STATIONS AS CUSTOMER ORIENTED MOBILITY HUBS

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Session 3-A "Operation and intermodality"
Our vision: train stations as hubs in an intermodal transportation system

Today

The station is the gateway to the rail system and thereby the visiting card of Deutsche Bahn

Passenger transport

Logistics

Stations

Infrastructure

Our Vision 2020

Stations connect people and mobility—social trends affect customer expectations and behavior

People

Mobility

Demography

Urbanisation

Competition

Regulation

Ecology

Integration

Dr. Hamprecht – DB Station&Service – Customer oriented mobility hubs

17-18 October 2013
Focus on customer satisfaction as one of our four strategic targets

- **Customer satisfaction** is a main strategic focus
- Half-year customer satisfaction **survey** allows us to understand **drivers** to increase customer satisfaction
- Derivation of necessary **measures** is the main challenge

**Our Strategy**

- **Focus on Customers and Quality**
  - Improve customer satisfaction
  - Expand stations to intermodal hubs
- **Profitable Growth**
  - Limit cost increases
  - Generate growth in retail
- **Cultural Change**
  - Improve employee retention and satisfaction
- **Efficient Use of Resources**
  - Become eco-pioneer through environmentally sustainable construction and operation
A systematic approach allows us to identify the main triggers to increase customer satisfaction...

We now understand causalities of customer satisfaction...

... and can identify the main triggers to increase it:

- Catering / shops
- General appearance
- Equipment
- Information
- Safety
- Service staff
- Personal Information
- Accessibility

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17-18 October 2013
We group the stations into homogenous clusters according to customer-relevant aspects.

- **5,350 stations**
- Traffic mode
- Number of passengers

**Grouping of stations into homogeneous clusters and defining the strategic focus**

- **National stations**
  - Focus on service
- **Regional and urban stations**
  - Focus on customer satisfaction
- **Local stations**
  - Focus on costs

**Cluster specific customer groups**
- Commuters
- Students
- Business travelers
- Tourists
- Day travelers
A “model station” defines the optimum of services and facilities for each cluster.

- **Model Station**
  - Modell station for each cluster
  - Basis for the definition of individual equipment and service elements

- **Benchmarking** - Definition of optimum for each cluster
  - 25% worst stations concerning customer satisfaction
  - 25% best stations concerning customer satisfaction

- Target configuration for each cluster with basic and premium products:
  - Cleaning
  - Safety
  - Traveler information

Customer satisfaction index

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<thead>
<tr>
<th>Number of stations</th>
<th>40</th>
<th>60</th>
<th>80</th>
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<td>Target customer satisfaction index</td>
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Stations today however are no longer only boarding points – they are mobility hubs and districts

How do we define the optimum for tomorrow?

- Analyze the market to understand demands and requirements
- Examine the surrounding areas of the stations to define the status quo
- Identify causalities to understand what is important to the customers
- Draw picture of the future and define the required level of supply
- Develop a business model, test and evaluate it
DB Station&Service 2020: stations as focal points in the centre of an interconnected mobile society

- Dedicated employees
- Accessible infrastructure
- "District center" station
- Connected modes of transport
- Bike/car sharing
- Parking and e-mobility
- Use of modern technologies
- Mobile information
- Dedicated employees

Use of modern technologies
Parking and e-mobility
Bike/car sharing
"District center" station
Connected modes of transport

Foto: DB AG
...Thank you
for your kind attention

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