

47TH ASECAP STUDY & INFORMATION DAYS

Tomorrow's Mobility...Is Here Today!

Costa Navarino, Messinia, Greece
29-31 May 2019

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ASECAP DAYS



COSTA NAVARINO 2019

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Tomorrow's Mobility...Is Here Today!

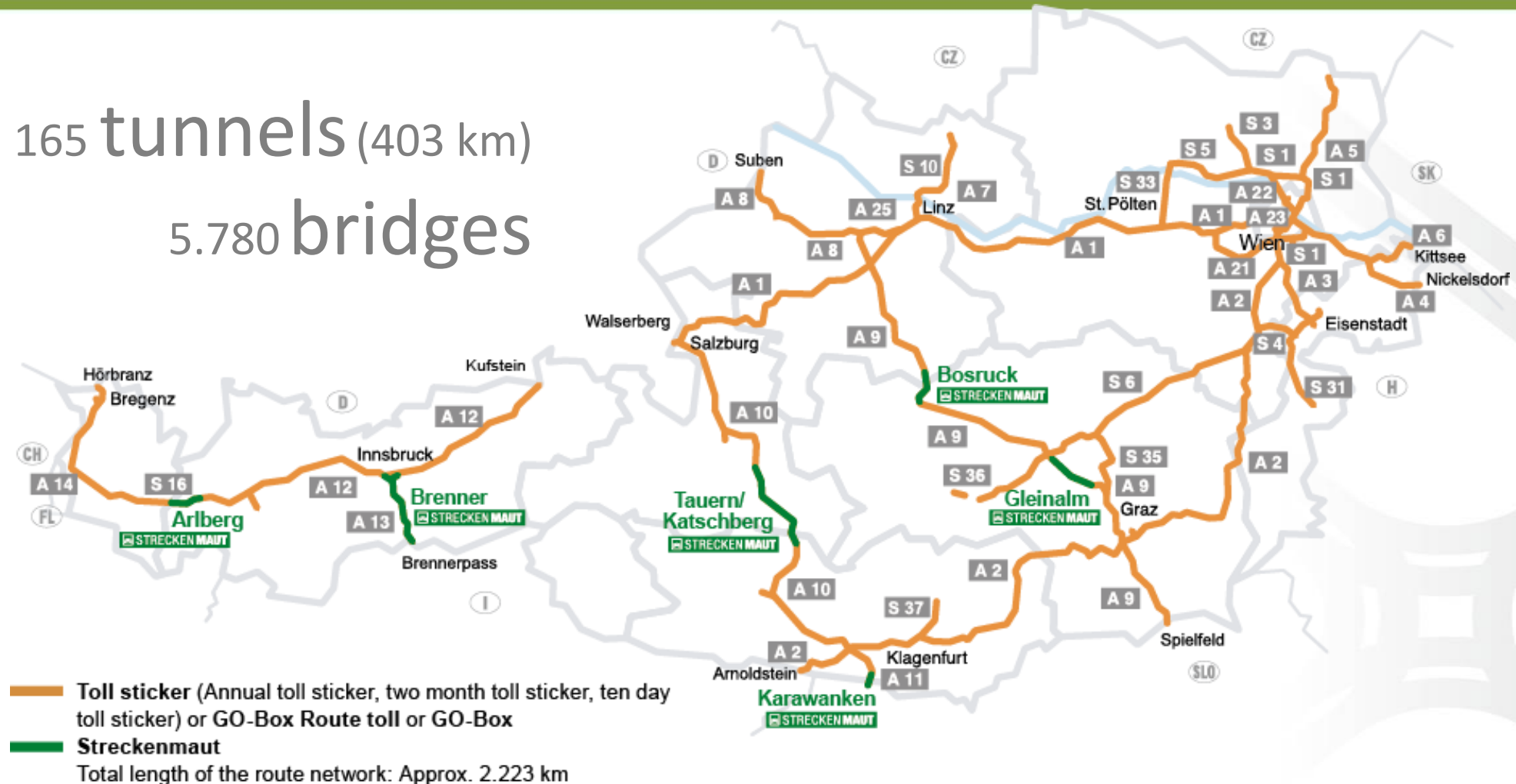
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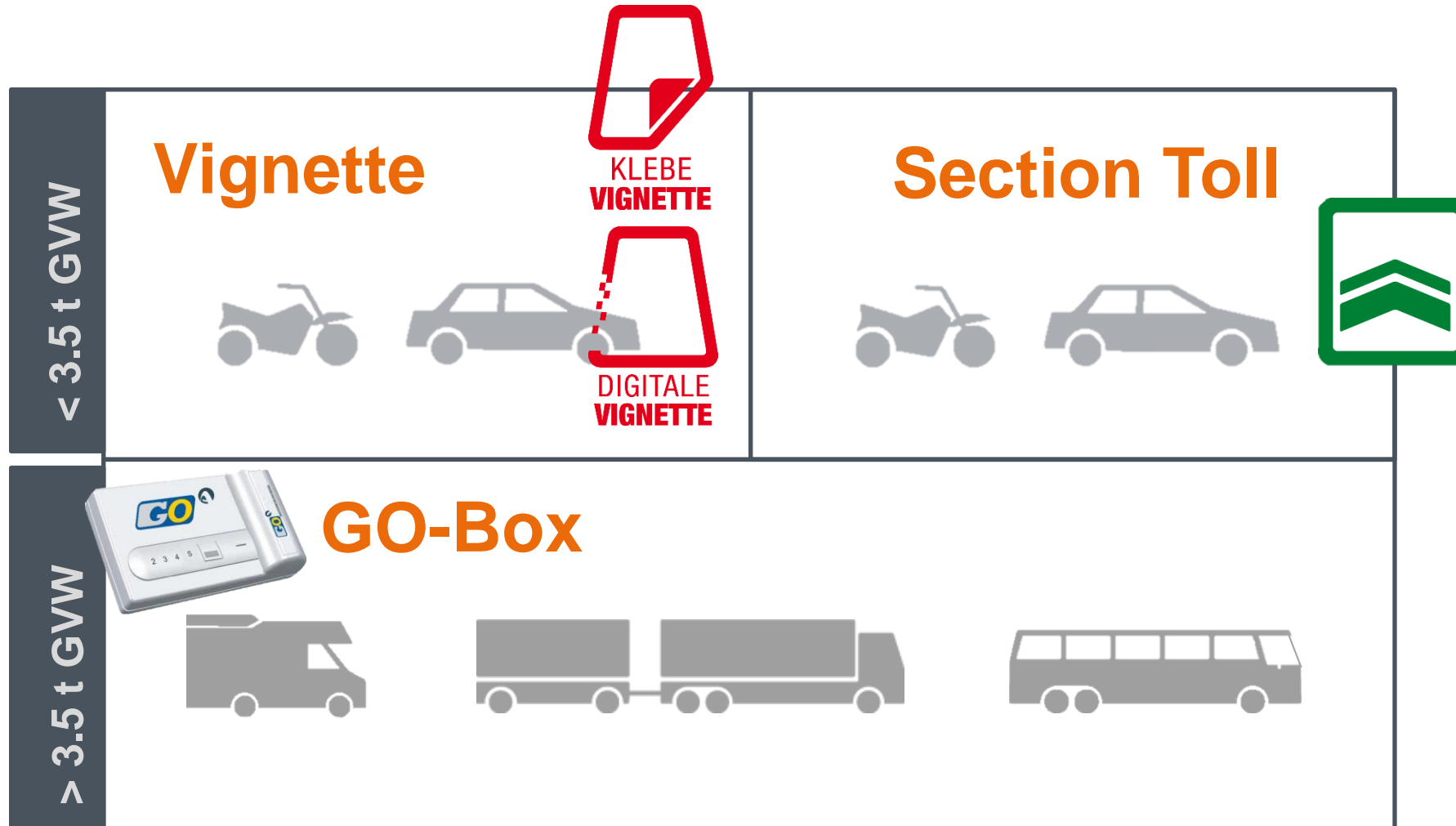
Ursula Zechner
Managing Director
ASFINAG Maut Service GmbH

What we offer

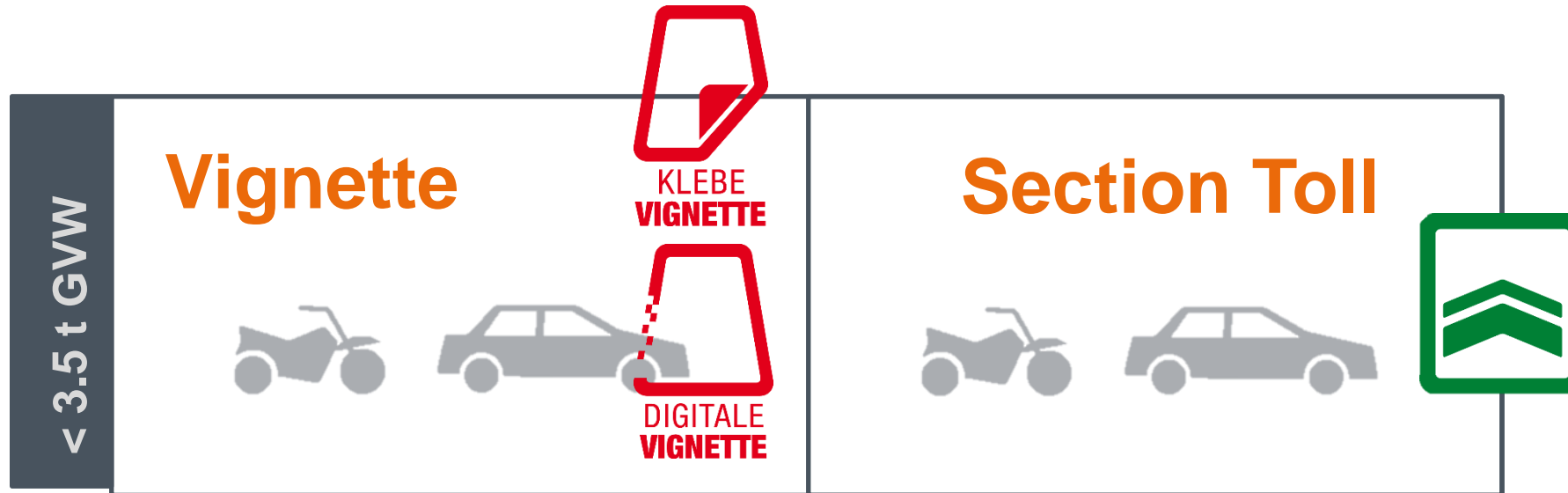
165 tunnels (403 km)
5.780 bridges



Who are our Customers?



Who are our Customers?



- B2C: drivers of cars, motorcycles, caravans (< 3,5 t)
- B2B: businesses with vehicle fleets (< 3,5 t)

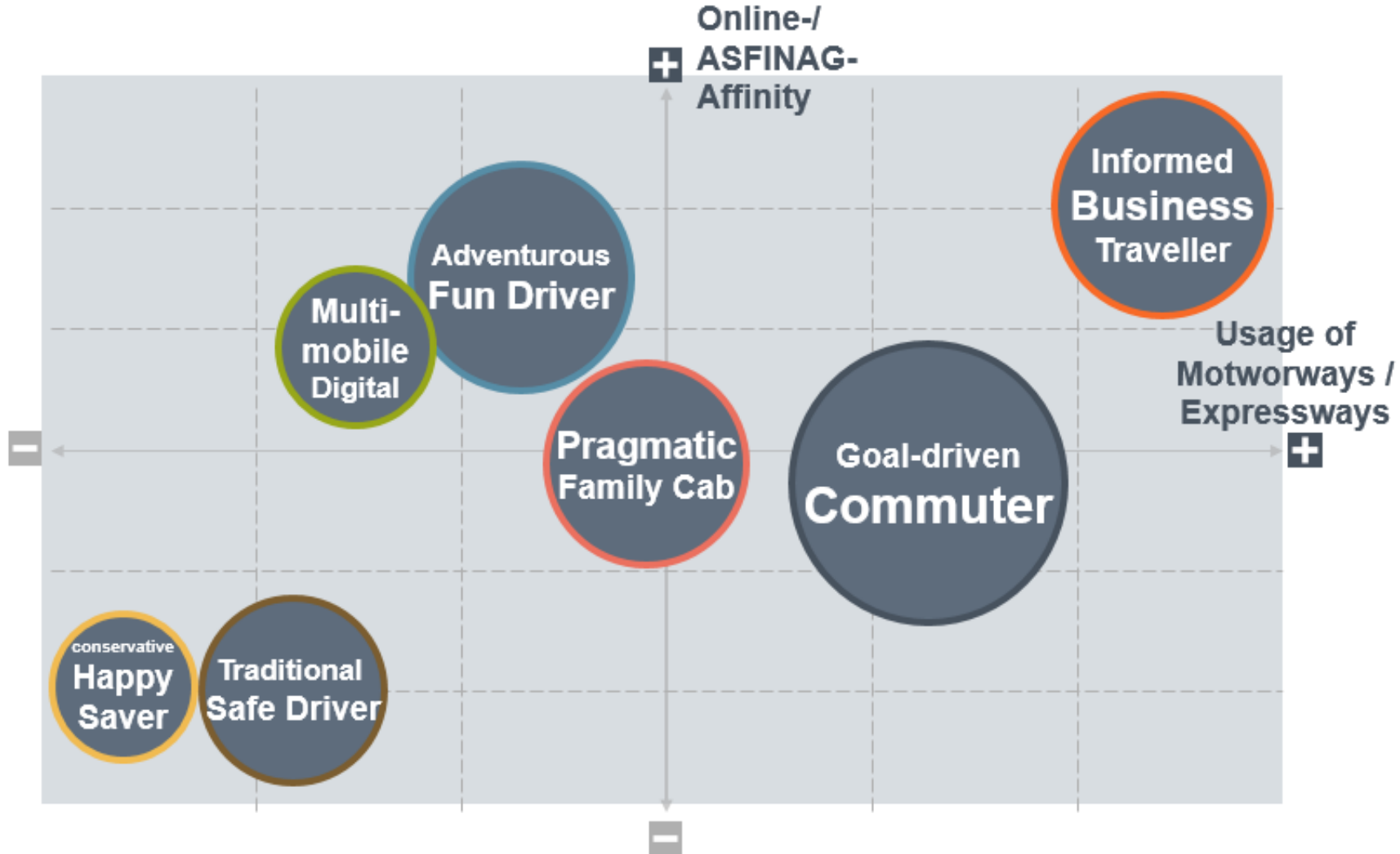


Who are our Customers?

- customer segmentation survey amongst +1.500 Austrian car drivers in 2018
- variety of variables, such as
 - demographic characteristics, vehicle use, the use of motorways and expressways, the use of toll products (e.g. the digital vignette or toll stickers), motifs and needs in that regard, lifestyle parameters, personal values, media use, communicational behavior and satisfaction with the Austrian road administration
- as a result, 7 groups have been identified



Who are our Customers?



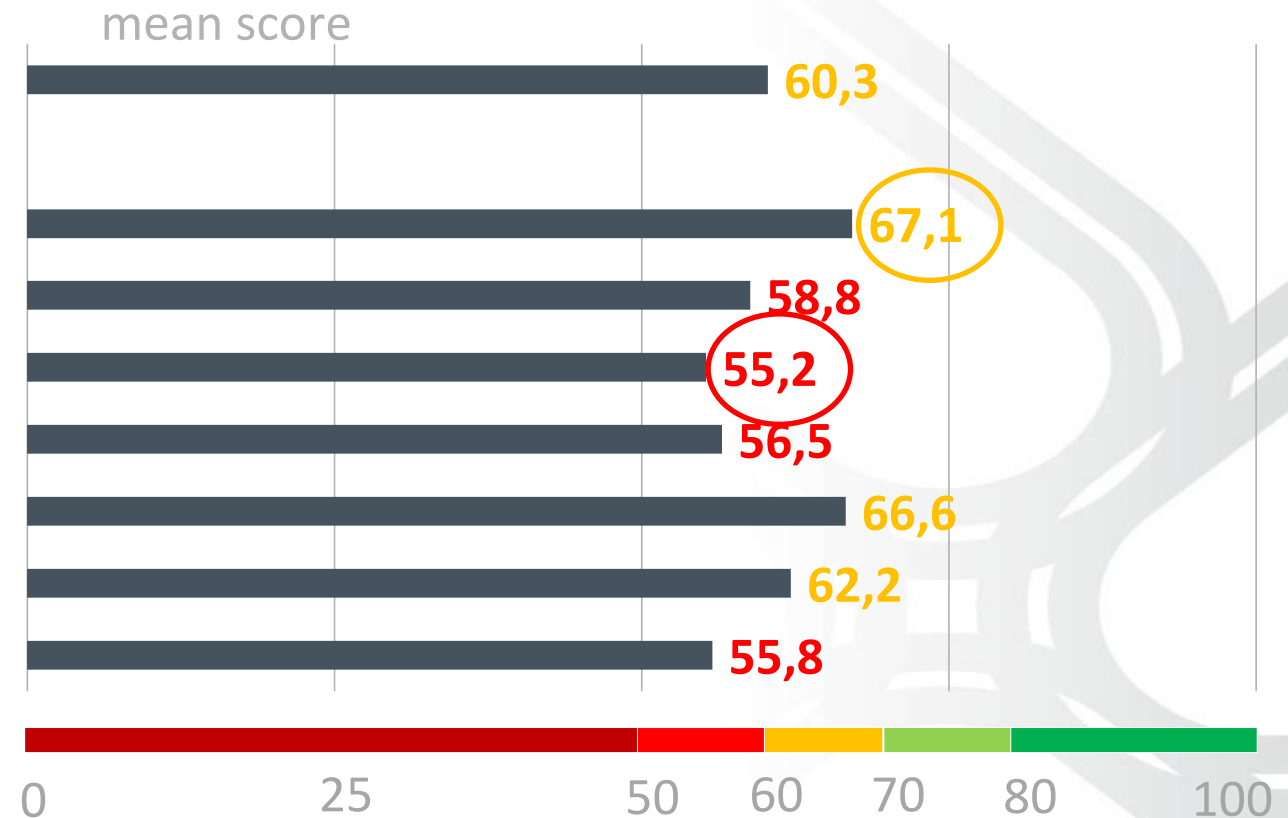


Customer Satisfaction

Price/performance ratio Vignette / Digital Vignette



- car drivers overall
- informed business traveller
- goal-driven commuter
- adventurous fun driver
- pragmatic family cab
- traditional safe driver
- multi-mobil digital
- conservative happy saver





What do Customers pay for?

The informed business traveler

He is a true professional – also with regard to cars and traffic. Always well informed via different online channels, he chooses the best route to reach his destination. He knows the ASFINAG and uses its **website, app and service center** to prepare for his next trip. He is likely to buy his annual vignette in the ASFINAG web shop. The business-traveler likes to stop at **resting areas** to enjoy a coffee break.



The adventurous fun driver

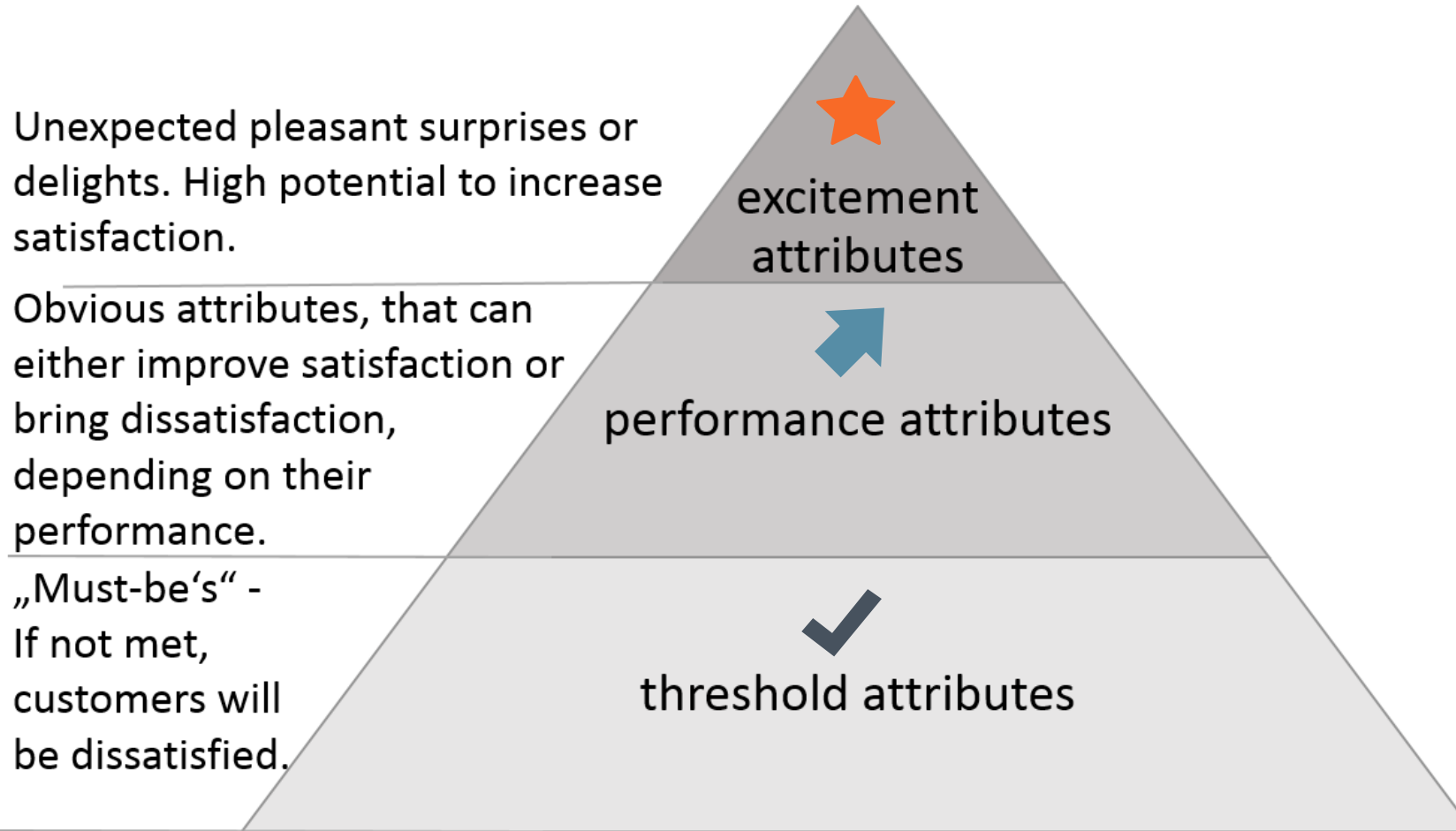
The way is his goal, his car is his favorite hobby – and an important status symbol. The fun driver hits the road with his partner or friends and enjoys driving. Sometimes he even overlooks speed limits for the joy of the ride. Being not much older than 30, he is a digital native and uses social media, but also sees the ASFINAG as a reliable source



of **traffic information**. When he takes a break, he prefers resting areas with **fast food** offerings.



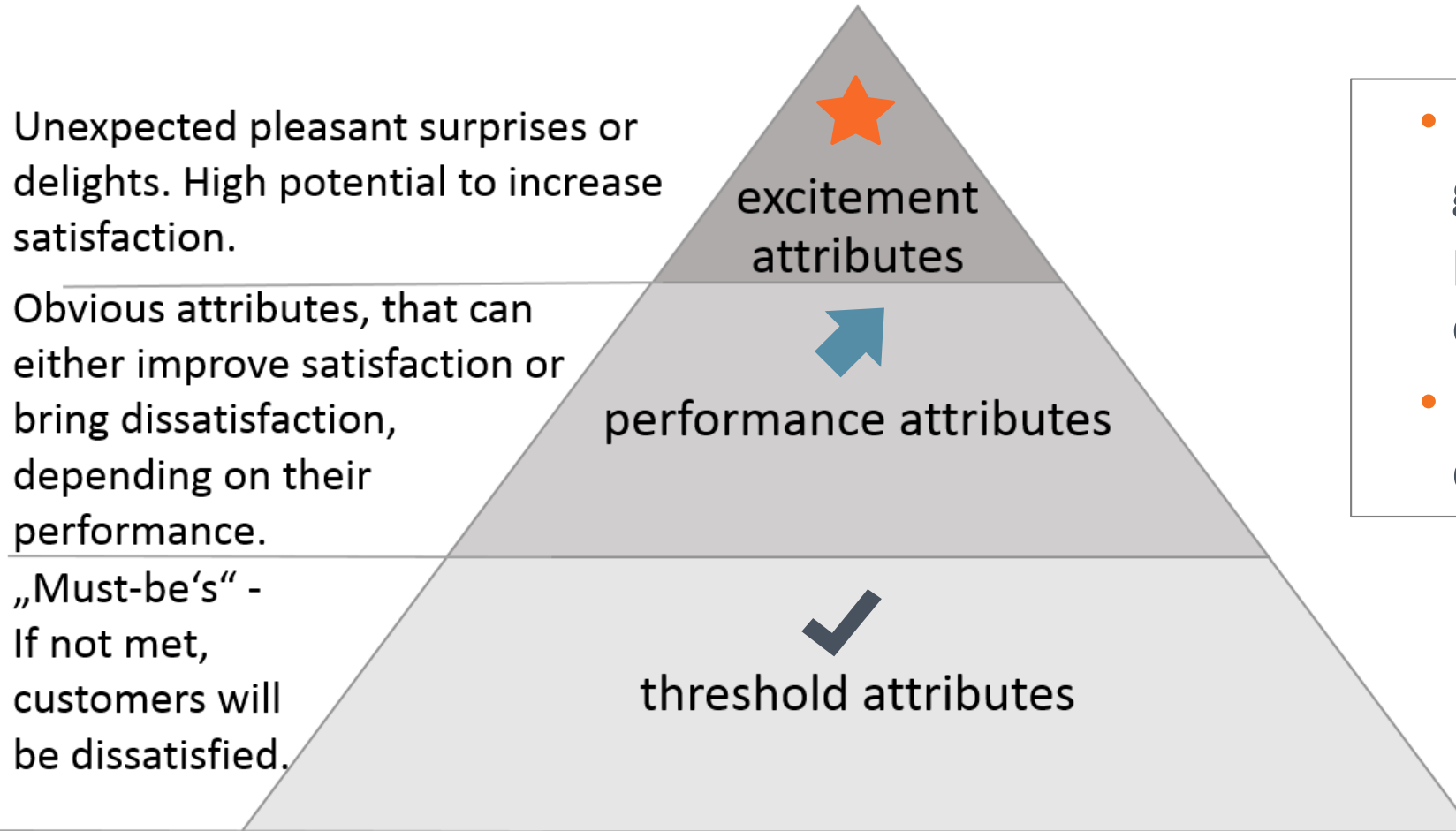
What do Customers pay for?



Types of attributes based on the KANO model of Customer Satisfaction.



What do Customers pay for?



- Fulfilment does not generate better perception of customer orientation
- Non-fulfilment generates dissatisfaction

- safety
- operation / maintenance

Types of attributes based on the KANO model of Customer Satisfaction.



What do Customers pay for?

Unexpected pleasant surprises or delights. High potential to increase satisfaction.

Obvious attributes, that can either improve satisfaction or bring dissatisfaction, depending on their performance.

„Must-be’s“ -
If not met,
customers will
be dissatisfied.



excitement
attributes


performance attributes


threshold attributes

- The better the rating, the higher the perceived customer orientation (linearer relation).

- construction sites
- resting areas
- tolling

- Motto “The more/the less, the better.” 

Types of attributes based on the KANO model of Customer Satisfaction.



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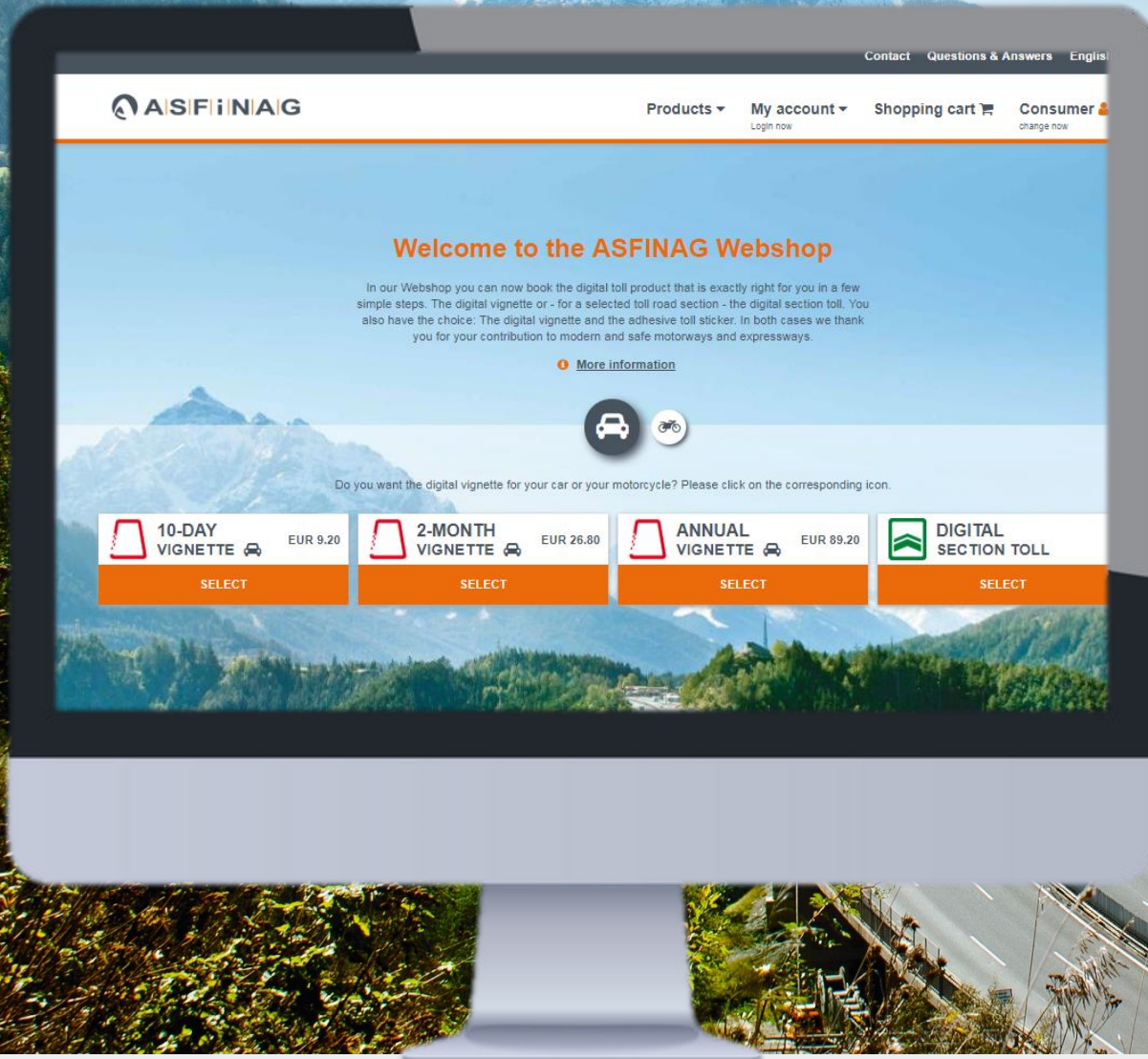

threshold attributes

- availability
- traffic information
- touchpoints

- Potential to create high satisfaction
- highest potential in **availability**



Types of attributes based on the KANO model of Customer Satisfaction.



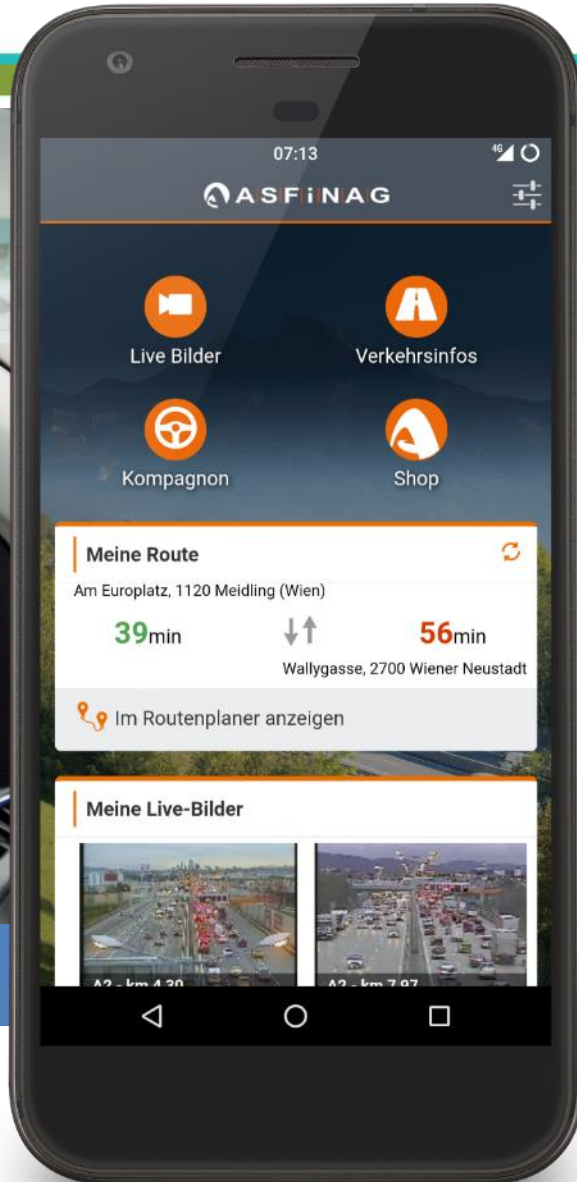
Self-Service

<3,5t

ASFINAG mobile app

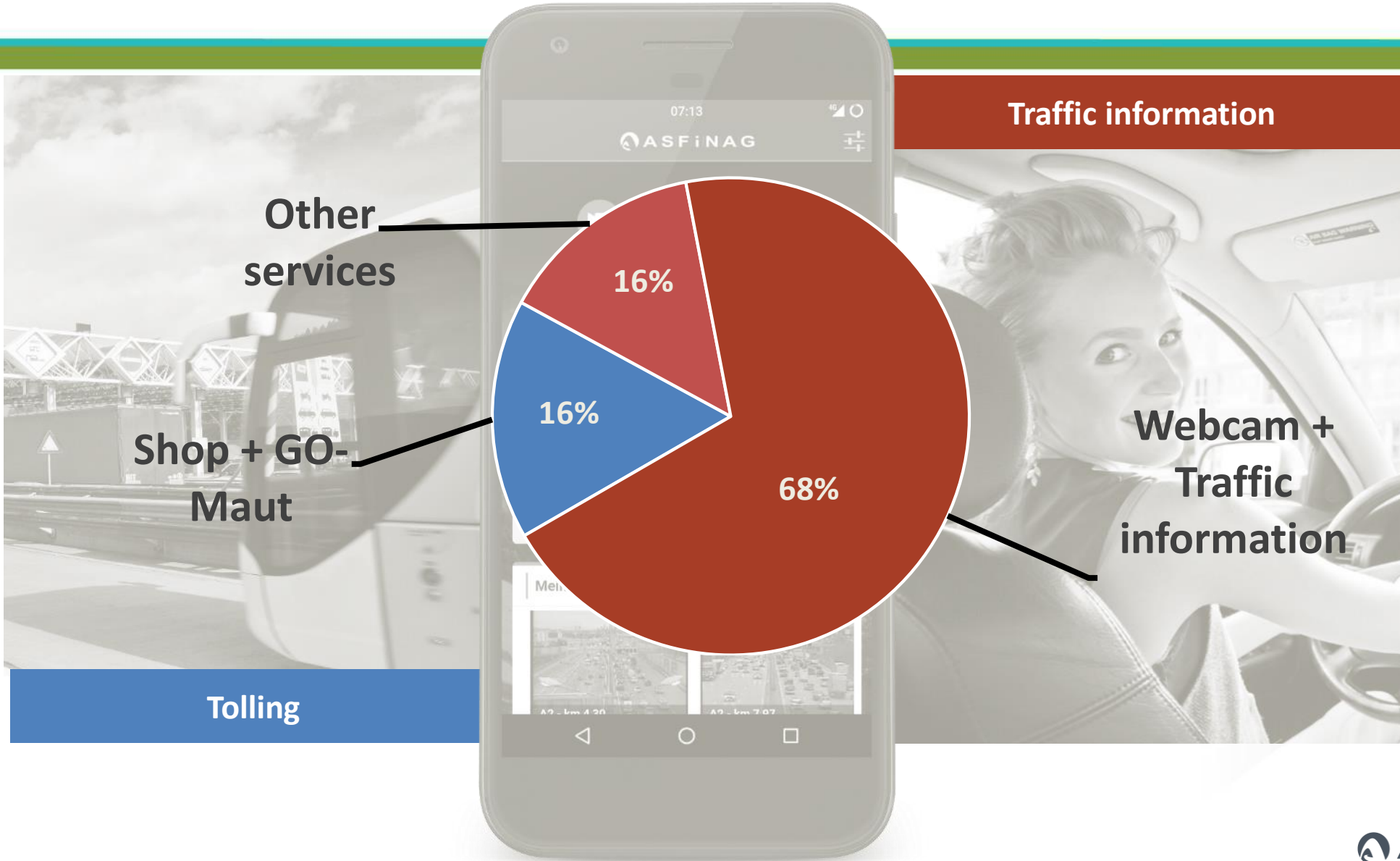


Tolling



Traffic information

ASFINAG mobile app (2018)





Electric charging stations

ASFINAG provides every 100 kilometres an electric charging station



Next generation services

Intelligent Mobile Trailer



Advanced connected information

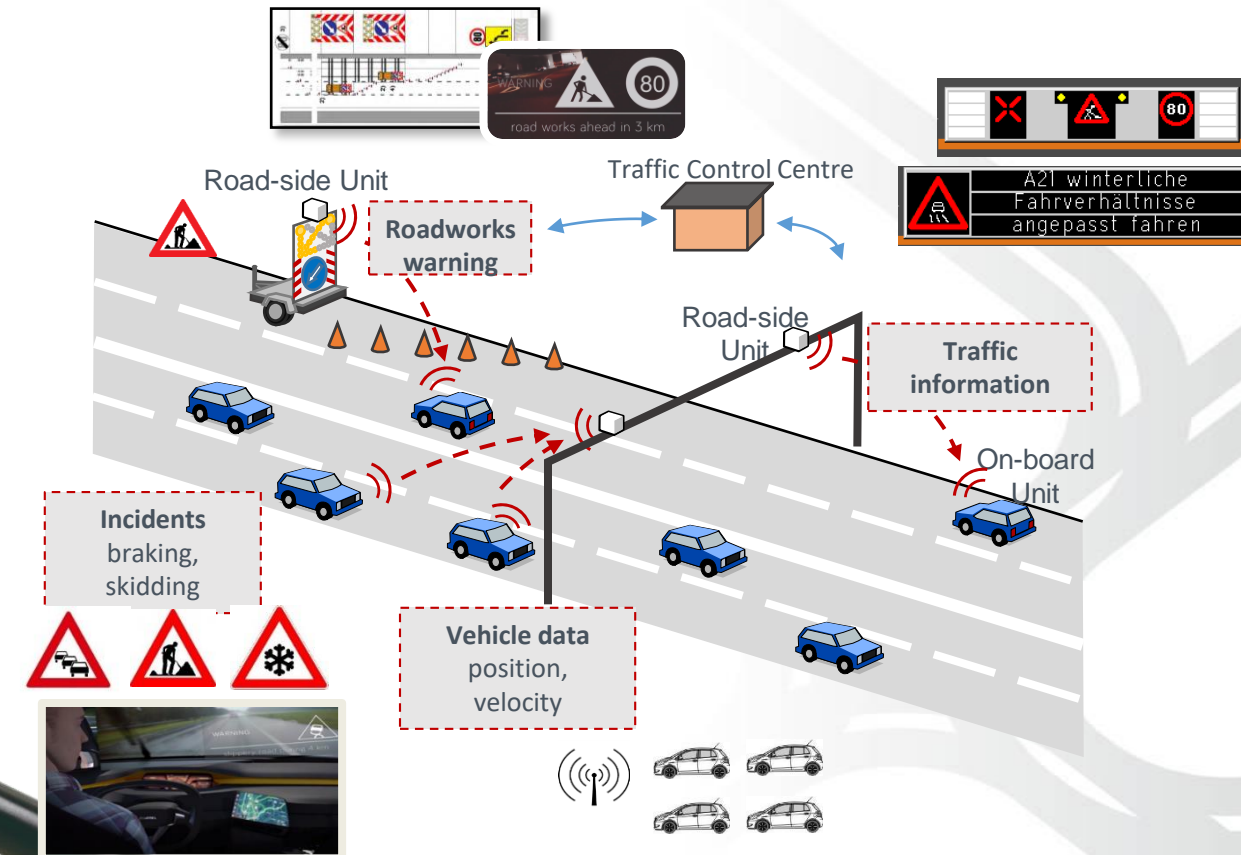


WLAN/Bluetooth Sensor
Travel Time Estimation in combination with a Stand Alone Box



C-ITS Module
Short-range communication with vehicles via ITS-G5 (road works warning and in-vehicle information)

Infrastructure to Vehicle Communication





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