

Keep the customer satisfied: a few lessons for our stations...

Pascal ANDRE

SNCF

Previously in charge of Facility Management



Why ?

Issues

What for ? **Scope and aims**

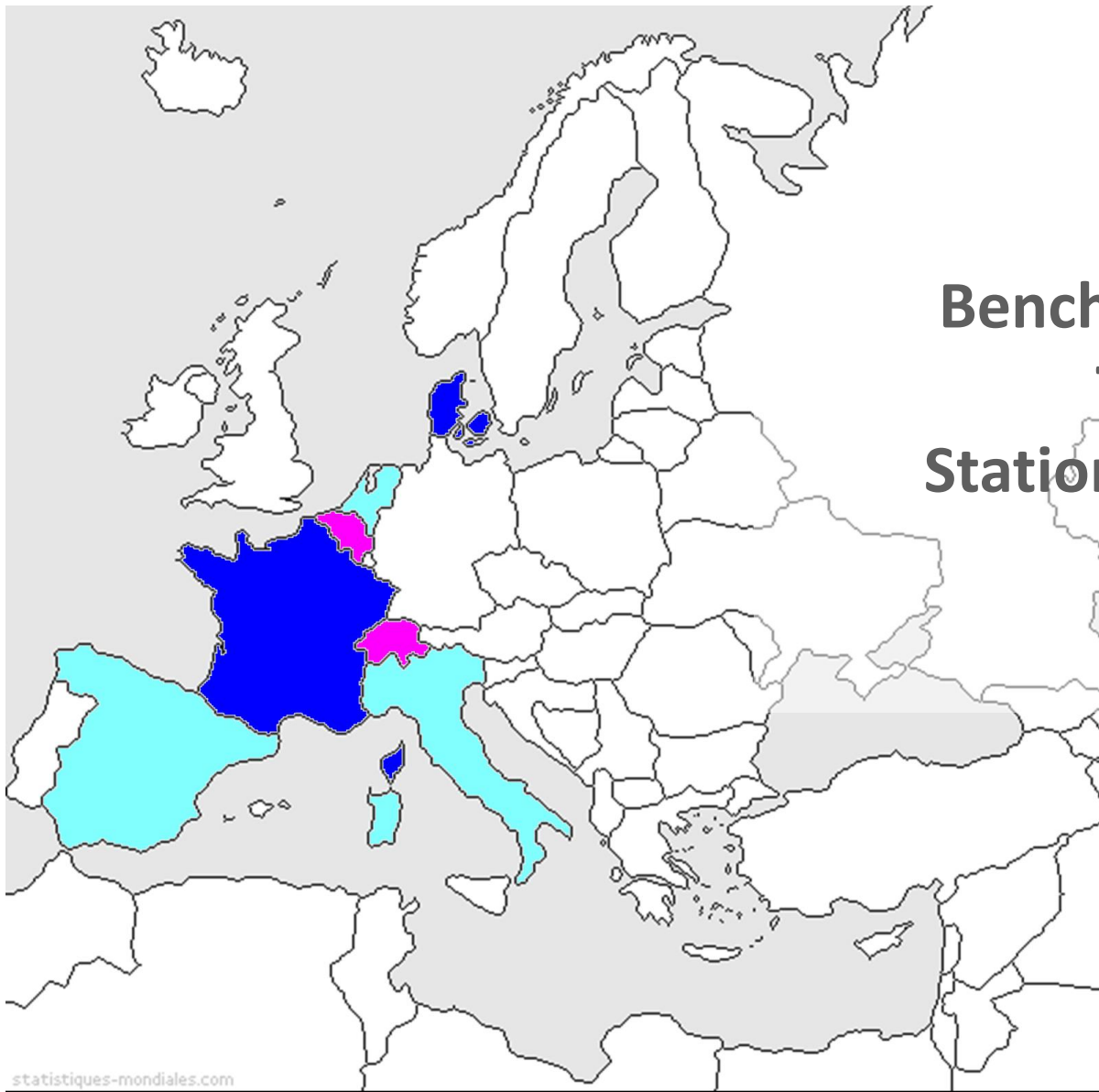
Limits ?

What's *out of scope*

How ?

Method

Benchmarking in 7 European Station Networks 2009



How do you clean your stations?

A general *professionalization* process

- From technical culture to *service* approach
- Higher ambitions on rail travel
- New focus on “quality of life” in stations

⇒ Cleanliness = key issue for Station Quality

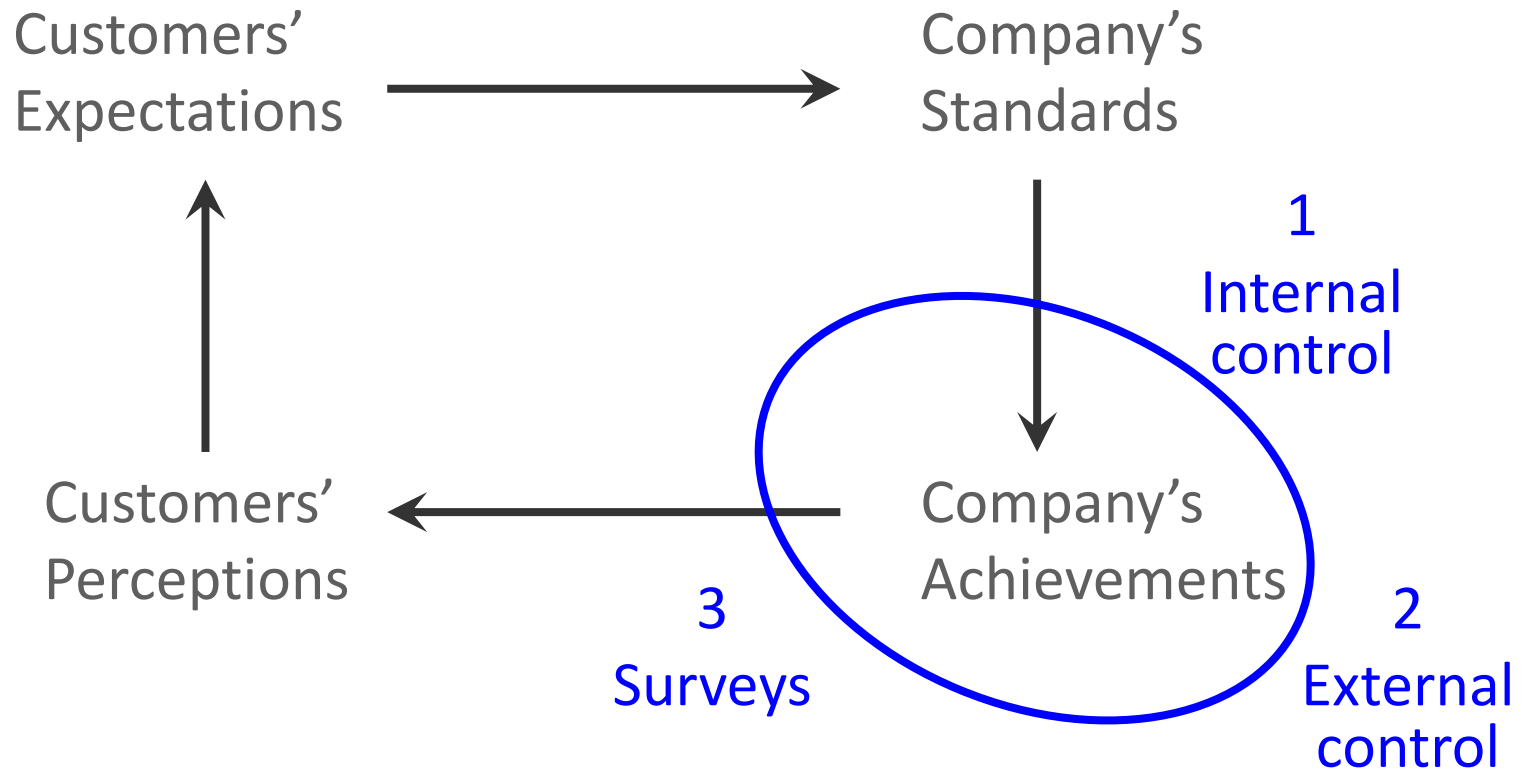
Dedicated management and specific expertise

Standardized policy and procedures

2 paths : *Internal service* / *Outsourced* contractors

How do you keep your customer satisfied?

Different strategies around a common Quality Loop



How do you keep your customer satisfied?

A few (obvious) lessons

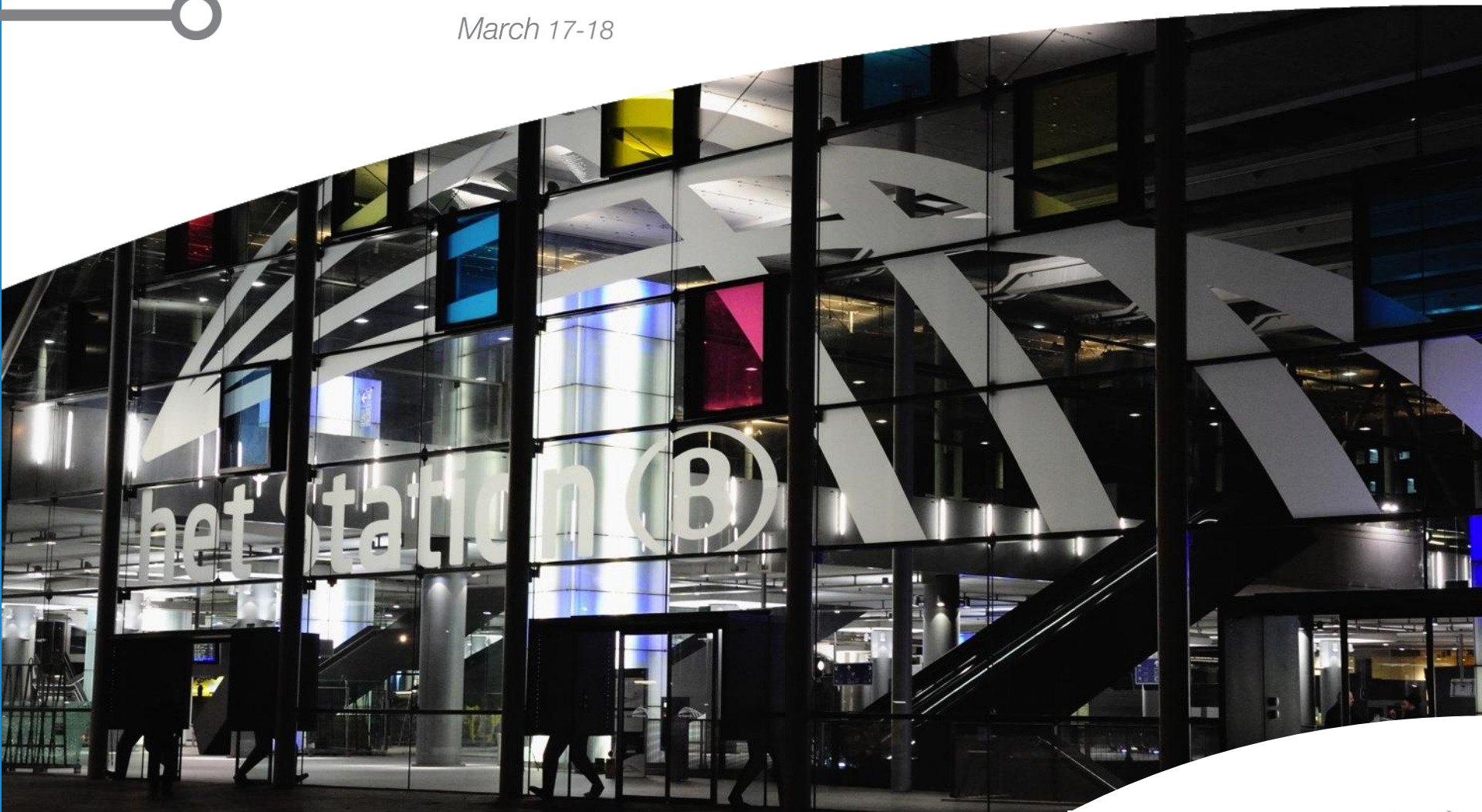
- Perception and satisfaction are *global and synthetic*
 - *Details* count
 - It all starts with *design*
- ⇒ easy to waste a lot of effort and money
- ⇒ careful with cost cutting...
- ⇒ real improvement and innovations *are* possible



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