Workshop – Image of Public Transport
June 2011
Tallinn
Eileen O‘Connell, Interactions Ltd
Auditing of service quality

EN 13186 Domains:

AVAILABILITY
ACCESSIBILITY
COMFORT/Cleanliness
TIMING
CUSTOMER CARE
SAFETY
INFORMATION
ENVIRONMENT
<table>
<thead>
<tr>
<th>PUBLIC TRANSPORT EXPERTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BUS</strong></td>
</tr>
<tr>
<td>AVAILABILITY</td>
</tr>
<tr>
<td>ACCESSIBILITY</td>
</tr>
<tr>
<td>COMFORT</td>
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<tr>
<td>CLEANLINESS</td>
</tr>
<tr>
<td>TIMING</td>
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<tr>
<td>INFORMATION</td>
</tr>
<tr>
<td>CUSTOMER CARE</td>
</tr>
<tr>
<td>SAFETY</td>
</tr>
</tbody>
</table>
Thematic groups

Share your findings

Summarise the issues
Hierarchy of Service Quality - level 1

Service Quality \( xx\% \)

Bus Journey Issues \( xx\% \)
- Expert Observer \( xx\% \)
  - Scroll Information \( xx\% \)
  - Shelter \( xx\% \)
  - Condition \( xx\% \)
  - Cleanliness \( xx\% \)
  - Bus Cleanliness & Condition \( xx\% \)
  - Driver issues \( xx\% \)
  - Terminus departures \( xx\% \)
- Customer On-bus \( xx\% \)
  - Availability \( xx\% \)
  - Accessibility \( xx\% \)
  - Comfort \( xx\% \)
  - Timing \( xx\% \)
  - Customer Care \( xx\% \)
  - Safety \( xx\% \)
  - Information \( xx\% \)
- Service reliability \( xx\% \)
- Not ahead of schedule \( xx\% \)
- Within 5 mins of schedule \( xx\% \)

Other Service Issues \( xx\% \)
- Information \( xx\% \)
  - Tele calls answered within 1 min \( xx\% \)
  - Sales information availability \( xx\% \)
  - Timetable Information \( xx\% \)
  - Up to date at stops \( xx\% \)
  - Available in Bureau \( xx\% \)
- Clean Premises \( xx\% \)
  - Lost property Office \( xx\% \)
  - Sales Bureau \( xx\% \)
  - Up-to-date in Bureau \( xx\% \)
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
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
<table>
<thead>
<tr>
<th>Standards</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleanliness of the outside of the bus</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Physical condition of the outside of the bus</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleanliness &amp; condition of the inside of the bus</td>
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<tr>
<td>Cleanliness of floor inside bus</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Cleanliness of windows</td>
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<td></td>
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<tr>
<td>Litter inside the bus</td>
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<td></td>
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<tr>
<td>Condition of seats</td>
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</tbody>
</table>
## Information

### Timetable

#### From Drimnagh Rd. Towards Ashington

<table>
<thead>
<tr>
<th></th>
<th>Monday - Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bus stop</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Buses leave terminus at</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Route Variations</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>To City Centre</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Drimnagh Rd. (Our Lady's Hospital)</strong></td>
<td></td>
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<td></td>
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<tr>
<td><strong>Dolphins Bay</strong></td>
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<tr>
<td><strong>Kelly's Corner</strong></td>
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<td></td>
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<tr>
<td><strong>O'Connell St.</strong></td>
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<td></td>
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<tr>
<td><strong>St. Peter's Church Cabra Rd.</strong></td>
<td></td>
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<tr>
<td><strong>Ashington</strong></td>
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</table>

*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

OS Timeliness

- Consistently reliable arrival time: 0.61
- Consistently reliable journey time: 0.51
- Consistently reliable: 0.38

- coef. > 0.85
- 0.85 > coef. > 0.70
- 0.70 > coef. > 0.50
Diagnostics

- shelter at boarding
- Purpose
- own car
- ticket type
- Choice of car instead of bus
- OS Timeliness
- Age
- Month

Comparison:
- VS
- VS
- VS
- VS
- VS
- VS
- VS

Consortium Mtg 5 Oct 2010 Utrecht Eileen O’Connell
Diagnostics

### shelter at boarding / OS Timeliness

<table>
<thead>
<tr>
<th>OS Timeliness</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2.94</td>
<td>2.65</td>
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</table>

### own car / OS Timeliness

<table>
<thead>
<tr>
<th>OS Timeliness</th>
<th>Yes</th>
<th>No</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>3.07</td>
<td>2.88</td>
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</table>

### Choice of car instead of bus / OS Timeliness

<table>
<thead>
<tr>
<th>OS Timeliness</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3.11</td>
<td>2.85</td>
</tr>
</tbody>
</table>
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

- **Hygiene factors**
  - Timeliness
  - Information
  - Staff Behaviour
  - Bus Environment (e.g., cleanliness)

- **Motivators**
  - Contribution to Satisfaction

Avoidance of Dissatisfaction
The Customer Perspective

**Performance Indicators**

**Motivators**
- Polite street staff
- Polite tkt agents
- Polite Office
- Smooth driving
- Pre pd. Tkt. available
- Reliability

**Hygiene Factors**
- Info about services
- Routes direct & available
- Arrival time
- Waiting time
- Cleanliness

**Avoidance of Dissatisfaction**

**Customer Delight**
- Complaints handling
- Polite Drivers
- Bus environment
Thank You

Eileen O’Connell
Interactions Ltd
CIVITAS MIMOSA Dissemination