

The Image of Public Transport

CiViTAS MIMOSA

In Association with Interactions Ltd.

Thematic Training Workshop

Tallinn 17 June 2011

Moderator : Pascal van den Noort

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Revised Programme

TIME	TOPIC
	TRAINING WORKSHOP (Chair: Interactions Ltd; Moderator: Pascal van den Noort)
09:00 – 09:10	Introduction (INTR, TALLINN, EC)
09:10 – 09:45	The Psychology of Customer Satisfaction Developing the psychological model (John Porter INTR)
09:45 – 10:30	Feedback groups Assisted by JP EOC and Peter Scott
10:30 – 11.00	coffee
11:00 – 11:30	The EN 13816 standard for Public Transport (QUATTRO and SERVQUAL Development of a Quality Model for Public Transport) (Peter Scott DUBLIN BUS)
11:30- 11:45	Monitoring and measurement of service quality (John Porter / Eileen O’Connell INTR)
11:45 – 12:05	PT Network Design (Otto Cazemier, Mobicon Concordis Group - NL)
12:05 - 12:25	Marketing and Brand Image (Martin Kalab, Vienna PT, AT)
12:25 - 13:00	Tallinn Public Transport: Budget-sensitive redesign of infographics; Problems and solutions. (Norman Orro, Estonian Academy of Arts)
13:00 - 14:00	Lunch
14:00 – 14:30	Development of a Customer Charter (Peter Scott, DUBLIN BUS)
14:30- 15:00	Panel Discussion Audience Participation and Implications for Tallinn



The Image of Public Transport
The Psychology of Quality

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Workshop Outline

- A psychology for understanding perceptions (John Porter)
- Practical session
- Applying Quality Audits in Dublin Bus (Peter Scott)
- Operating an Audit Process (Eileen O'Connell / JP)
- Networks: Otto Cazemier
- Marketing: Martin Kalab
- Information: Norman Orro
- Panel Discussion
 - (Open discussion and application to Tallinn)

WHY BOTHER?

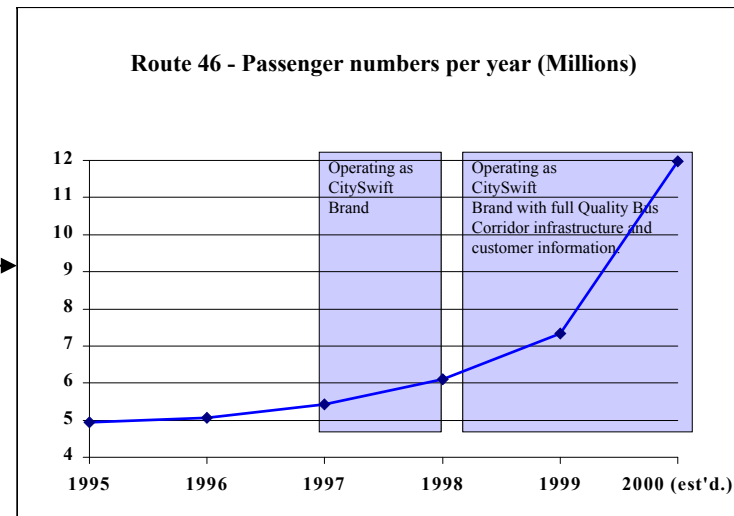


Dublin Bus Quality Implementation and brand differentiation

Out with the old!



The 'cheeky' IMP - here there and everywhere, local, friendly, frequent, nippy, Young, female



The CitySwift, a serious commuting alternative, modern, clean, fast, frequent - Men can use this!

BUT FIRST

Some new ways of thinking!



Activity

**Write down 3 personal qualities
you would like people to say about you**

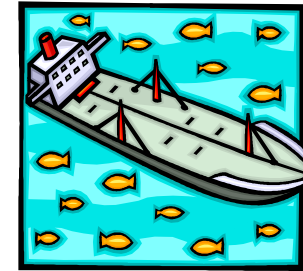
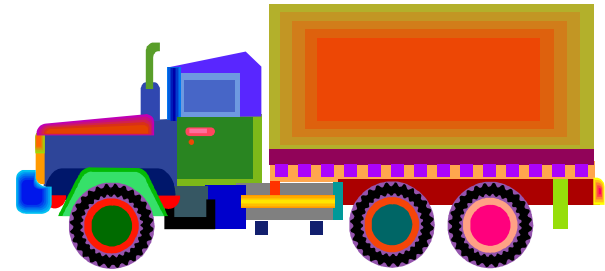
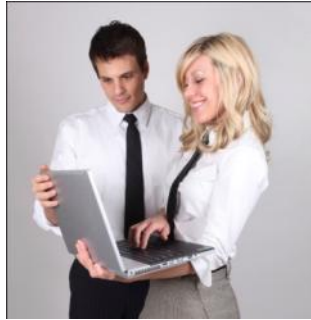
Personal Construct Psychology

- A person's processes are psychologically channelised by the way in which he / she anticipates events
- Each person behaves like a scientist, formulating predictions, testing them and revising ways of thinking in the light of outcomes
 - Keyword - VALIDATION

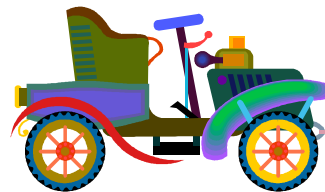
ELEMENTS

Any **THING** you can think about





Elements



CONSTRUCTS

HOW you think about THINGS

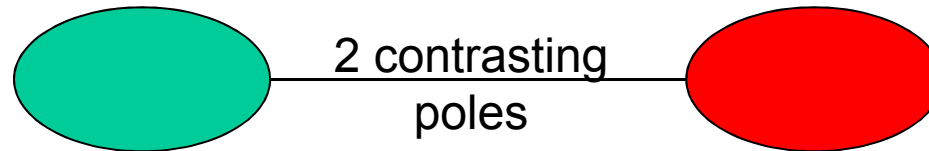


A Construct

Preferred pole is a personal choice

Preferred pole

Non-preferred pole



Example:

Laid back

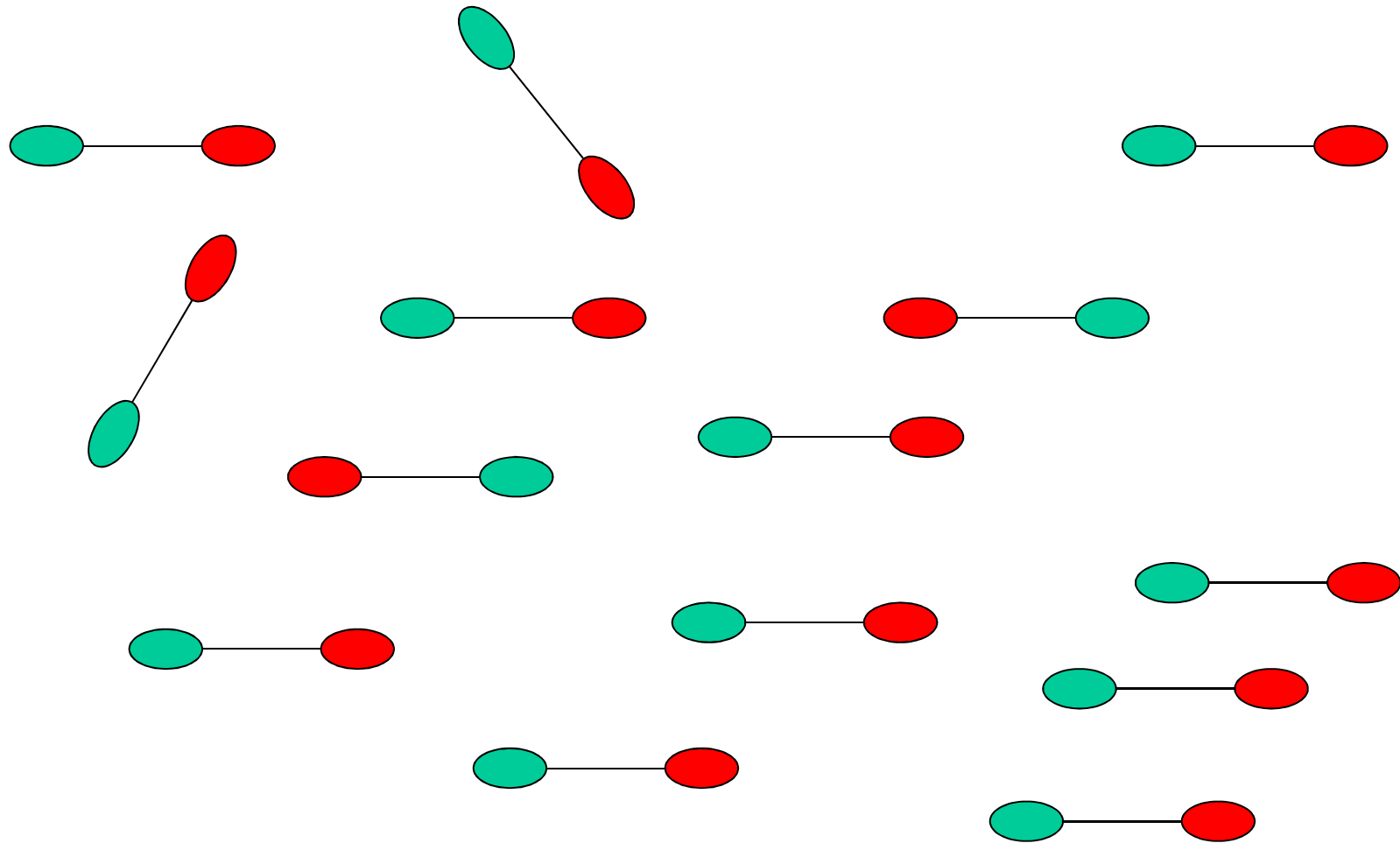
Tense

Clusters of **personal** meaning

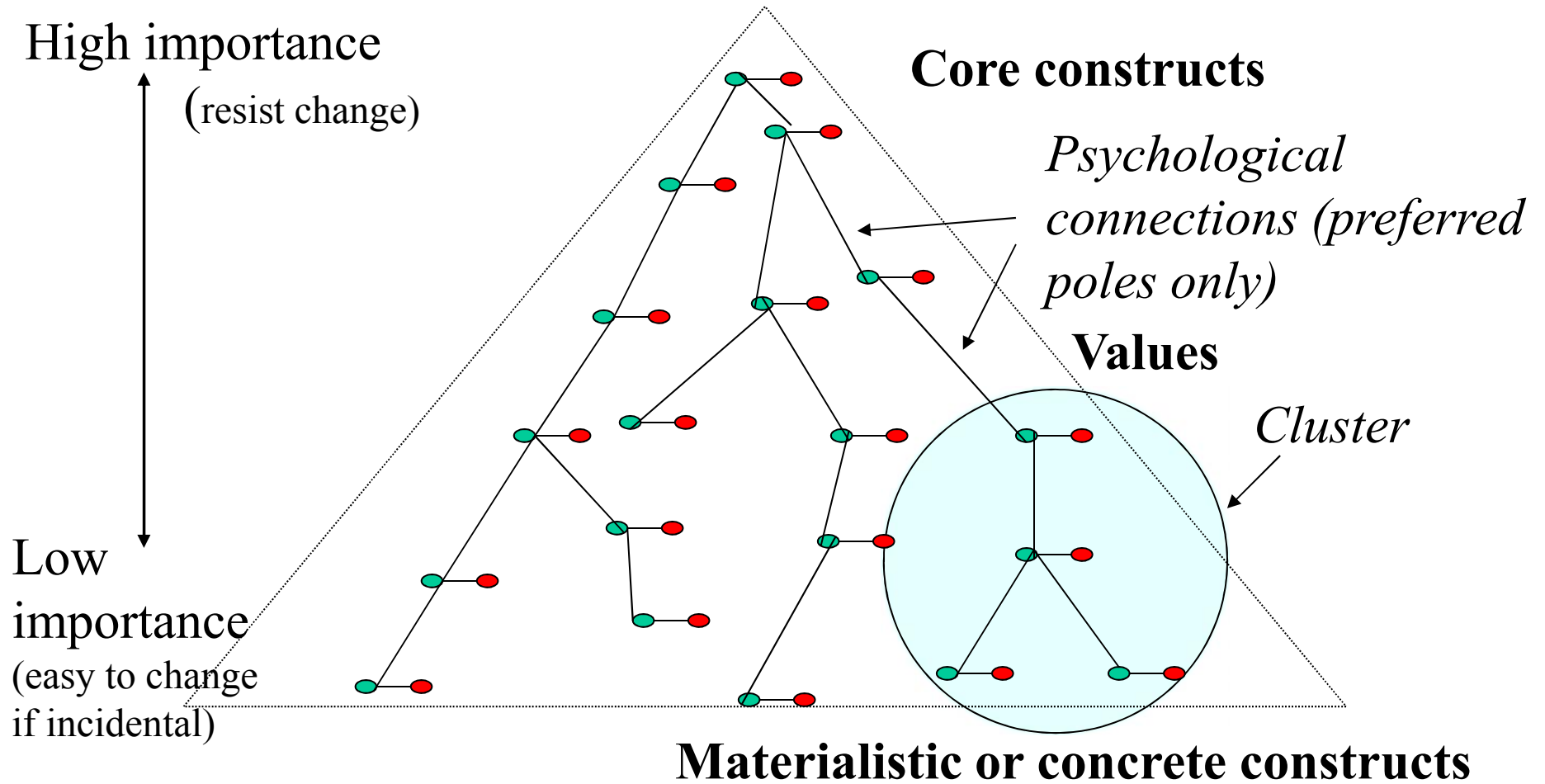
Relaxed, Tolerant,
not in a hurry

Arrive on time
Punctual, Reliable

A Construct System



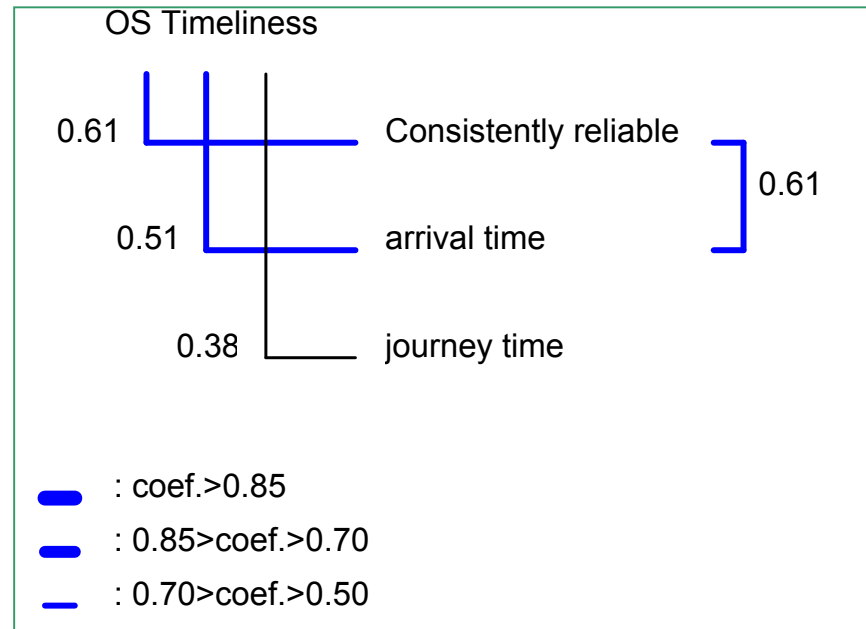
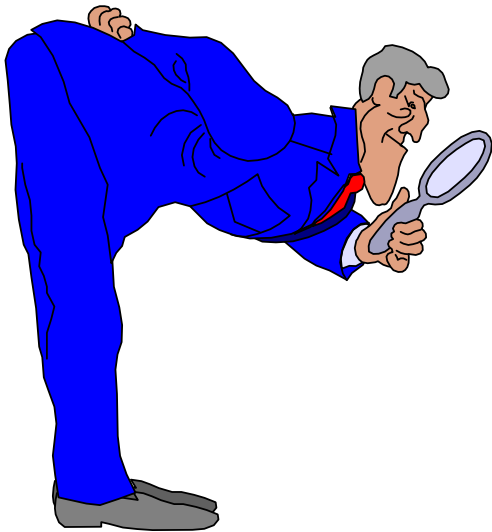
A Construct System



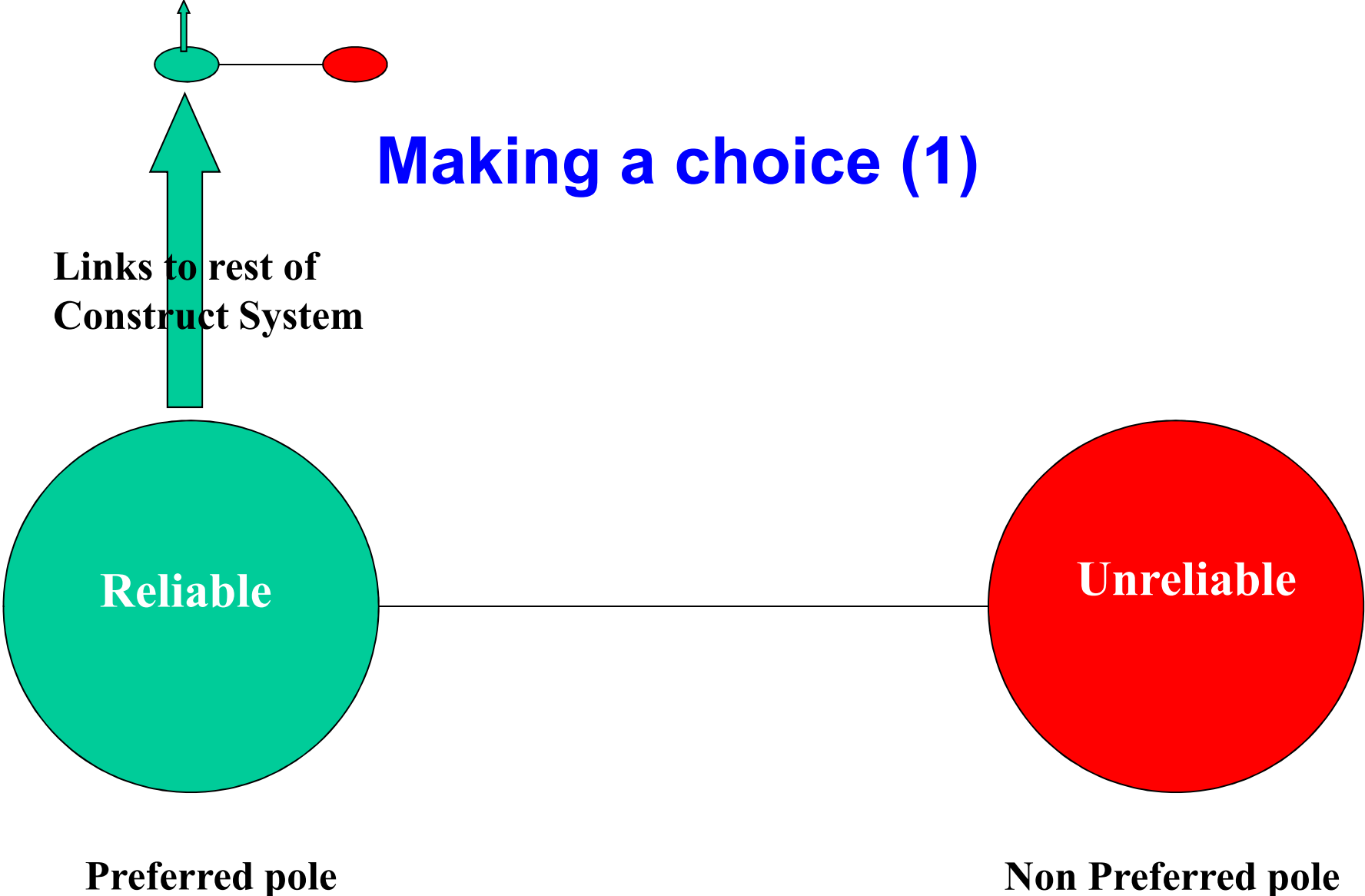
Construct System

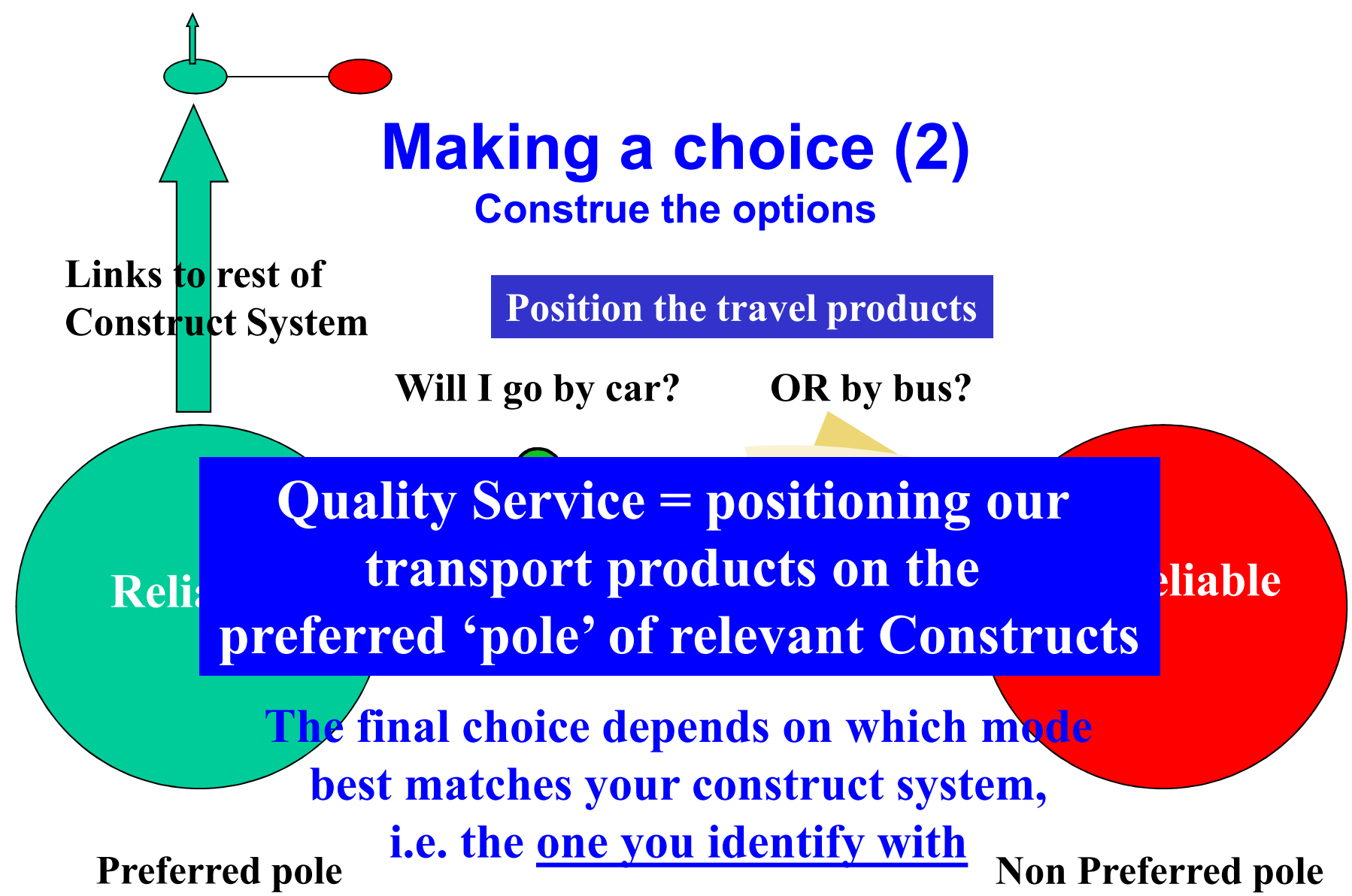
What this means in Practice

Analysis and Diagnostics



Making a choice (1)





Making a choice (2)

Construe the options

Position the travel products

Will I go by car? OR by bus?

Quality Service = positioning our transport products on the preferred 'pole' of relevant Constructs

The final choice depends on which mode best matches your construct system,

i.e. the one you identify with

Preferred pole

Non Preferred pole

Managing Quality

1. Knowing how your customers think



Primary Research

Qualitative Research – Focus Groups



Open questions – how would you describe your favourite shop?

Open questions – in what way does bus travel differ from car travel

Campaigns

Qualitative Research (2)

Action	Content / method	Outcome
1:1 In-depth interviews	The PCP techniques of laddering, pyramiding and elaboration are used. Interviews are conducted in a non-directive way.	<ul style="list-style-type: none">• A knowledge of the higher more personal aspects of the audience construing system.• Decision-making processes at the personal level – personal barriers to product/service trial and adoption.



Q. What is it that you like about travelling by train?

A. Smooth, fast, reliable and quiet

Q. Is being reliable important for you?

A. Yes, its how I like to see myself

Q. What for you are the benefits of being reliable?

etc.



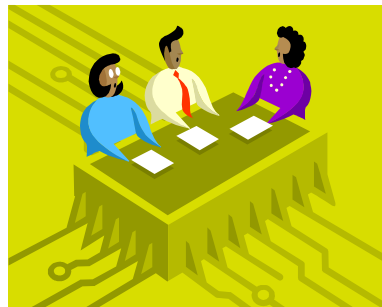
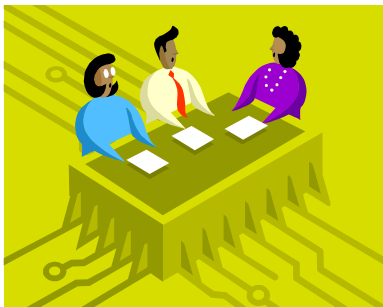
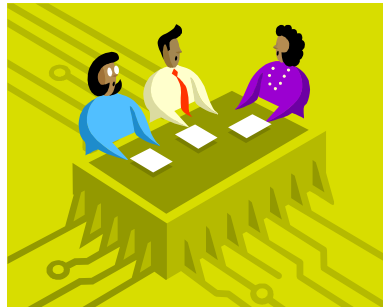
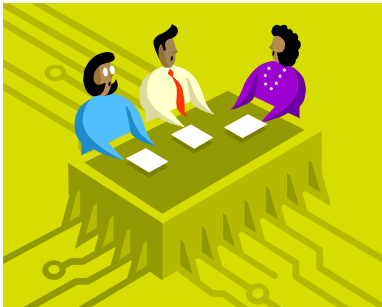
Managing Quality

2. Knowing how important quality issues are



Campaigns

Quantitative Research – Hall Tests



- Self completion questionnaires in a controlled environment.
- Need a supervisor (keeps quota)
- 1 or 2 assistants
- Expect up to 80 questionnaires completed in 1 day
- Completion time up to 30 minutes
- Recruiting can be by previous arrangement, or from the street
- Need incentives / rewards

Activity

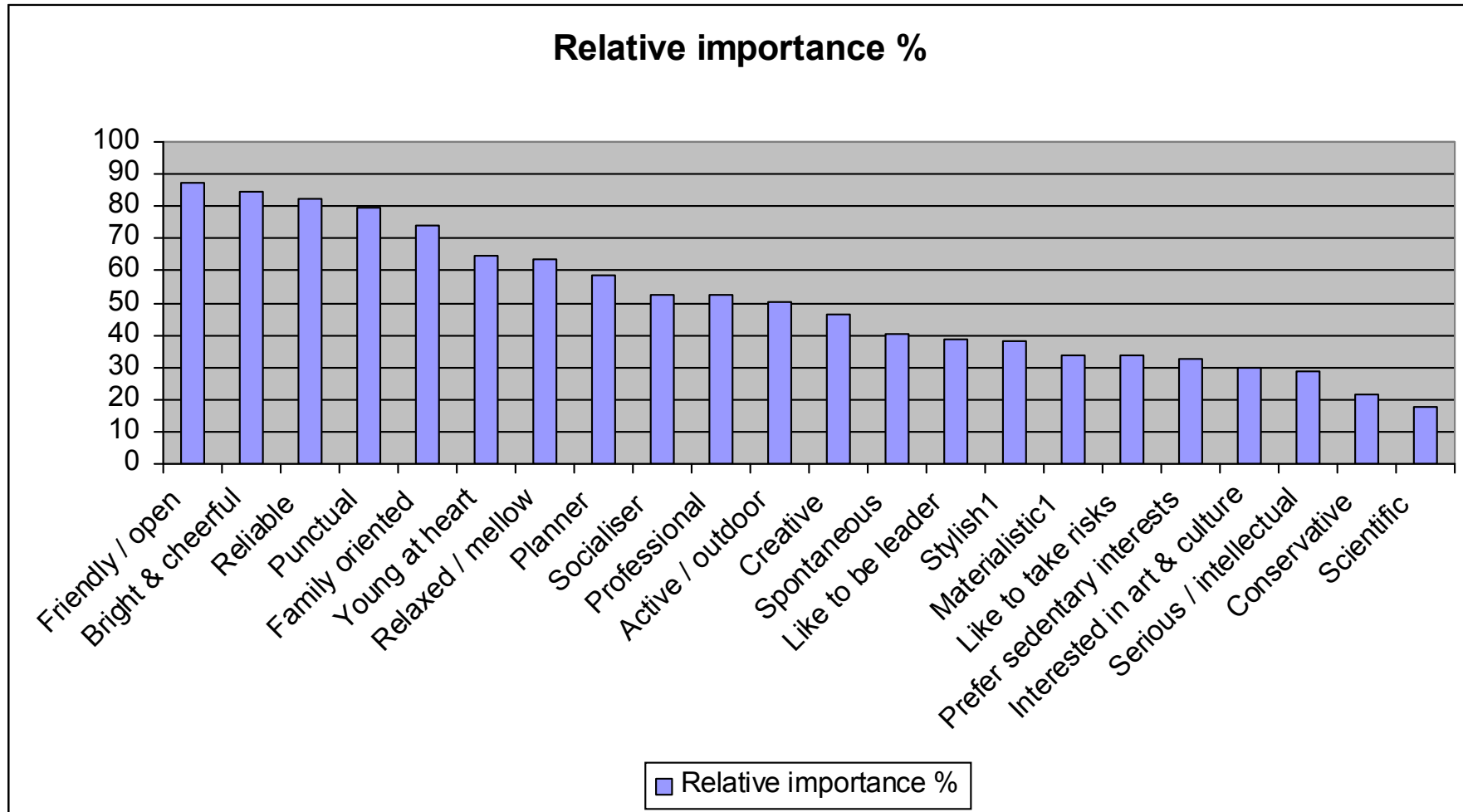
**Write down 3 personal qualities
you would like people to say about you**

Activity

Your results



Previous Results (UK)



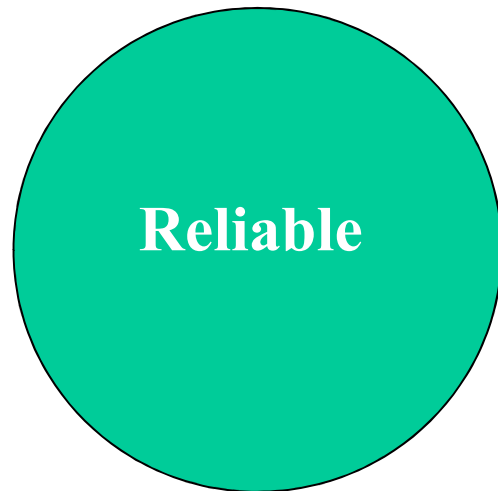
Managing Quality

**3. Knowing how well you are doing
and
how quality issues relate to each other
(Psychological Structures)**

LARGE SCALE SURVEYS



Large scale research



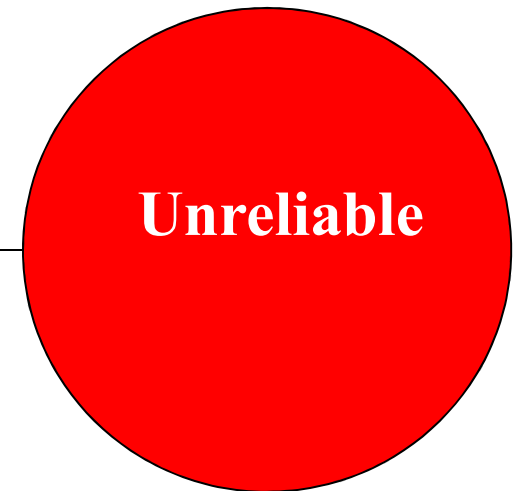
1

2

3

4

5



Putting it all together

- **Putting structure on the research**
- **Matching it with European standards**
 - **QUATTRO**
 - **European Standard EN 13816**
- **Designing and operating audits**
- **Making use of audit results**
- **Periodic updates**

Thematic groups

- **Get into groups**
- **Those not present before today summarise customers' issues about the bus station**
- **Share your findings – (10 minutes)**
- **Elect a presenter**
- **Summarise the issues**
- **Present your findings in 3 minutes**

PUBLIC TRANSPORT EXPERTS

	BUS	TERMINUS
AVAILABILITY		
ACCESSIBILITY		
COMFORT		
CLEANLINESS		
TIMING		
INFORMATION		
CUSTOMER CARE		
SAFETY		

Thank you for listening

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