A New Approach for Services and Security in Small Stations

ServiceStore DB

Jörn Grote
Head of Department
Systemführung ServiceStore DB
Koppenstr. 3
10243 Berlin
GERMANY
Tel.: + 49-30-297-36286
Fax: + 49-30-297-36292
Joern.Grote@bahn.de
www.bahn.de/dbservicestore
Floorspace is often oversized and needs to be reduced
Many buildings are listed and lead to high costs

- That is what we have...
- Average age **85 years**

... and that is what we need

**Functional station**

**Historic station**
Challenge

Providing all 7 service modules despite the economically disadvantageous volume situation

Ticketing
Travel Enquiries
Waiting
WC
Travel Requisites
Security & Cleanliness
The Solution: DB ServiceStore

DB ServiceStore
Franchisees are offering tickets under the brand of ServiceStore together with other services and convenience products such as tobacco, drinks, foodservice, coffee and magazines.
Using the franchise business model of DB ServiceStore for a reliable income at smaller stations

A strong CVP

Convenience offer:
Ticketing
Service
Kiosk articles
Food service

Operational excellence

German railway stations

Franchise

sustainable network

„You don´t go there for a coffee, but if you are there - you buy one!“

clear business model
**DB ServiceStore**

*Customer Driven Business Model*

- **franchise concept**
- **brand**
- **location**
- **CD/CI**
- **ticketing**
- **supply chain advantages**
- **assortment**
- **kick backs**

**DB Station & Service AG**

- **rental income**
- **customer satisfaction**

**ServiceStore**

**Systemleader**

**franchisee**

- turnover rent, entrance fee, franchise fee
German convenience market growth is backed by boosting demand for convenience offers!

C-market development
Germany  bln Euro

Quelle: Wiegner & Weber

Consumer acceptance of c-stores in Germany
Auszug aus unserer Zeitreihen-Analyse „Convenience in Deutschland“
Befragung von jährlich 2000 Probanden im LEH
„A winning formula“ - DB ServiceStore ranked 1st place in 2004
key success factor: Our Franchisees!

We are...

- Member at German Franchise-Society e.V.
- franchise system certified by kfw Bankengruppe and eligible for subsidy
- Franchise system of the year - (11/2004)
- Place 15 of the top 100 Franchise systems - 07/2006
- Place 13 of the top 100 Franchise system in 07/2007

„entrepreneurship makes the difference !“
Branding - key for gaining positive carry over effects to main brand
Consistent positive PR - both local and national!

before

after
DB ServiceStore: standardized when possible - modular when needed

- Ticketing
- kiosk+
- travel agency
- food service
- convenience retail

development path and potential
- match customer needs
- ensure safety, cleanliness and service
- sustainable income stream
Demographic development leads to more and more one and two person households in Germany.
„We know our customers – ...“

Kundengruppen im Bahnhof

- Pendler: 31,8%
- Schüler/Studenten: 24,0%
- Anwohner/Passanten: 18,2%
- Reisende: 16,2%
- Touristen: 9,7%

Quelle: Wiegner & Weber

Who is it?

Lokales Sortiments-Management

Wer ist unser Kunde?

- Alter?
- Schüler/Studenten/Pendler/Tourist/Nachbar

Woher kommt unser Kunde?

- Von zu Hause?
- Von der Arbeit?
- Aus dem Urlaub?

Was möchte unser Kunde?

Was braucht unser Kunde?

- Bedürfnis (Appetit, Lust, Genuss, Spaß)
- Bedarf (Hunger, Durst, Fahrkarte)

Lokales Gesamtsortiment DB ServiceStore

Where do they come from?

Where do they go?

What do they want? What do they need?
... and the customer behaviour!
Fact: high stress level at stations!

“passenger on ground“ behaviour is reflected and franchise makes sure to deliver it on a day to day basis!

„Every little helps“ - quick and easy one stop shopping - the franchise concept theory defines and mystery checking ensures sustainability!

e.g. space for luggage
“Matching customer demand where it is needed, not where it seems to be“ – the new DB ServiceStore pavillon
Even with just 130 stores - the Brand DB ServiceStore is seen by 143 million DB customers per year!
Increase customer satisfaction by fulfilling customer needs at the railway station on a day to day basis!
If you need some more information, please contact us!

We are looking forward to receive your message!

DB Station&Service AG
Systemführung ServiceStore
Koppenstraße 3
10243 Berlin

Telefon   (030) 297 - 36281
Fax          (030) 297 - 36292
Email   dbservicestore.briefkasten@bahn.de

Internet  www.dbservicestore.de