The Image of Public Transport

CiViTAS MIMOSA
In Association with Interactions Ltd.

Thematic Training Workshop

Tallinn 17 June 2011

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

TRAINING WORKSHOP (Chair: Interactions Ltd; Moderator: Pascal van den Noort)
The Image of Public Transport
The Psychology of Quality

CiViTAS MIMOSA
Thematic Training Workshop

Tallinn 17 June 2011

John Porter, Eileen O’Connell & Peter Scott

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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
CONSTRUCTS

HOW you think about THINGS
A Construct

Preferred pole is a personal choice

Example: Laid back

Clusters of personal meaning
Relaxed, Tolerant, not in a hurry

Preferred pole

2 contrasting poles

Non-preferred pole

Tense

Arrive on time
Punctual, Reliable
A Construct System
A Construct System

- **Core constructs**
  - Psychological connections (preferred poles only)
  - Values
  - Cluster

- **Materialistic or concrete constructs**

- **High importance** (resist change)
- **Low importance** (easy to change if incidental)
Construct System
What this means in Practice

Analysis and Diagnostics

OS Timeliness

- Consistently reliable
- Arrival time: 0.61
- Journey time: 0.51
- : coef. > 0.85
- : 0.85 > coef. > 0.70
- : 0.70 > coef. > 0.50
Making a choice (1)

Links to rest of Construct System

Reliable

Preferred pole

Unreliable

Non Preferred pole
Making a choice (2)
Construe the options

Links to rest of Construct System

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)

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<tr>
<th>Action</th>
<th>Content / method</th>
<th>Outcome</th>
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| 1:1 In-depth interviews     | The PCP techniques of laddering, pyramiding and elaboration are used. Interviews are conducted in a non-directive way. | • 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)

Relative importance %
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

Reliable

1 2 3 4 5

Unreliable
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

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<th>BUS</th>
<th>TERMINUS</th>
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<td>ACCESSIBILITY</td>
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<td>CUSTOMER CARE</td>
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<td>SAFETY</td>
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Thank you for listening

John Porter
john@interactions.ie