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### Educational background

- Studies of Public Transportation engineering, planning and management at Technische Universität Dresden and University of Illinois at Chicago

### Work experience

- one year at Potsdam municipal transportation agency
- 7 years at Probst & Consorten public transport marketing consultancy

### Consulting focus

- Information strategies in public transport, market research, multivariate research methods, Pricing strategies

## Commercial implications of user needs in Public Transport

### Abstract

The customer's perception of price-performance ratio is an essential factor in public transport. This can be positively influenced not only by pricing measures but already by optimising the information about tariffs. Because first time users and infrequent users need such information rather than regular customers and mostly they will seek this information at stops or stations without personal customer assistance, this is the place where an optimised representation of tariffs will have the most impact. The proposed presentation will describe the concept of value oriented tariff representation in comparison with usual examples and will show the advantages for customers as well as transport companies. There is empirical evidence from our research that communication at stops has to be focused on the needs of first-time customers instead of the tariff representation's completeness.

The first goal of all customer information services must be to result in more customers, more public transport trips and therefore higher revenue. It is necessary to identify and prioritize measures that serve this goal regarding information content, user guidance within information material and the reachable information quality.

A case study will be presented from the Stuttgart region where a complete but hardly readable tariff table has been turned into an aggressive marketing means, easy to use especially for first-time customers. This has been done by drastically reducing the information load and processing the remainder target-oriented. An increased satisfaction with the factor tariff in the regular customer satisfaction survey of the Stuttgart public transport operator is showing the concept's success.