

## **ASECAP, 4th Marketing Workshop Copenhagen, 27 February 2017**

# **Applying integrated data driven approach to Marketing and Customer Care on Toll Roads**



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**Managing Director & CEO, InVision Consulting S.A.**



## HELLASTRON Members

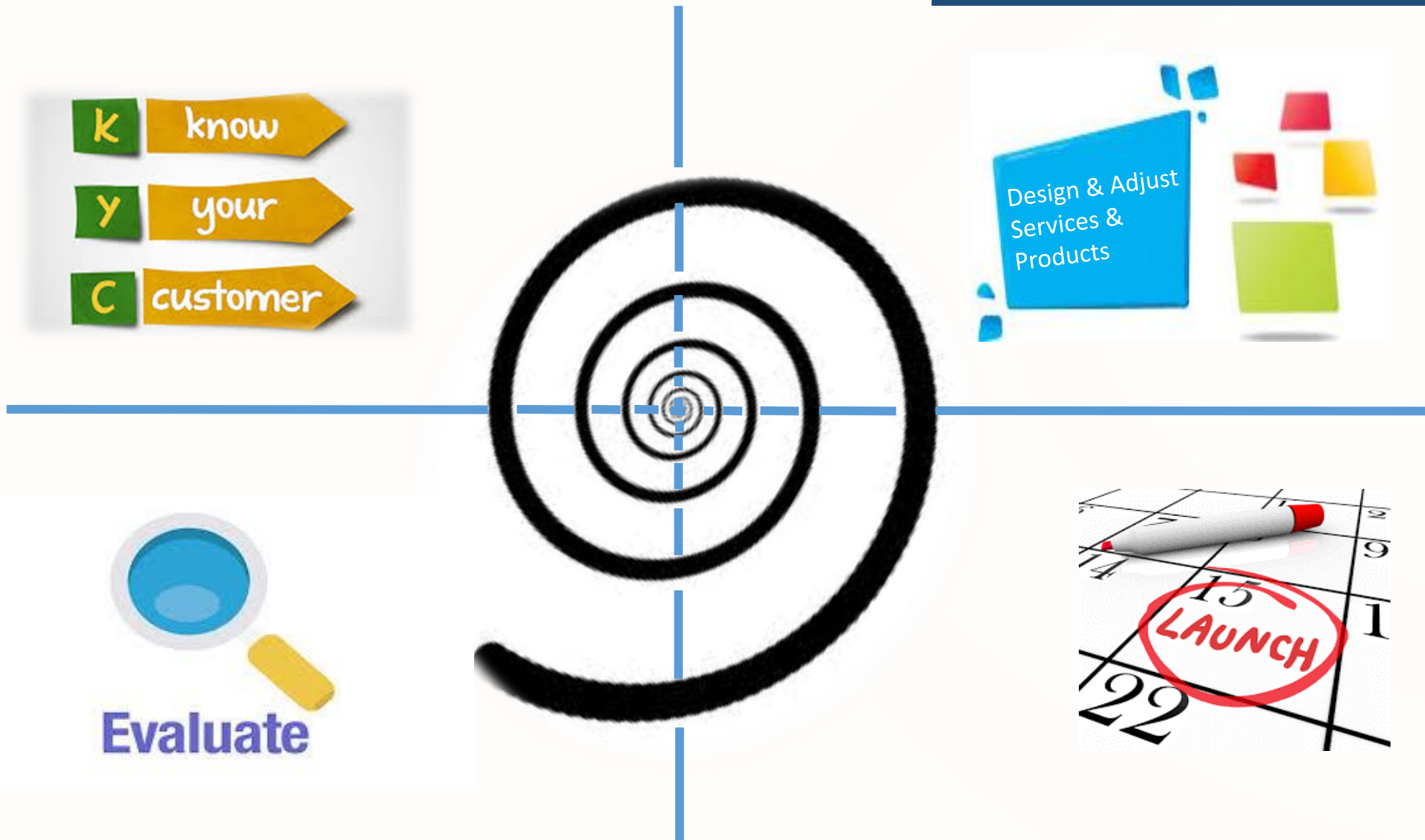
Project	Motorway Length (Km) (Including Sections Under Construction)	Completion (As December 2016)
ATTIKI ODOS	70	Completed
GEFYRA	3,5	Completed
EGNATIA ODOS	1.000 (Including vertical axes)	Main Line Completed Balkans axes in the near future)
NEA ODOS	380	89,23%-Will be completed in 2017
MOREAS	205	Completed
AEGEAN MOTORWAY	256	96,5%-Will be completed in 2017
OLYMPIA ODOS	202	90,7%-Will be completed in 2017
KENTRIKI ODOS	231	89,14%-Will be completed in 2017
<b>TOTAL</b>	<b>2.344</b>	



Our mission is to provide high quality innovative services creating loyalty, content and awareness to customers that use the Hellenic Toll Road Network safely every day.



## Our Approach: Continuous Improvement





**K** know  
**y** your  
**C** customer

## Our Approach



Road Side  
Surveys

Target Group  
Surveys



International  
Experience

Customer  
Complaints  
& Comments

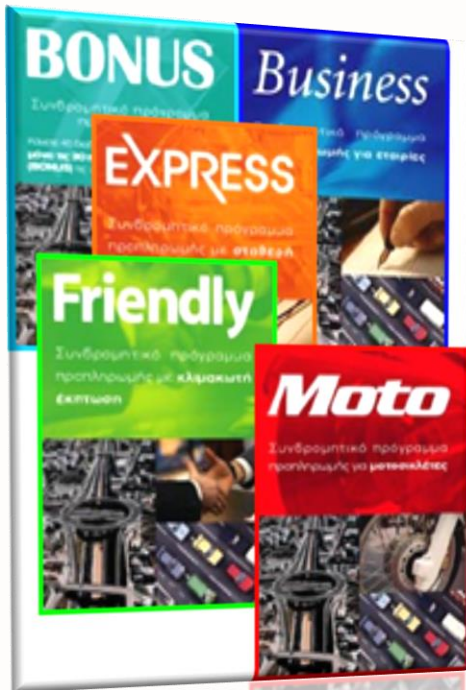




## Our Approach

- User's profile & user groups
- Trip purpose & frequency
- Estimation of the current value of time
- Current level of understanding for products & services
- Evaluation of Products & Services Offered
- Feedback regarding products and services
- Proposals for improvements & new services or products

## Products





FastPass

NeaOdos

Home

Register

Members Login

Subscription programmes

Videos

Welcome to Fast Pass e-services!

Any information you may need for your account as well as a range of e-services, are at your disposal, every day, every hour, just a click away!

- On line top up through your credit card
- Archive of invoices, top ups and transactions
- Information on the current balance or the low limit of your account
- Full management of your account details like address, license plate, tax authority, number of vehicles etc

All the above services, at your disposal, in your computer screen. Follow the instructions in the Register Menu and gain full control of your account, quickly and easily. To see the necessary documentation please click here.

If you want to be a Fast Pass subscriber, apply online [HERE](#).

If you are a permanent resident of Oropos please click [HERE](#).

Customer care center 1075

Emergency Phone Number 22950 26900

Safety First

Norton SECURED powered by Symantec

Verified by VISA MasterCard SecureCard

ΑΤΤΙΚΗ ΟΔΟΣ

ΑΤΤΙΚΕΣ ΔΙΑΔΡΟΜΕΣ

ΣΧΕΤΙΚΑ ΜΕ ΕΜΑΣ e-PASS ΣΥΝΔΡΟΜΗΤΕΣ ΟΔΗΓΩΝΤΑΣ ΟΔΙΚΗ ΑΣΦΑΛΕΙΑ ΓΡΑΦΕΙΟ ΤΥΠΟΥ

ΘΕΛΩ ΝΑ ΓΙΝΩ ΣΥΝΔΡΟΜΗΤΗΣ ΕΙΜΑΙ ΣΥΝΔΡΟΜΗΤΗΣ ΕΞΥΠΗΡΕΤΗΣΗ ΠΕΛΑΤΩΝ

## my e-PASS

Συνδέσου στον λογαριασμό σου:

Η υπηρεσία αυτή σας δίνει τη δυνατότητα:  
Να βλέπετε το υπόλοιπο του λογαριασμού σας  
Να βλέπετε όλους τους μηνιαίους λογαριασμούς διελεύσεών σας από την ημερομηνία της εγγραφής σας μέχρι και σήμερα.

Username:

Password:

## Services



ΕΞΥΠΗΡΕΤΗΣΗ ΠΕΛΑΤΩΝ

26340-39010

26340-39011

Έχετε απορίες? Ρωτήστε μας!

ΑΡΧΙΚΗ | ΣΥΧΝΕΣ ΕΡΩΤΗΣΕΙΣ

**Πας, έρχεσαι...**

**Οικονομικά: 45,5€ τον μήνα κέρδος έναντι φέρρου\***

\*για 22 ταξίδια

**...και ξανα-ePass. Από τη Γέφυρα!**

### Online υπηρεσία «Γέφυρα ePass»

Καλώς ήρθατε στην online υπηρεσία ePass της Γέφυρας Ρίου – Αντιρρίου «Χαρίλαος Τρικούνης». Μέσω αυτής της υπηρεσίας έχετε πρόσβαση σε πληροφορίες και συναλλαγές που σχετίζονται με το συνδρομητικό σας πρόγραμμα, όπως υπόλοιπο λογαριασμού, τελευταίες συναλλαγές, αντίγραφο τιμολογίου, κ.α.

Εάν πάλι δεν είστε συνδρομητής του Γέφυρα ePass, μπορείτε να γραφτείτε άμεσα και να παραλάβετε στον χώρο σας -δωρεάν- τον ηλεκτρονικό πομποδέκτη ePass.

Επιλέξτε μία από τις παρακάτω επιλογές!

**ePass login** ΓΕΦΥΡΑ ΡΙΟΥ - ΑΝΤΙΡΡΙΟΥ  
**ΕΙΜΑΙ ΗΔΗ ΣΥΝΔΡΟΜΗΤΗΣ**

**ePass login** ΓΕΦΥΡΑ ΡΙΟΥ - ΑΝΤΙΡΡΙΟΥ  
**ΘΕΛΩ ΝΑ ΓΙΝΩ ΣΥΝΔΡΟΜΗΤΗΣ**

invision consulting

Poor GPS Signal

Emergency

Phone Number

112

You are driving

Your location is:

Μαζί σας στον αυτοκινητόδρομο

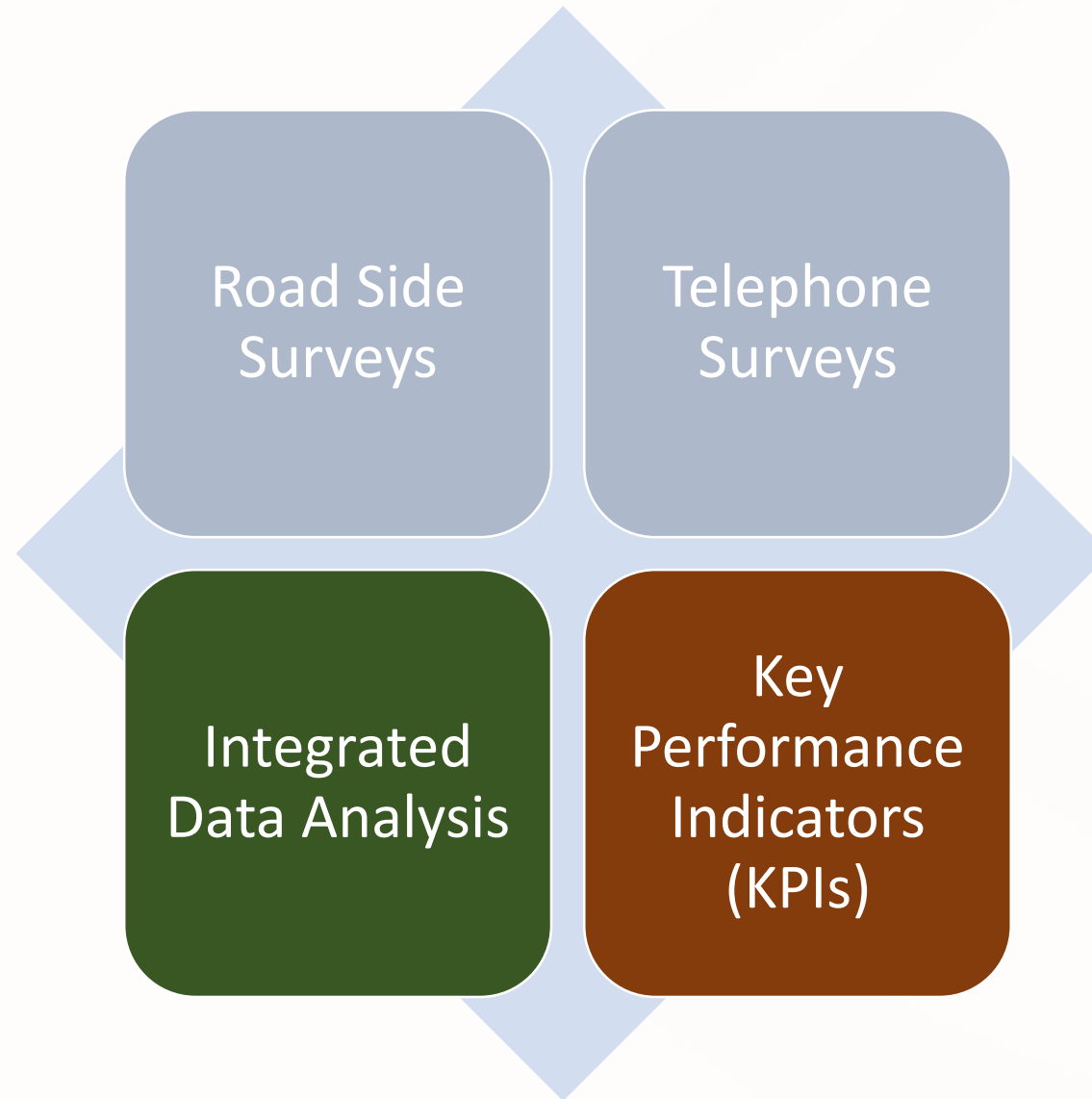
ΑΤΤΙΚΕΣ ΔΙΑΔΡΟΜΕΣ





Evaluate

## Evaluation Tools



Integrated  
Data  
Analysis



Evaluate



**Transportation Data is not just BIG DATA**

## Making data make sense !



### Monitoring & Analysis

- Transactions, Workloads, Toll Plazas, Toll Collectors
- Trends, Patterns, Interrelations



### Performance Measurement (KPIs)

- Common performance measurement
- Internal – External Communication



### Customer Analysis

- Origin Destinations, Frequency, Behaviour, etc.
- Commercial, Congestion - Pricing Scenarios

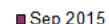


### Benchmarking-Best Practices

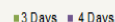
- Interrelate & Compare
- Highlight the best practices between the members of HELLASTRON

# Program Evaluation

■ Sep 2016



■ 1 Day ■ 2 Days





Integrated  
Data  
Analysis



## Indicative Analysis

### ETC-Basic Trips

8.MET-20.KOR 20.KOR-8.MET

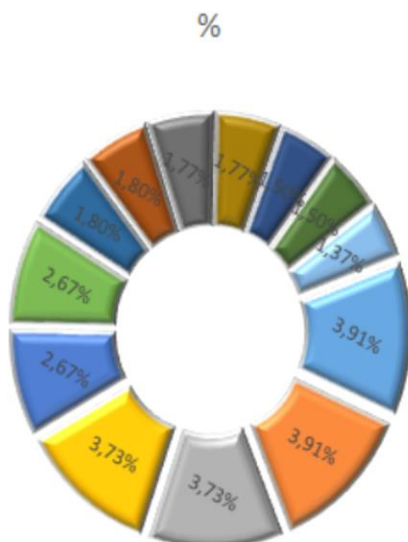
20.KOR-Y1.KAT Y1.KAT-20.KOR

20.KOR-11.KIF 11.KIF-20.KOR

8.MET-11.KIF 11.KIF-8.MET

8.MET-Y8.PAL Y8.PAL-8.MET

Y1.KAT-Y8.PAL Y8.PAL-Y1.KAT



### Origin-Destination Tables

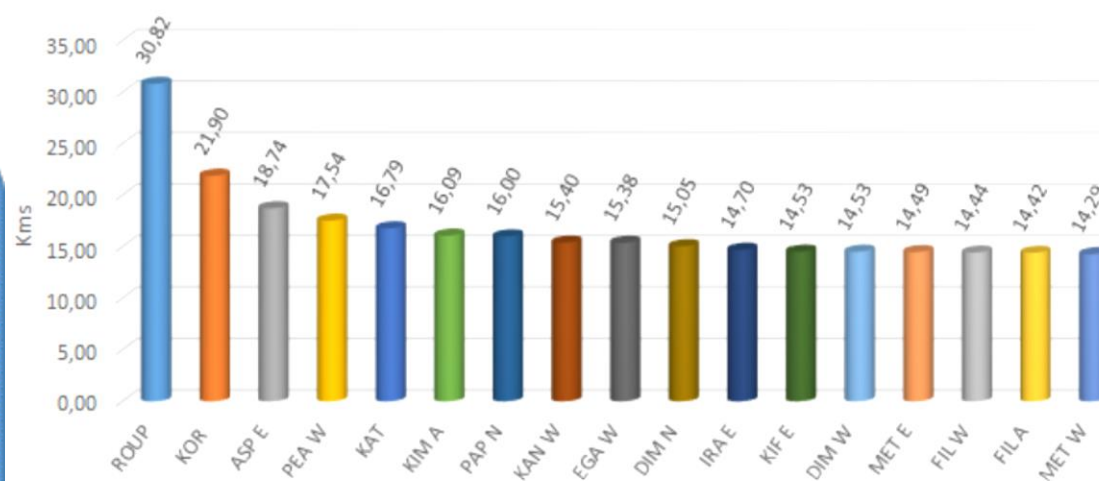
Origin	Destination		
	ATHENS - ATTICA	NORTHERN KORINTHIA	NORTH-WESTERN GREECE
ATHENS - ATTICA			0,60%
NORTHERN KORINTHIA			0,10%
NORTH-WESTERN GREECE	0,20%	0,10%	
NORTH-EASTERN GREECE			
SOUTHERN KORINTHIA	0,30%	0,60%	
ARGOLIDA	4,00%	1,00%	0,20%
TRIPOLIS - GORTYNIA	4,40%	1,40%	0,50%
KYNOURIA	0,40%		
LAKONIA	4,30%	0,50%	0,20%
MEGALOPOLIS - ASSEA	1,10%	0,10%	
NORTHERN MESSINIA	2,80%	0,10%	
SOUTHERN ILIA	2,60%		
SOUTHERN MESSINIA	11,10%	0,50%	0,50%
NORTHERN ILIA	0,30%		
WESTERN GREECE	0,30%		
WESTERN GREECE	0,30%		

### A.1 Interoperability (GRITS)-ETC -Volume:

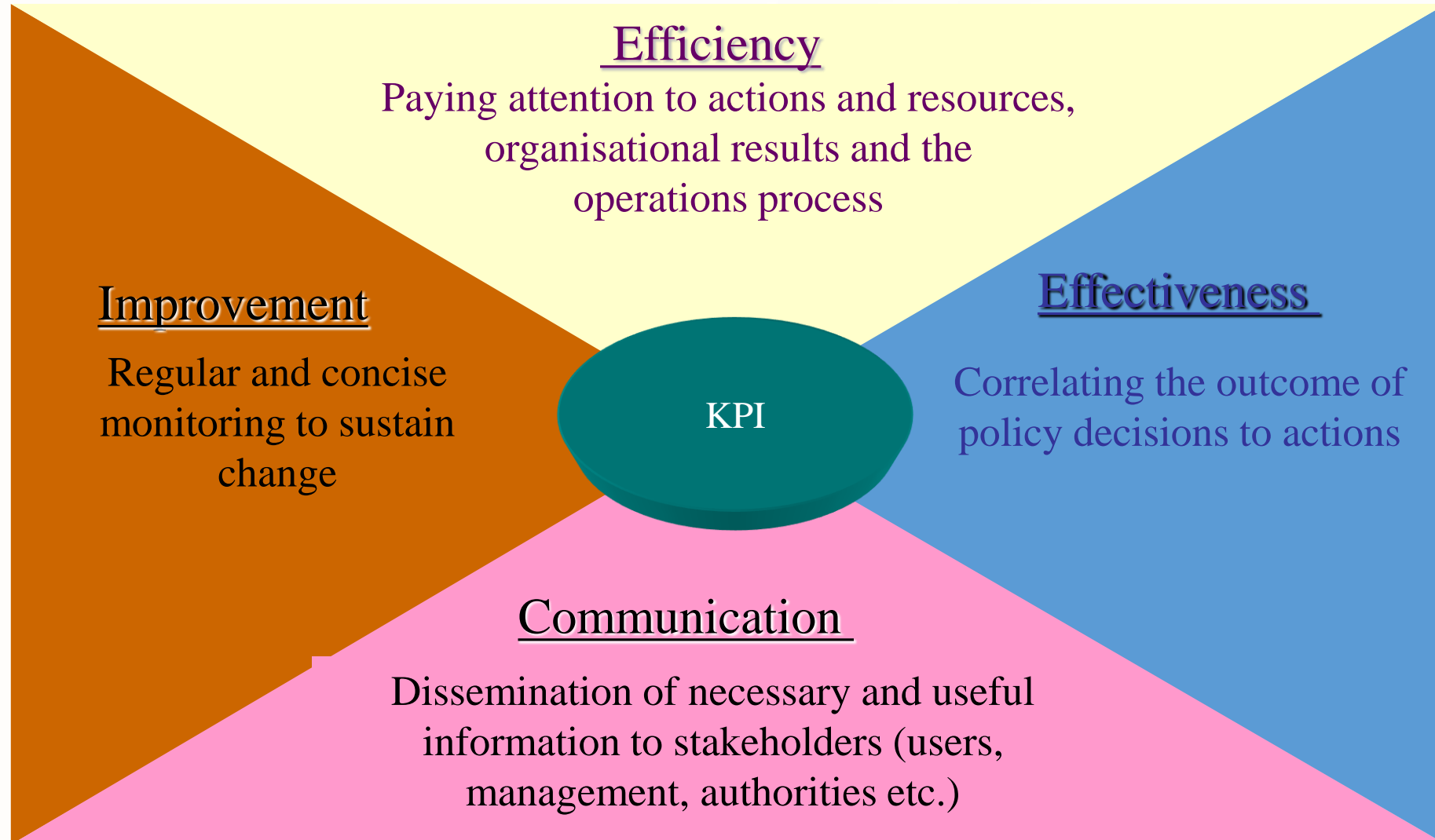
Dec 2016

ETC Penetration	Project	Attiki Odos Tag Issuer e-PASS		Moreas Tag Issuer (N/A)		Olympia Odos Tag Issuer O-Pass	
		Volume	%	Volume	%	Volume	%
50,54%	Attiki Odos Toll Charger	3.199.544	98,5%	0	0,0%	31.233	1,0%
27,84%	Moreas Toll Charger	306.280	86,8%	0	0,0%	35.991	10,2%
28,60%	Olympia Odos Toll Charger	466.539	62,3%	0	0,0%	246.643	32,9%
20,33%	Aegean Motorway Toll Charger	85.208	24,3%	0	0,0%	12.489	3,6%
20,14%	Gefyra Toll Charger	11.392	19,5%	0	0,0%	2.509	4,3%
	Total	4.068.963	85,5%	0	0,0%	328.865	6,9%
		Volume	%	Volume	%	Volume	%
To own Tollway		3.199.544	78,6%	0	N/A	246.643	75,0%
To other Tollways		869.419	21,4%	0	N/A	82.222	25,0%
Total ETC Transactions		4.068.963	100,0%	0	N/A	328.865	100,0%

### ETC-Average Traveled distance (Km) per plaza



## KPI Advantages



Key  
Performance  
Indicators  
(KPIs)



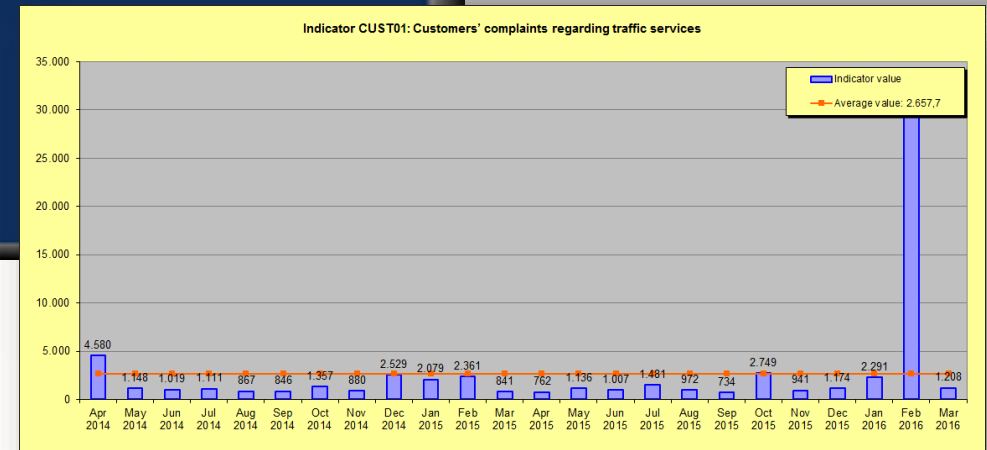
## Indicative KPI Indicators

- Subscription accounts renewal indicators by bank standing order
- Subscription accounts renewal indicators by bank standing order
- Subscribers' entries frequency indicators
- Response in written communication with the public
- Telephone customer center indicators
- Mail return indicators
- Response in written communication with the public
- Subscribers satisfaction



Customers' complaints regarding traffic services Indicator (CUST01)

Measurement Results												
Customers' complaints regarding traffic services Indicator	Apr 2014	May 2014	Jun 2014	Jul 2014	Aug 2014	Sep 2014	Oct 2014	Nov 2014	Dec 2014	Jan 2015	Feb 2015	Mar 2015
	4.580	1.148	1.019	1.111	867	846	1.357	880	2.529	2.079	2.361	841
	Apr 2015	May 2015	Jun 2015	Jul 2015	Aug 2015	Sep 2015	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016
	1.481	972	734	2.749	941	1.174	2.291	29.712	1.208			
Description & purpose of measurement												
to traffic and Maintenance (classification 01 and 02 of Issue Manager) to the average daily traffic (in millions of entries) complaints relevant to traffic and maintenance in order to reflect: of motorway management from the motorway since total number of complaints is reduced accordingly.												
Necessary data for Measurement												
	Procedure Responsible						Recording Interval					
Complaints measurement time	MIS						1st week of the 2nd month after the measurement month					
Complaints measurement time	Telephone Center Manager						1st week of the 2nd month after the measurement month					
Complaints measurement time	MIS Consultant						1st week of the 2nd month after the measurement month					
by CSC) relevant to traffic and Maintenance (classification 01 and 02 of Issue Manager) is calculated. entries) for the measurement time period is calculated. by average daily traffic.												







## Change in frequency of bridge use [%]

Q: «Have you personally reduced or increased Gefyra usage compared to 12 months before? If yes, by how much?» SINGLE ANSWER.

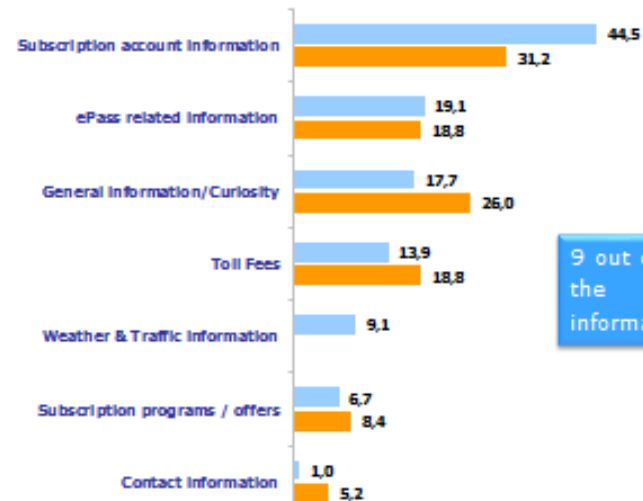


On average, subscribers that have increased the frequency of the bridge use have made 11 additional passages per month (2015)

On average, subscribers that have reduced the frequency of the bridge use have made 11 less passages per month (2015)

## Gefyraepass.gr-Site Visitation-Visit purpose [%]

Q: «For what reasons did you visit Gefyraepass site, what were you looking for?» SPONTANEOUS ANSWERS  
Q: «And did you find the information you were looking for?»

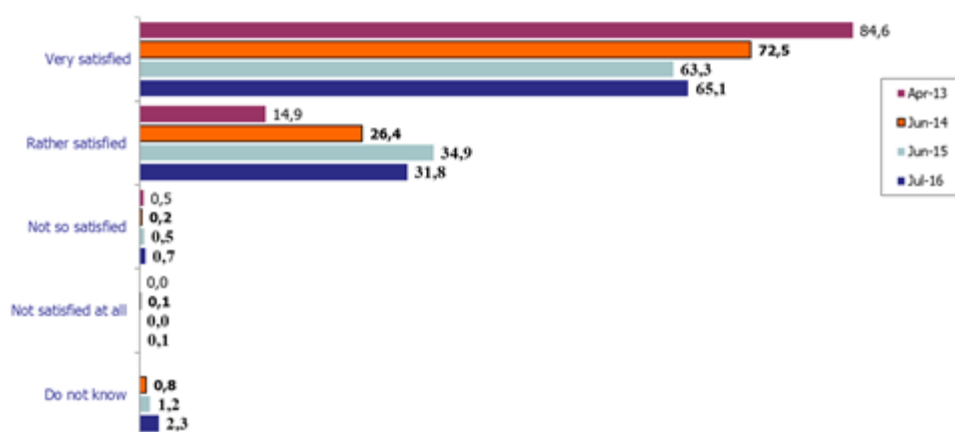


9 out of 10 subscribers that have visited the gefyraepass.gr, found the information they were looking for.

Base: 209 subscribers who have visited the company site (gefyraepass.gr) and remember the reasons

## Degree of Satisfaction with the Personnel's Behavior at Toll Stations [%] 2013 - 2016

Question: "To what extent are you satisfied with the overall employees' behavior at the toll stations?"



Base: Total Sample

METRONANALYSIS



Basic RSS 10

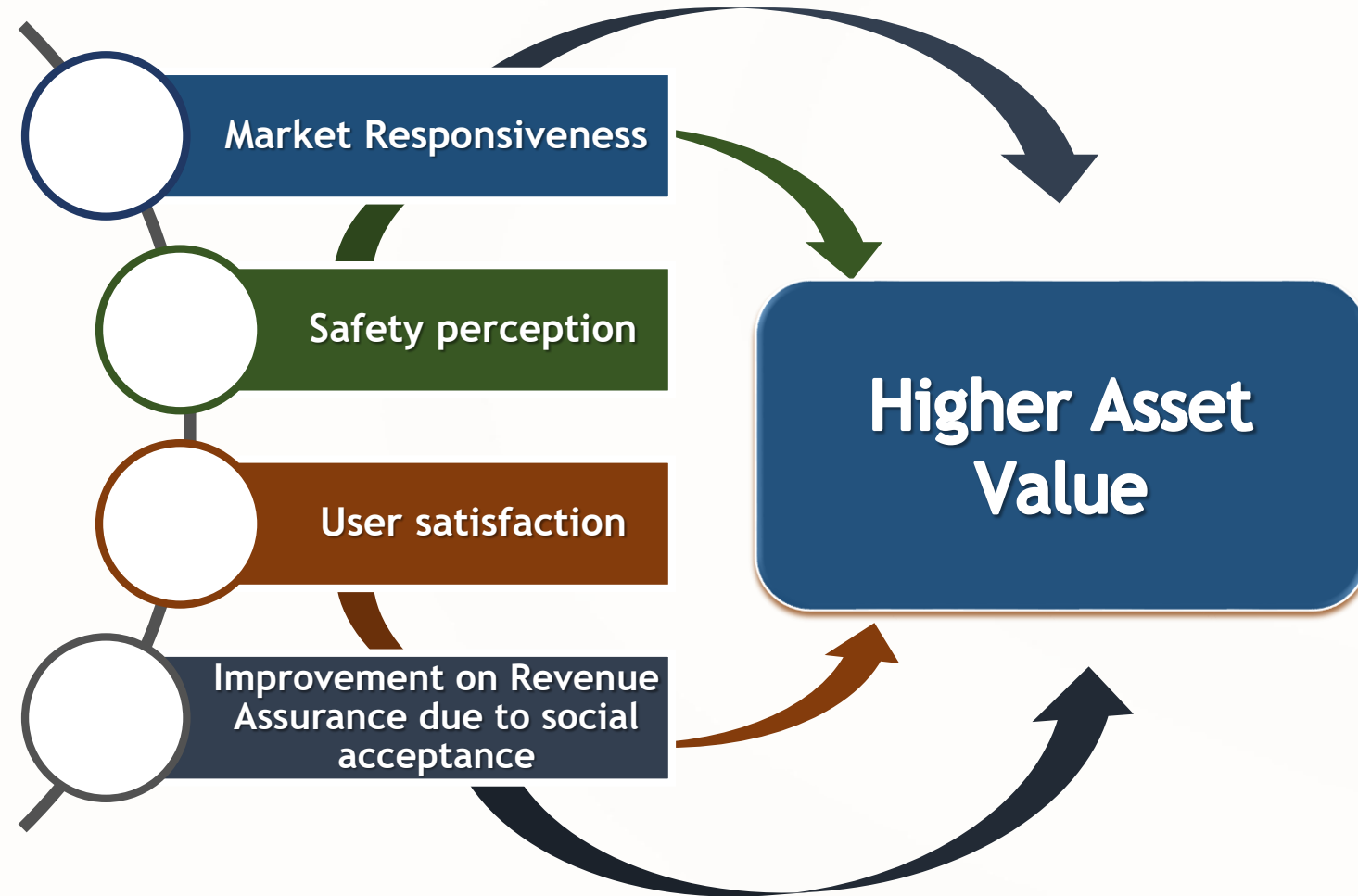
METRONANALYSIS



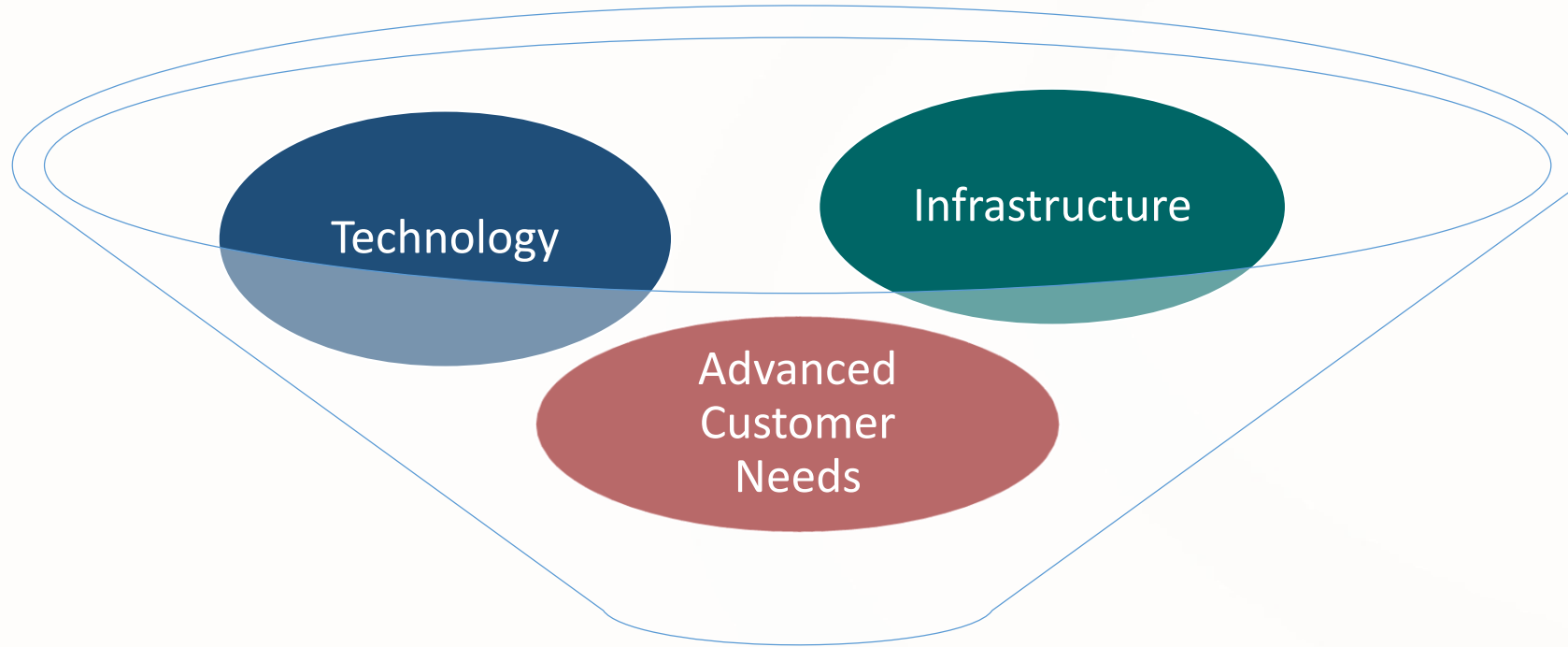
Part B: ePass Subscribers Telephone Survey

100

## Increasing asset value



## Moving towards a Service Provision Model



## Service Provision Model



# THANK YOU!



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