



Kennisplatform
Verkeer en Vervoer

OV-Klantenbarometer: Benchmarking customer reviews improves PT-quality

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“OV-Klantenbarometer”

- Comprehensive customer review
- In all local en regional public transport in the Netherlands
- Held yearly by KpVV, the transport knowledge resource centre
- Since 2001
- Held in bus, tram, metro, regional trains and ferries
- National railways are not included
- About several subjects
 - such als: accessibility, tidiness, fare, information, friendliness, noise, social safety
 - overall report mark

Impression of the enquiry



About the 2010 survey

- Held for the 10th time
- 87 analysis areas
- Enquiries on 7300 PT-runs
- Done by 200 field workers
- Per area: random samples out of the time tables
- 86.316 printed forms were filled in adequately
- That means: average of some 1.000 travellers per area
- 34 different reports: 20 PT-authorities & 14 operators
- Webtool with all the results

Goals of the survey

Initially for KpVV:

- benchmarking between comparable areas
- benchmarking in time

Later on added by PT-authorities:

- use results as element in bonus/malus arrangements
- information for politicians and managers



Impression



Incentives to do it better next year

1. Bonus/malus arrangements
2. We present rankings for
 - PT in cities
 - regional bus services (rural / urbanized)
 - regional train services
 - ferries
 - overall ranking of the 87 research areas
3. PT-companies introduced bonuses on salaries of managers
4. Lots of exposure in the press. Influence in company image



Example of improvements: Rotterdam Bus

2004	6,5
2005	6,7
2006	7,0
2007	7,2
2008	7,3
2009	7,3
2010	7,5



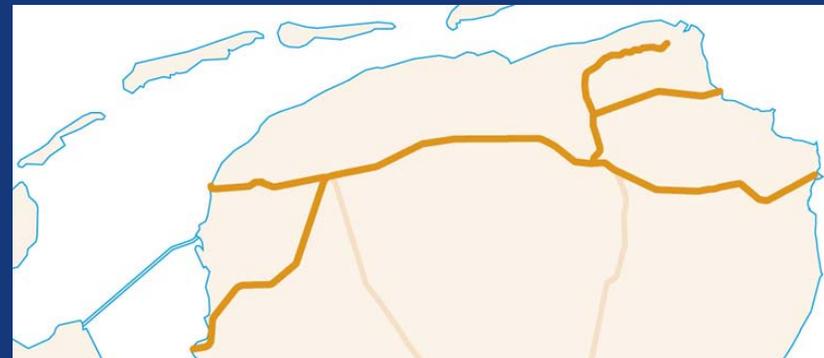
Another example of higher valuation

	2007	2008	2009	2010
Fast Ferry Vlissingen – Breskens	6,6	7,1	7,3	7,4



Regional train services up in the North

	2006	2007	2008	2009	2010
1. Harlingen – Leeuwarden	6,7	7,3	7,5	7,8	7,5
2. Stavoren – Leeuwarden	6,7	7,3	7,4	7,7	7,3
3. Roodeschool – Groningen	6,4	6,7	7,0	7,2	7,3
4. Nieuweschans – Groningen	6,4	6,7	7,1	7,2	7,4



Example of ranking the train services

	2009	2010		2009	2010
Ede – Amersfoort	7,6	7,6	Groningen – Leeuwarden	7,3	7,2
Leeuwarden – Harlingen	7,8	7,5	Almelo – Mariënberg	7,5	7,2
Zwolle – Kampen	7,7	7,5	Rotterdam – Hoek v. Holland	7,3	7,2
Maastricht – Kerkrade	7,7	7,5	Nijmegen – Roermond	6,9	6,9
Groningen – Nieuweschans	7,2	7,4	Zutphen – Oldenzaal	7,2	6,8
Groningen – Delfzijl	7,3	7,4	Winterswijk – Zutphen	7,0	6,8
Dordrecht – Geldermalsen	7,8	7,4	Zwolle – Emmen	6,7	6,7
Leeuwarden – Stavoren	7,7	7,3	Gouda – Alphen a/d Rijn	7,0	6,7
Apeldoorn – Zutphen	7,3	7,3	Arnhem – Tiel	7,1	6,6
Groningen – Roodeschool	7,2	7,3	Arnhem – Winterswijk	6,8	5,9

Ranking tram and metro

	2008	2009	2010
1. RRail-tram Den Haag - Zoetermeer	7,4	7,4	7,3
2. Utrecht tram	7,3	7,2	7,3
3. Rotterdam tram	6,9	7,0	7,1
4. Amsterdam tram	7,0	7,1	7,1
5. Den Haag tram	7,0	7,1	7,1
1. RRail-metro Rotterdam - Den Haag	6,7	7,5	7,4
2. Rotterdam metro	6,9	7,2	7,2
3. Amsterdam metro	7,0	6,9	6,8

Ranking city services bus

	2009	2010
1. Stadsvervoer Den Haag, bus	7,6	7,7
2. Stadsvervoer Groningen	7,4	7,6
3. Stadsvervoer Rotterdam, bus	7,3	7,5
4. Stadsvervoer Almelo, Hengelo en Enschede	7,5	7,5
5. Stadsvervoer Amersfoort	7,5	7,4
6. Stadsvervoer Apeldoorn	7,3	7,4
7. Stadsvervoer Eindhoven	7,5	7,3
8. Stadsvervoer Amsterdam, bus	7,2	7,3
9. Stadsvervoer Utrecht	7,2	7,2
10. Stadsvervoer Leeuwarden	7,3	7,2
11. Stadsvervoer Almere	7,4	7,0
12. Stadsvervoer Lelystad	7,1	6,8

Ranking inspires to perform better



Overall report marks

2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
6,84	6,70	6,90	7,08	6,97	7,00	7,0	7,16	7,24	7,25



Impression



Influence of introduction PT-Chipcard

User friendliness of the Chipcard is still low in the first year: 6.8

The ease of buying your ticket or travel product:
The valuation on this item dropped 0.2 to 0.6 pt.

But in areas where the Chipcard is in the
2th year the report marks rised again to normal.

Conclusion: People have to get used tot it.



Analysis on the influence of tendering

1. In general the scores are 0.2 pt to 0.4 higher after tendering.
2. In the overall ranking of 87 areas most of the not-tendered areas (15) end up at the bottom. But there are exceptions.
3. Overall operators perform at the same level in the last year of their contract (normaly 6-8 years).



Thank you for your attention

