



CiViTAS

Cleaner and better transport in cities

MIMOSA

BOLOGNA • FUNCHAL • GDAŃSK • TALLINN • UTRECHT

Workshop – Image of Public Transport

June 2011

Tallinn

Eileen O'Connell, Interactions Ltd



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION

Auditing of service quality

EN 13186 Domains:

AVAILABILITY

ACCESSIBILITY

COMFORT/Cleanliness

TIMING

CUSTOMER CARE

SAFETY

INFORMATION

ENVIRONMENT



PUBLIC TRANSPORT EXPERTS

	BUS	TERMINUS
AVAILABILITY		
ACCESSIBILITY		
COMFORT		
CLEANLINESS		
TIMING		
INFORMATION		
CUSTOMER CARE		
SAFETY		



Thematic groups

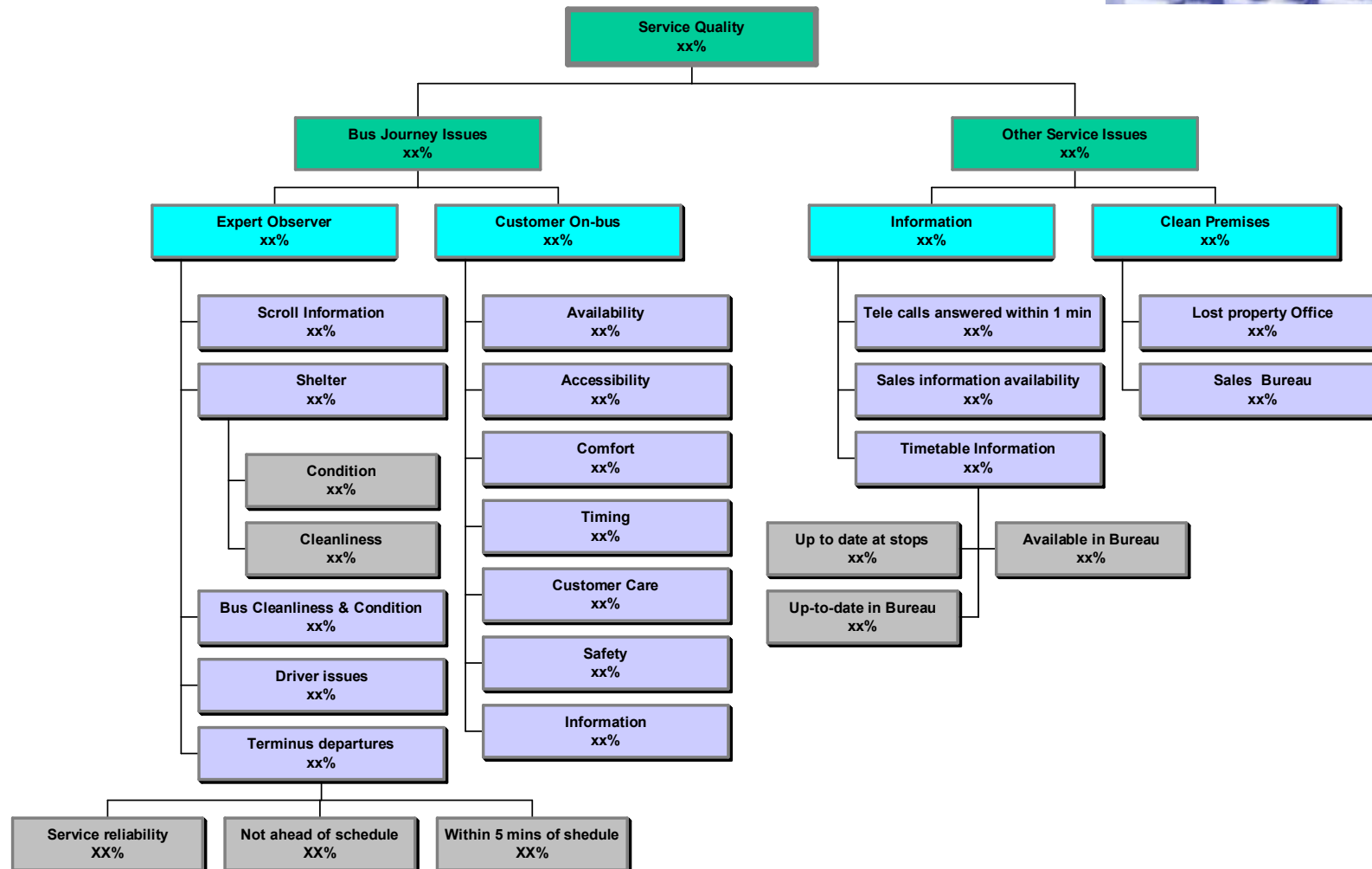
Share your findings

Summarise the issues

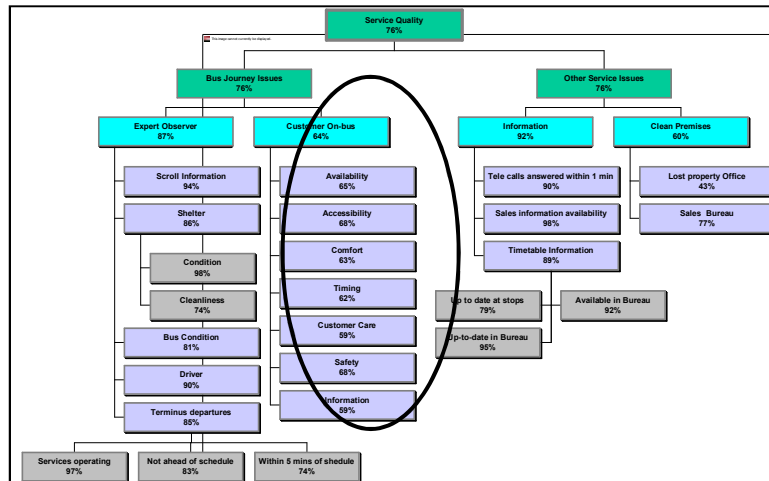




Hierarchy of Service Quality - level 1



Hierarchy of Service Quality - level 2



- Each of the 7 areas consists of up to 10 individual criteria
- Satisfaction measured on bus using self completion questionnaires
- Almost 6000 responses per year

Customer On-bus
75%

Availability
65%

Accessibility
68%

Comfort
63%

Timing
62%

Customer Care
59%

Safety
68%

Information
59%



Auditing of service quality

Mystery Shoppers - on-bus

**Customer Surveys - on-bus, door-to-door, online,
postal**

**Observations - at bus stops, termini, mid-route, at
information bureau, on-bus etc**



STANDARDS

1. **Very clean - as if just been cleaned**
2. **Some dirt/dust - signs of normal daily use**
3. **Build-up of dirt**
4. **Very dirty - in need of cleaning**



Standards

Cleanliness of the outside of the bus 1 2 3 4

Physical condition of the outside of the bus 1 2 3 4

Cleanliness & condition of the inside of the bus 1 2 3 4

Cleanliness of floor inside bus 1 2 3 4

Cleanliness of windows 1 2 3 4


Litter inside the bus 1 2 3 4

Condition of seats 1 2 3 4



Information



122 From Drimnagh Rd. Towards Ashington 

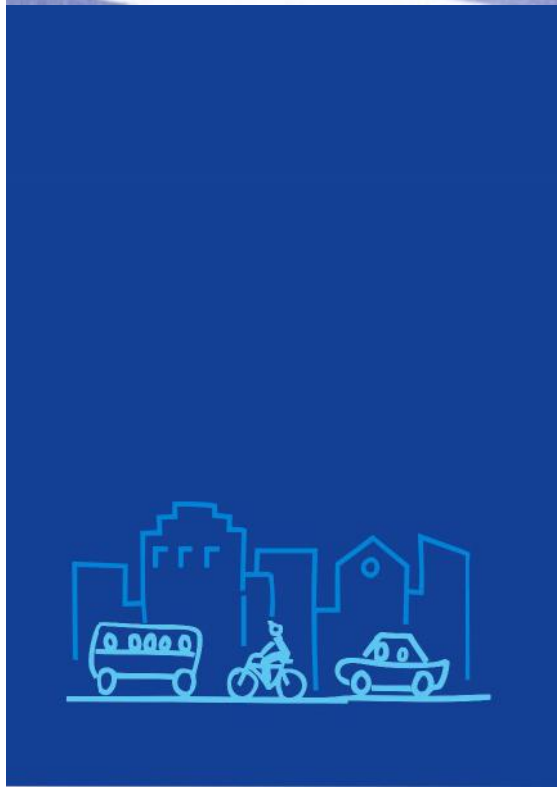
Bóthar Dhroimeanaigh (Ospidéal Mhuire), An Camán, Coiméal Uí Cheallaigh, Sráid Uí Chonail, Teampaill Naomh Pheadair - Bothar na Cabraí, Ashington

	Monday - Friday				Saturday				Sunday			
Buses leave terminus at	07:05	07:20	07:35	07:45	07:00	07:12	07:24	07:36	08:30	09:00	09:30	10:00
	07:55	08:05	08:15	08:25	07:43	08:00	08:12	08:25	10:20	10:40	11:00	11:20
	08:40	08:55	09:10	09:20	08:40	08:55	09:10	09:24	11:40	12:00	12:20	12:40
	09:30	09:40	09:50	10:00	09:36	09:48	10:00	10:12	13:00	13:20	13:40	14:00
	10:15	10:30	10:45	11:00	10:24	10:36	10:48	11:00	14:20	14:40	15:00	15:40
	11:15	11:30	11:45	12:00	11:12	11:24	11:36	11:48	16:00	16:20	16:40	17:00
	12:15	12:25	12:35	12:45	12:01	12:15	12:29	12:41	17:20	17:40	18:00	18:20
	13:00	13:15	13:30	13:45	12:53	13:05	13:17	13:29	18:40	19:00	19:20	19:40
	14:00	14:15	14:25	14:35	13:41	13:53	14:08	14:25	20:05	20:30	20:40	20:55
	14:45	15:00	15:15	15:30	14:37	14:51	15:03	15:15	21:20	21:45	22:05	22:30
	15:45	16:00	16:15	16:30	15:27	15:39	15:51	16:03	22:55	23:20		
	16:45	17:00	17:10	17:20	16:15	16:27	16:37	16:49				
	17:30	17:45	18:00	18:15	17:01	17:13	17:25	17:37				
	18:30	18:45	18:50	19:00	17:49	18:01	18:10	18:30				
	19:20	19:40	19:55	20:10	18:50	19:05	19:20	19:40				
	20:30	20:55	21:20	21:45	20:05	20:30	20:55	21:20				
	22:10	22:30	22:55	23:20	21:45	22:10	22:30	22:55				
					23:20							

Route Variations
c To City Centre

Drimnagh Rd. (Our Lady's Hospital) » 10 mins » Dolphin's Bay » 10 mins » Kelly's Corner » 15 mins » O'Connell St. » 15 mins » St. Peter's Church Cabra Rd. » 15 mins » Ashington

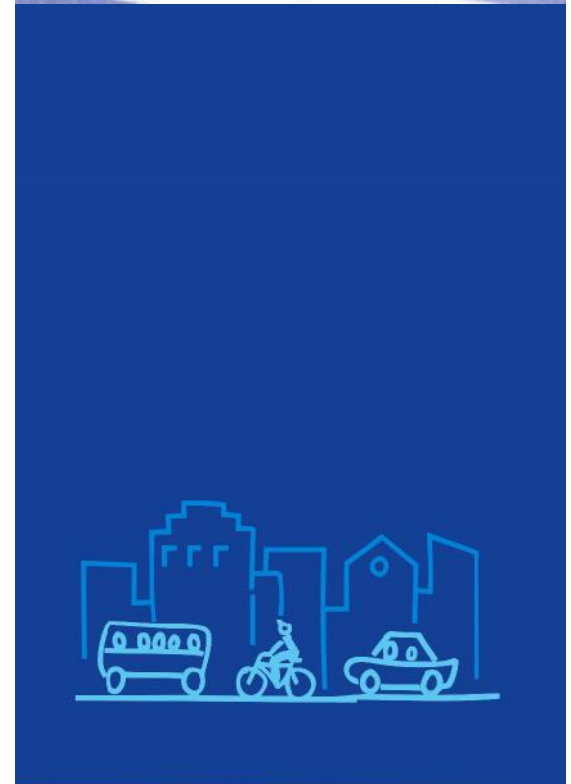
All times are off peak estimates. Operative date 10/08/2009.



Customer Surveys??



Weekly Sampling Schedule



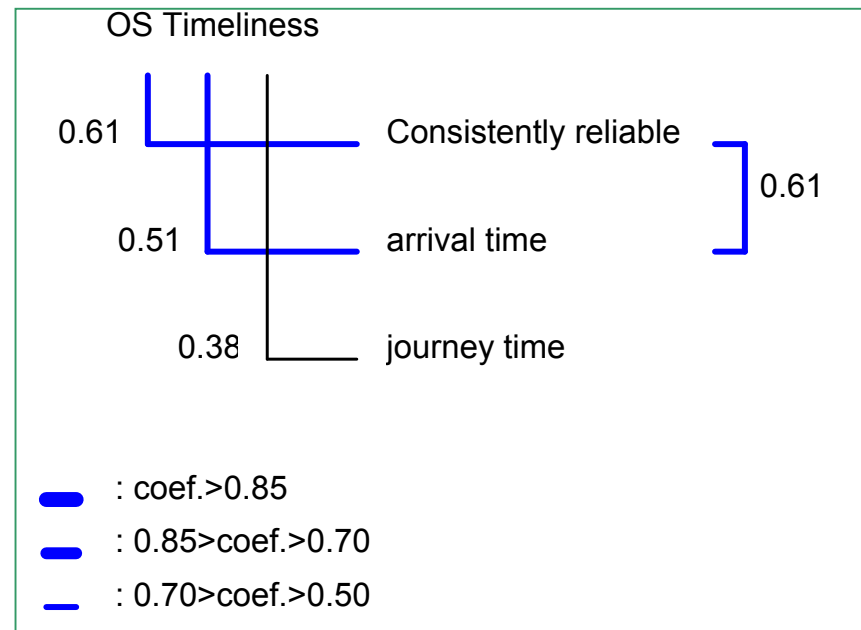


Sample Sizes per annum

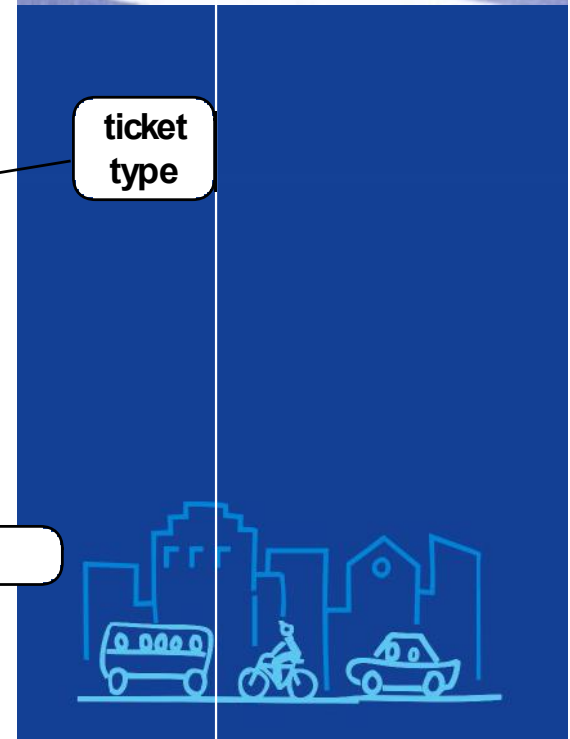
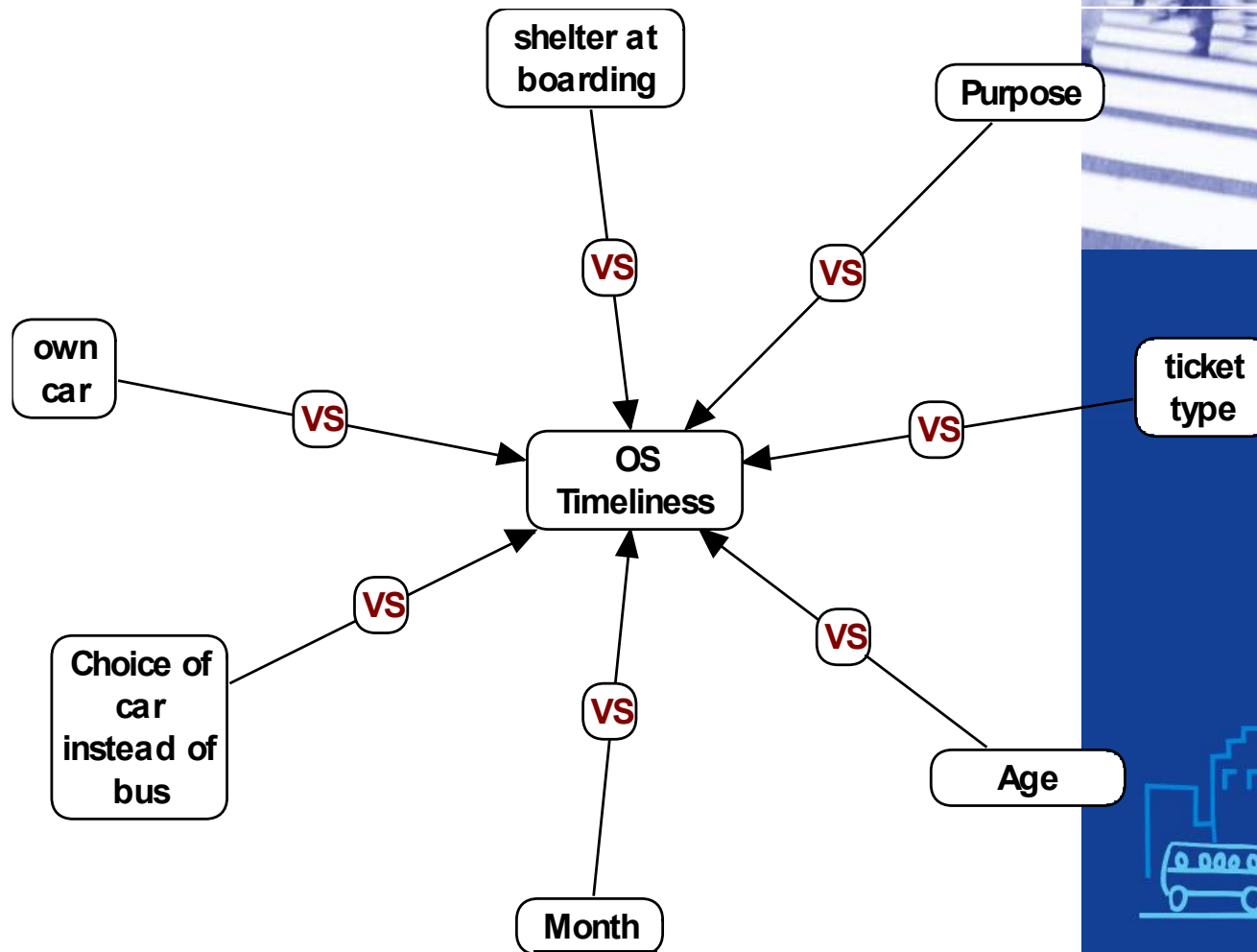
- Customers on bus
 - Observers on bus
 - Departures at termini
 - At stop information
- Over 5000 interviews
 - Over 2000 trips
 - Over 2000 departures
 - Over 900 stops



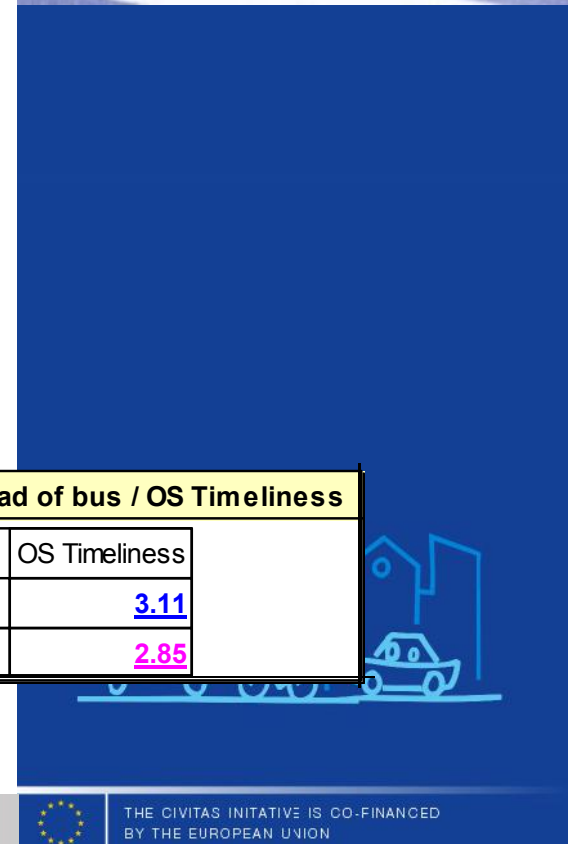
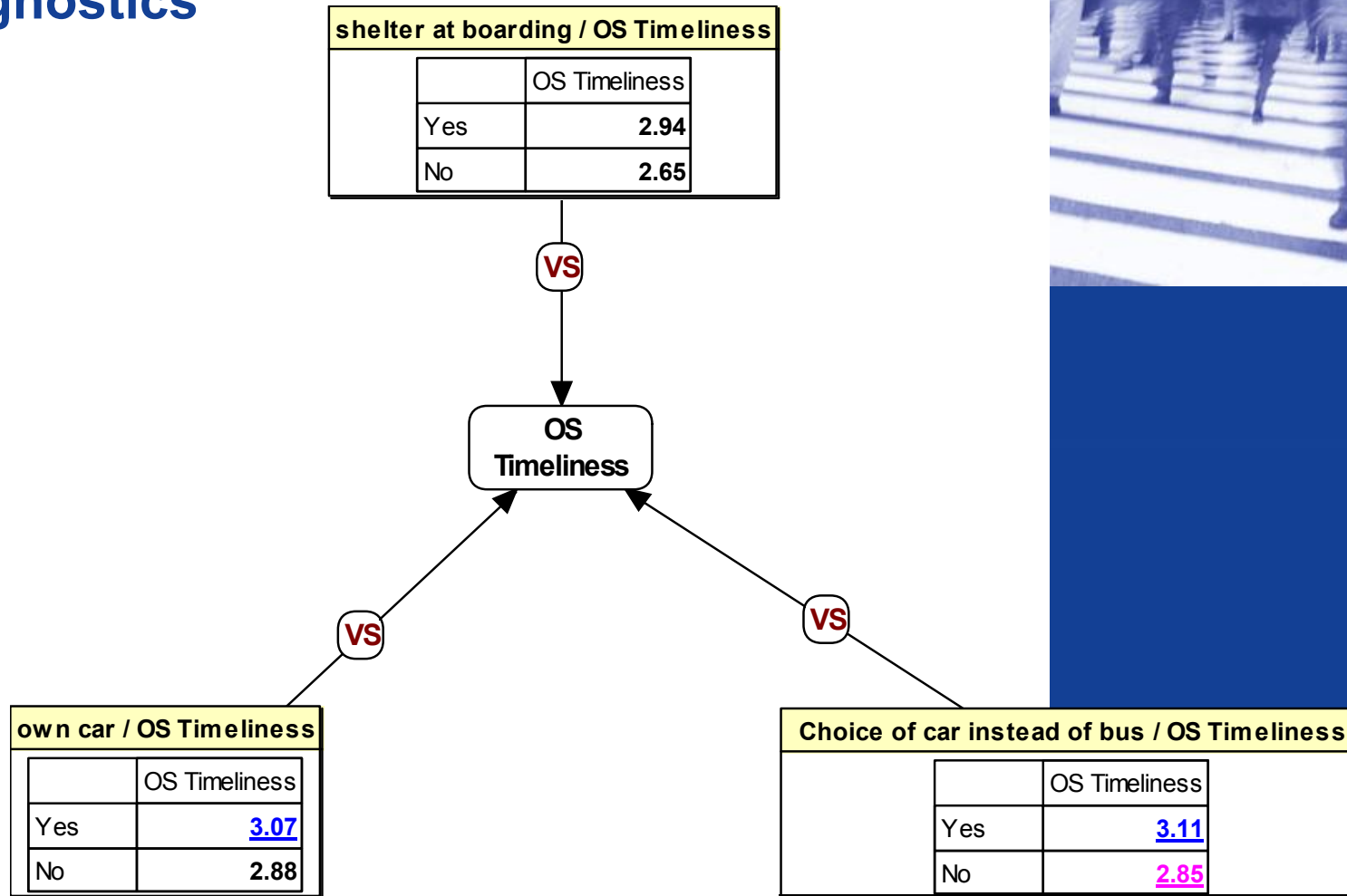
Analysis and Diagnostics



Diagnostics



Diagnostics



The difference between a dissatisfied customer and a delighted one

Satisfiers - If you deliver on these, you make the customer satisfied

Dissatisfiers - If you deliver on these, it makes no difference to customer satisfaction

However, if you don't deliver on these, it makes the customer dissatisfied



Measuring Satisfiers and Dissatisfiers

Hygiene factors (dissatisfiers) are measured by determining the relative importance of each criterion (relative to each other)

Motivation Factors (Satisfiers) are measured as the correlation between each item and overall satisfaction



Plotting Hygiene Factors and Motivators

Contribution to Satisfaction



Motivators

STAFF BEHAVIOUR

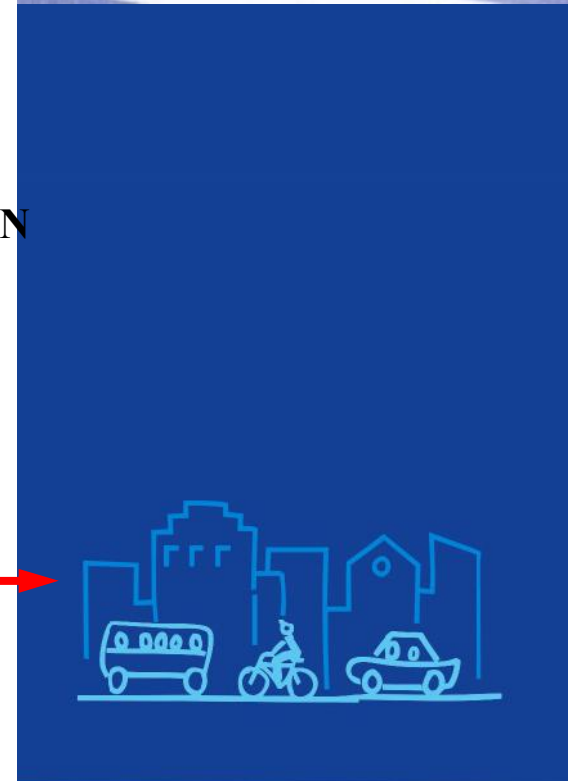
TIMELINESS

INFORMATION

BUS ENVIRONMENT
EG CLEANLINESS

Hygiene factors

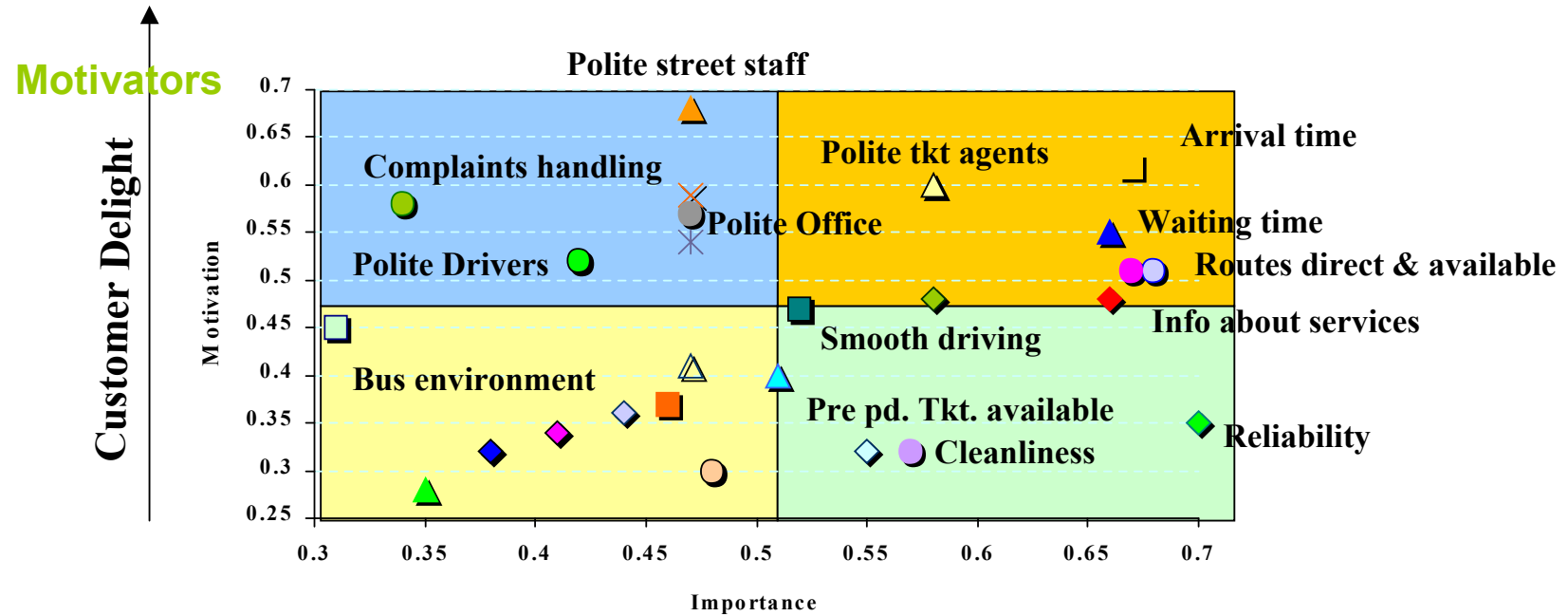
Avoidance of Dissatisfaction





The Customer Perspective

Performance Indicators



Avoidance of Dissatisfaction

Hygiene Factors



Thank You

**Eileen O'Connell
Interactions Ltd
CIVITAS MIMOSA Dissemination**

