and eight languages since 2007.

KNOWLEDGE & INSIGHTS

Understanding our passengers and clients

Transdev has created a 'Client surveys & knowledge' unit which centralizes and analyzes passenger, client and consumer surveys to help us shape our services. This task force can help clients conduct their research or benefit from our international best practices in survey techniques. In addition, the unit conducts the annual Transdev Multicountry Barometer of Transit Authorities to identify their challenges and priorities for today and tomorrow. Amongst passengers. Our 'Mobility Observatory' profiles the travel patterns of nearly 35,000 surveyed citizens – identifying key criteria for choosing (or not) to use public transportation.

RIDERSHIP & REVENUE

Targeted and attractive offers

Transdev developed marketing program support networks to increasingly customize their service offering. The "hi lab" resource develops and tests the most attractive services for travelers, providing support to public authorities in choosing new services. The "Listen" and "Talk" tools enable development of customized solutions for targeted customer offers, attracting new passengers and encouraging increased travel, supported by loyalty programs rewarding frequent travelers.

Setting the standard in customer experience excellence

With 25 million inhabitants, Seoul is the world's second largest metropolitan area. It has been a pioneer in developing technically advanced public transportation infrastructure, information technology and digital solutions. In South Korea, customer service is not only a promise but a tangible reality at the very heart of the Korean culture.

Transdev, the first private operator in South Korea, operates Seoul Line 9 (SL9), the latest line of Seoul's metro system. With an average ridership of 400,000 passengers a day and 124.8 million trips in 2012, SL9 is one of our biggest operations around the globe. Only three years after its launch, SL9 is already 'setting the standard' in one of the world's most customer and technology oriented countries.

Since July 2009, SL9 has rolled-out and leveraged a selection of Transdev's exclusive customer service programs to deliver passenger-centric performance and drive continuous improvement.

"LISTEN"

SL9 implemented Transdev's customer feedback management program in order to provide faster, more accurate answers to customers and turn feedback into improvement. It has allowed the network to resolve 32,000 enquiries a year and provide responses in less than 24 hours. The overall satisfaction has increased to 83.4% in 2011, which is 4.8 points higher than in 2009.

CUSTOMER CONTACT CENTERS

Performance of the CCC has been enhanced through "Contact," a program designed to define CCC service levels, organization and operations. Today, the four full-time agents of SL9 answer 30,000 calls/year, use "Listen," manage lost & found and update the SL9 website. The level of passengers satisfied or very satisfied with quality of service has reached 92%.

"GOING FOR CARE"

Implemented in 2009 in Seoul, Transdev's customer service program recorded a 98% satisfaction level from trainees.

"MEET THE MANAGERS"

A common process across many Transdev networks worldwide, SL9 decided to improve understanding of customer issues through 'Meet the Managers' sessions every two months. Senior staff and customer service agents meet with passengers and gather first-hand feedback and suggestions. Passenger satisfaction has reached 91% in 2012 on average for the past seven sessions.

In less than four years, Transdev's relentless commitment, innovative programs and demonstrated service and client focused performance are improving quality of life for the citizens of Seoul.



Our vision:

Inventing new mobility solutions for the good of our planet, the sustainable growth of cities and regions and the quality of life of our passengers





MOBILITY INSPIRED BY YOU

Corporate Marketing department
Corporate Communications department

www.transdev.net



“hi lab”

How to deliver customer - driven innovation

CORE BENEFITS

- > An established methodology to analyze and test digital mobility service adoption
- > Cutting-edge research and testing techniques
- > Identification of levers for use among regular and occasional transit users
- > Identification of unmet needs to shape future innovations
- > Targeted marketing and service adoption plans

DEPLOYMENT

- France:
> Rouen
> Chambéry
> Strasbourg
> Paris region

- USA:
> New Orleans

Challenge

Technology and consumer behavior are converging to produce a world that is more interconnected, intelligent and device-dependent. Being on the move no longer means breaking with real-time data, services or information. To ensure customer needs are at the heart of the innovation process, Transdev decided to shape a unique combination of customer survey techniques to better identify, understand and measure the relationship between passengers, their mobility and the way they source information and use digital services.

To create new services in tune with what people want and will use, “hi lab” works to:

- > support the delivery of credible and legitimate innovations in Transdev operations;
- > ensure appeal through better positioned, more user-friendly applications and products;
- > reduce risks of dissatisfaction and abandon of new services and optimize investments;
- > inspire new developments through the identification of unmet needs.

“hi lab”: Transdev’s answer

Multi-disciplinary teams in search of a unique goal

“hi lab” is a catalyst for co-production between operations, research & development, technical teams, ticketing experts and marketing. A corporate marketing task force supports and advises the multi-disciplinary team throughout the research and innovation process.

Cutting-edge research and evaluation techniques

In addition to more traditional qualitative and beta-test methodologies, Transdev partners with internationally recognized research companies to deploy the latest techniques in researching and understanding the customer experience. These include ethnographic and ergonomic testing, hidden cameras and more.

Targeted innovation for the mobility experience

With “hi-lab,” new and developing services are tested with both regular and non-transit users of all ages. These on-site and situational tests help refine existing product features and content as well as identify four key areas for new developments:

- > advising non-users to incite sustainable mobility behavior;
- > enhancing time spent in transportation;
- > improved guidance functionalities for occasional users;
- > personalized and quick access features to improve the experience of regular travelers.

Optimized content when and where passengers want it

Following “hi lab” feedback, a number of our digital mobility services have been improved before being made available to clients and operations around the world. These include the personalized online “e-boutique” of passenger services and loyalty programs, our iPhone and Android smartphone applications, mobile websites and the new ‘Urban Pulse’ application, which allows users to cross social media, gaming, incentives and urban information with their place and time of arrival or departure.

Driving adoption

Key insights attained during testing assure local and innovation teams address the right consumer target groups – fueling marketing efforts and accelerating user adoption.

PERFORMANCES

- > “hi lab” tests conducted in Rouen, France, allowed improvement on the e-boutique, which now generates 3% of revenue
- > Research conducted during the launch of self-service bicycles in Nice simplified the user interface and made it more intuitive. The service registered a 52% user base increase one year after its launch



'Going for Care'

How to "delight" passengers

CORE BENEFITS

- > A true customer-centric & driven culture
- > Clear shared and cross functional customer service standard commitments
- > An environment that fosters innovation and performance
- > Dedicated, motivated and engaged employees
- > Delighted passengers - the "WOW" customer service effect

DEPLOYMENT

Since 2007:

- > 12 countries
- Australia
- Canada
- Czech Republic
- France
- Germany
- Ireland
- Netherlands
- New Zealand
- Slovakia
- South Korea
- Sweden
- USA
- > 8 languages
- > All modes: bus, coach, rail, tram, metro, transport on demand, ferry
- > 18,000 staff have gone through the program

- > From late 2012, even more operations will benefit thanks to the new "Going for Care" program using blended and distance learning tools

Challenge

Customer service excellence is at the heart of passenger satisfaction. Passengers want to be welcomed, to feel they count, to be informed in case of service disruptions and to be reassured when unexpected situations occur. Since 2005, the 'Going for Green' program was implemented to empower caring and motivated employees to deliver quality communication, inquiry resolution and customer care. In 2013, Transdev moves another step ahead with the creation of "Going for Care."

- > Ensure customers are everyone's priority through words, behaviors, actions and interactions.
- > Empower and value front-line staff, encouraging them to take responsibility and initiative.
- > Create positive memorable customer experiences to generate satisfaction and loyalty.
- > Measure and drive performance and ensure a lasting culture of customer care.
- > Incorporate the latest training techniques and methods into the new program to make sure every employee can benefit.

"Going for Care": Transdev's answer

"Going for Care" will benefit from the founding principles of our 'Customer Experience Management' culture which brings together all staff - front-line employees, supervisors and managers - around a single goal: a unique passenger travel experience.

- > It provides stronger links between quality and marketing initiatives to ensure higher performance.
- > In partnership with Human Resources, strong customer service principles are set to be as equally demanding for management as for front line staff
- > "Going for Care" integrates "Satisf'act" results, "Listen" CRM performance indicators, Customer Contact Center service agreements and "Mystery Traveler" evaluations in order to increase the coherence between all marketing.
- > While "Going for Care" defines Transdev's global ambition and vision, it has also been designed to enhance the customer service plan at the local level.

- > The program incorporates the most advanced blended training processes based on role play materials. Internal trainers can draw upon a combination of workplace-based or e-learning sessions, all techniques targeted to strengthen positive behavior.

Results based on Going for Green experience

- > In France's Paris region, better staff performance resulted in a 38% decrease in absenteeism.
- > In the U.S., a 15-point increase - from 71% to 86% - on the criteria "staff provides passengers with the best travel experience."
- > In Auckland, 98% of staff rated the Going for Green program good to excellent.

PERFORMANCE

- > Transdev has "raised the bar for quality of public transportation" through its Going for Green program.

“Mystery Traveler”

How to place the customer at the center of the quality policy

CORE BENEFITS

- > A customer-centric approach to evaluating quality standards
- > Reliable standards and a cornerstone of a continuous improvement strategy for customer service
- > A flexible management tool easily adapted to specific characteristics of individual networks
- > Rigorous deployment from start to finish; optimized budget

DEPLOYMENT

North America:
> Prince Georges County, bus

England:
> Blazefield, bus

Eurolines:
> International coach lines

Germany:
> Nord-West Bahn, rail

Ireland:
> LUAS, Dublin, tramway

Netherlands:
> Limbourg, multimodal

France:
> Vendôme

Challenge

Mystery shopper surveys have been used for a long time in sectors where customer experience is paramount, such as banking, airlines and the hotel industry. A recent study conducted by Transdev reveals that 83% of public transit authorities make passenger satisfaction their number one priority. To address this, Transdev decided to set the standard with the creation in 2011 of a customer-centered methodology to manage quality and improve customer satisfaction.

The objectives are:

- > manage quality with a customer-centric approach;
- > rigorously measure performance in terms of the service delivered to passengers while adapting to multiple modes of transportation and contractual contexts;
- > leverage economies of scale afforded by Transdev to offer a rigorous method based on reliable, available data, focused on operational performance management within an optimized budget.

“Mystery Traveler”: Transdev’s answer

The “Mystery Traveler” program is part of a 360° vision of customer relationship performance. It builds consumer requirements into the management of the company and positions the entire organization behind the goal of continuously improving the customer experience. The program is above all a means to measure all aspects of the travel experience and take appropriate improvement actions.

A two-step process to determine standards

- > Benchmark from external best practices pioneering sectors and countries (UK and USA) as well as from internal state-of-the-art operations.
- > Extensive consultation to select key indicators of positive customer experience: qualitative surveys, interviews with front-line employees and consumer associations, contribution of specialist partner companies.

Customer-centric quality management

- > A methodology to evaluate compliance with quality standards of customer experience.
- > Focus on key customer satisfaction indicators and operational performance improvements.
- > Objective and subjective feedback on the customer experience and pathway.
- > Indicators prioritized according to their impact on overall satisfaction.

Action-oriented conclusions

Operational performance management:

- > can be adapted to different cultures and modes of transportation using easily customizable questionnaires (questions can be added, deleted and weighted);
- > offers a comprehensive toolkit including questionnaires, standards, Group best practices and a practical guide with recommendations and result report templates;
- > provides detailed results that can be quickly and directly exploited thanks to a rigorous, effective reporting system;
- > measures the impact of actions undertaken to improve commercial performance and quality produced.
- > fully integrated into Transdev’s complementary tools: “Satisf’Act” and “Listen.”

What the networks say:

“The “Mystery Traveler” surveys enable a wealth of information relating to service quality to be passed up from our operations on the ground, enabling us to make improvements.”

Haaglanden, Netherlands

“The very precise assessment models enable us to share and support our results, and back up the choices made in our action plan transparently.”

LUAS, Ireland

PERFORMANCES

- > Measurement of quality produced on Blazefield routes (UK) shows an improvement in quality performance. Between the first and fourth quarter of 2012, the compliance rate on quality standards for bus stops has risen from 83% to 86% and from 86% to 92% for on-board customer experience.

“Contact”

How to set-up and improve Customer Contact Center (CCC) performance

CORE BENEFITS

- > Improving customer relationship management and passenger satisfaction
 - > Ensuring a single point of “Contact” and process whatever the communication channel
 - > Providing expertise in contact center mission organization, planning and quality control
 - > Giving access to a set of modular processes and tools
 - > Monitoring performance and driving ongoing improvement plans
- ### DEPLOYMENT
- Germany:**
> Nationwide Customer Care Center
- Ireland:**
> Dublin
- South Korea:**
> Seoul
- United States:**
> Foothill Transit
> Lexington

Challenge

Transdev has placed considerable attention to making the Customer Contact Center, the ‘voice’ of a service company, an efficient, productive and pleasant customer service touch point in a changing world. E-mail and social media have multiplied the number of channels to manage while customer expectations in responsiveness and transparency have multiplied tenfold. CCC agents are obliged to adapt and provide quick and consistent responses, regardless of the customer’s chosen contact channel.

Transdev’s initiative seeks to:

- > proactively integrate customer expectations and multi-channel communication in the management of CCC activities;
- > improve performance by setting ambitious standards, ensuring high service levels and providing support with data and feedback;
- > support CCC’s in managing staff in a qualitative way with a customer service mindset, across numerous activities such as helpdesk functions, website updates and after-sales services.

“Contact”: Transdev’s answer

“Contact” has been designed with Transdev transit systems, and enriched with a full benchmark from leading industries (e.g. telecoms, e-commerce, tourism). “Contact” is based on a robust process to define the operating scope, organizational principles and resources of a CCC, adapting service levels and performance indicators to local context and business objectives.

A three-step approach:

- > An evaluation based on four areas – organization, human resources, operational management and tools - 25 criteria and a 3-level scale to measure performance according to Transdev guidelines and standards.
- > Action plans based on key objectives, development and action priorities. Creating or upgrading a CCC is an ambitious project, requiring a high level of coordination between all parties and excellent tool and data integration.

- > Standardized processes and adaptable tools according to context and transit system size to optimize quality service and cost.

Measurable commitments and performance

Transdev’s expertise aims at ensuring service at a controlled and guaranteed level of quality, whatever the volume of activity or the service provided.

Performance monitoring incorporates:

- > indicators to measure the level of achievement of Service Level Agreements (SLAs) and dashboards for all internal relevant stakeholders,
- > tools to evaluate agents’ performance, design personal improvement plans and monitor progress.

PERFORMANCE

- > In Germany, a shared-service CCC manages ticket sales and customer feedback for 13 operations with a call response rate of 95%
- > 9 out of 10 passengers in Dublin, Ireland, would recommend using the LUAS light rail CCC

“Listen”

How to use feedback and complaint management to monitor performance and improve satisfaction



CORE BENEFITS

- > **Flexible CRM to meet customers and clients' local needs and requirements**
- > **Easy-to-implement**
- > **Time-saver and highly cost-effective**
- > **Distinctive quality standards**
- > **Delivers valuable customer insights**

DEPLOYMENT

- > **11 countries**
- > **7 languages**
- > **As of the end of 2012, 100 operations or contracts have joined the “Listen” community**
- > **All modes: bus, rail, metro, light rail, paratransit, customer mobility centers...**

Challenge

Oftentimes, trying to serve collective interests above individual need creates challenges for mass transit operators in providing personalized, efficient customer service. Customer contact points provide an immediate barometer on service perception and opportunities for improvement. Given that 95% of customers become loyal if their complaints are handled thoroughly and quickly, Transdev decided, in 2009, to set the standard in Customer Relationship Management (CRM), and introduced “Listen,” its proprietary program, adaptable to mobility services.

“Listen”: Transdev’s answer

Designing a unique program

- > Born from best practices and know-how of Transdev’s operations, and enriched with a full benchmark from leading industries (e.g., telecom and airlines), “Listen” encompasses a unique, flexible and pragmatic set of tools and methodologies, which enables operational teams to fully value customers’ feedback – from reception to response.
- > Based on an integrated network of ICT systems structured around “Salesforce,” a world leading CRM solution, “Listen” consolidates all customer and feedback data. A “plug and play” pack of tools (implementation kit, library of standard paragraphs, customer feedback and requests manual, etc.) allow quick and effective implementation.

Delivering cultural change

- > A dedicated expert task force brings support to countries, regions and business units and enhances capabilities – both functionally and technically.
- > A professional training, based on the principles of our new relationship excellence program – “Going for Care” – increases complementary customer care know-how and behavior.

The program has been designed to:

- > encourage customers to give their feedback and opinion through all contact channels;
- > respond to all customer requests – information, complaints, commendations, suggestions;
- > commit to processing each feedback within time-frame and quality standards;
- > encourage operations to monitor feedback, build continuous improvement plans and ultimately be a customer-centric and driven operator.

Measurable commitments

- > Dashboards and reporting accessible online by all stakeholders – operational teams, public transit authorities.
- > Key Performance Indicators enabling real-time monitoring of customer trends, analysis of needs and identification of proactive corrective actions.

State-of-the-art, integrated and multi-channel

- > “Listen” integrates multiple communication channels and serves as the perfect platform for customer contact centers (CCC). Combined with our optimized CCC program “Contact” and plugged to monitor social media, Transdev’s 360° vision ensures a coherent and powerful dialogue with customers. It is the first step in effective, multi-channel customer relationship management and developing knowledge of travelers and their needs.
- > A collaborative platform “expert.net” allows users to share and expand their knowledge.
- > Marketing intelligence on an ongoing basis allows our “Listen” solution to remain at the cutting edge of new CRM technologies and trends.
- > The deployment of “Listen” in the 43 Transdev entities of the Paris area, enabled standardization of the qualification and reporting processes in 2012 in response to the Transit Authority’s (STIF) request.

PERFORMANCE

- > In Lyons, France, customer feedback resolutions and responses to information requests have become 70% faster in just one year since “Listen” deployment
- > In Dublin, Ireland, since the implementation of “Listen” in 2009, 78% of customers say they are very satisfied with the service compared with 59% the previous year

Measuring passenger satisfaction

MAIN ADVANTAGES

Approach:

- > **custom designed for our passenger transportation activities**
- > **developed to drive high quality service and prevail in the battle for service**

Methodology:

- > **demanding, based on rigorous methodological choices**
- > **simple and efficient, distinctly action-oriented**

DEPLOYMENT

- > **France**
- > **United States**
- > **South Korea (Seoul)**
- > **Netherlands**
- > **Spain**
- > **International rail services: Thello**

Challenge

Customer satisfaction is an absolute priority for public authorities. Rigorous measurement of this satisfaction is an essential first step to ensuring high quality service and is a strategic goal for building loyalty of public transport customers. Transdev created a unique methodology to support networks in implementing a professional, appropriate and relevant survey methodology.

This methodology enables Transdev to:

- > implement a regular measurement of passenger satisfaction;
- > provide a set of tools and methods designed to save time, optimize resources and contribute to a more in-depth understanding of traveler expectations;
- > share with Transdev’s networks and public authorities the full operational multi-country experience.

“Satisf’act”: Transdev’s answer

The Marketing and Quality departments developed the ‘Satisf’Act’ method, leveraging the operational experience of networks from various countries. This comprehensive approach helps place the results in perspective (local or national benchmarking), encourages sharing of best practices, and contributes to the progress of all.

A core questionnaire

Working in focus groups, the passengers themselves defined areas of satisfaction or frustration. Twenty-six questions organized under six priority areas addressed the full scope:

- > service performance;
- > quality of the onboard experience;
- > quality of the experience at stops;
- > team competency;
- > information quality;
- > price.

Action-oriented analysis methodology

The ‘Satisf’Act’ methodology is based on non-linear regression. Developed with the support of a leading research firm specialized in satisfaction measurement, the analysis provides an objective measure of each criterion’s contribution to overall satisfaction.

It highlights priority actions, areas of network excellence, and issues to be monitored.

A customized program

‘Satisf’Act’ is an all-inclusive method designed for quick and easy content application:

- > the core questionnaire is concise and allows local issues to be added;
- > all field work methods are possible;
- > the sample is adjustable according to complexity of the network in order to ensure reliable, relevant analysis;
- > the frequency of undertaking surveys depends on the network;
- > features in the program are steps for selecting a survey institute, simple instructions for their better understanding and a report for acting upon the results.

Continuous benefits

Since being created in 2007, ‘Satisf’Act’ and its network of users have enriched the library of questionnaires and supplementary questions, making a significant compilation of collective expertise readily available.

‘Satisf’Act’ is closely linked with other Transdev marketing programs. By cross-referencing customer comments, satisfaction survey results and mystery shopper feedback, improvements can be made to create a successful customer experience.

PERFORMANCE

- > **Satisfied or dissatisfied? The differences in passenger satisfaction can be as high as 28%. Young people and frequent travelers are the most critical. On the same network, satisfaction gaps of 7% have been observed between two different age groups and as high as 10%, depending on frequency and use.**