

How transport providers and mobility enablers can use social media to better communicate with their customers

Traffic, Transport and Social Media

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Speaker Qualifications

Dipl.-Ing. Dirk Esters has studied civil engineering with a focus on transport and traffic planning in the Technical University of Darmstadt. He is working in the field of Mobility and ITS since 1996 and in 2010 he joined HaCon as Head of Business Development. Beside other activities he is responsible for several customers like SNCB, ÖBB or the Rhine-Main Transport Authority, but also for activities with the non-public transport industry e.g. BMW and Nokia/NAVTEQ.

Social networks meets journeyplanners – New developments

Public Transport Journey Planners are bringing people from one place to another. In most cases the user want to meet a friend, business contact or family. For this he needs the contacts from his personal "community". This is the perfect bridge to any kind of social network like Facebook, Twitter, xing, because more and more people do manage their private and professional contacts in these media channels. But also the journey itself is a perfect time to meet people and friends. Social networks deliver technical possibilities to inform the personal community about travel times and places and this again can be perfectly combined with a web based or mobile journey planner. On the other site social networks are used to share – positive and negative - information about delays and other events. It has to be discussed to which advantages and disadvantages for the transport operator this can lead. HaCon will present different developments, also those which are already is use by HaCon customers.