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Marketing Evolution

fresh thinking for powerful marketing

We increase the impact of marketing measures and enhance our customers' brand value. In order to achieve this goal we combine market research and consulting to create a tailor-made solution.

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RFC User Satisfaction Survey 2015

Report for RFC 4

ATLANTIC CORRIDOR

RNE RailNetEurope

Co-financed by the European Union
Trans-European Transport Network (TEN-T)

October 2015

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1 Study Design

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Survey Design

- **11 respondents**
  9 RFC4 users / 2 non-users
  11 full interviews / 0 partial interviews
  10 nominated by RFC4 / 1 nominated by other RFC
  3 agreed to forward name
  2 used topic-forward
- Computer Aided Web Interviews (CAWI)
- Contacts (e-mail address) delivered by RFCs
- 62 e-mail invitations sent
- Field Phase: 8 September to 6 October 2015

Response Rate

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RFC4

	2015	2014
Total interviews (user + non user)	**11**	(16)
Full interviews	11	(14)
Partial interviews	0	(2)
RFC user	9	(16)
non/potential user	2	(0)
Invitations sent	62	(64)
Interviews (user + non user)	10	(10)
Response rate overall	**16%**	(16%)
Response rate user	**25%**	
Response rate potential user	9%	
topic-forward used	2	
forward name	3	(4)

from RFC4 contacts:

2 Satisfaction with the RFC

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Satisfaction with Infrastructure

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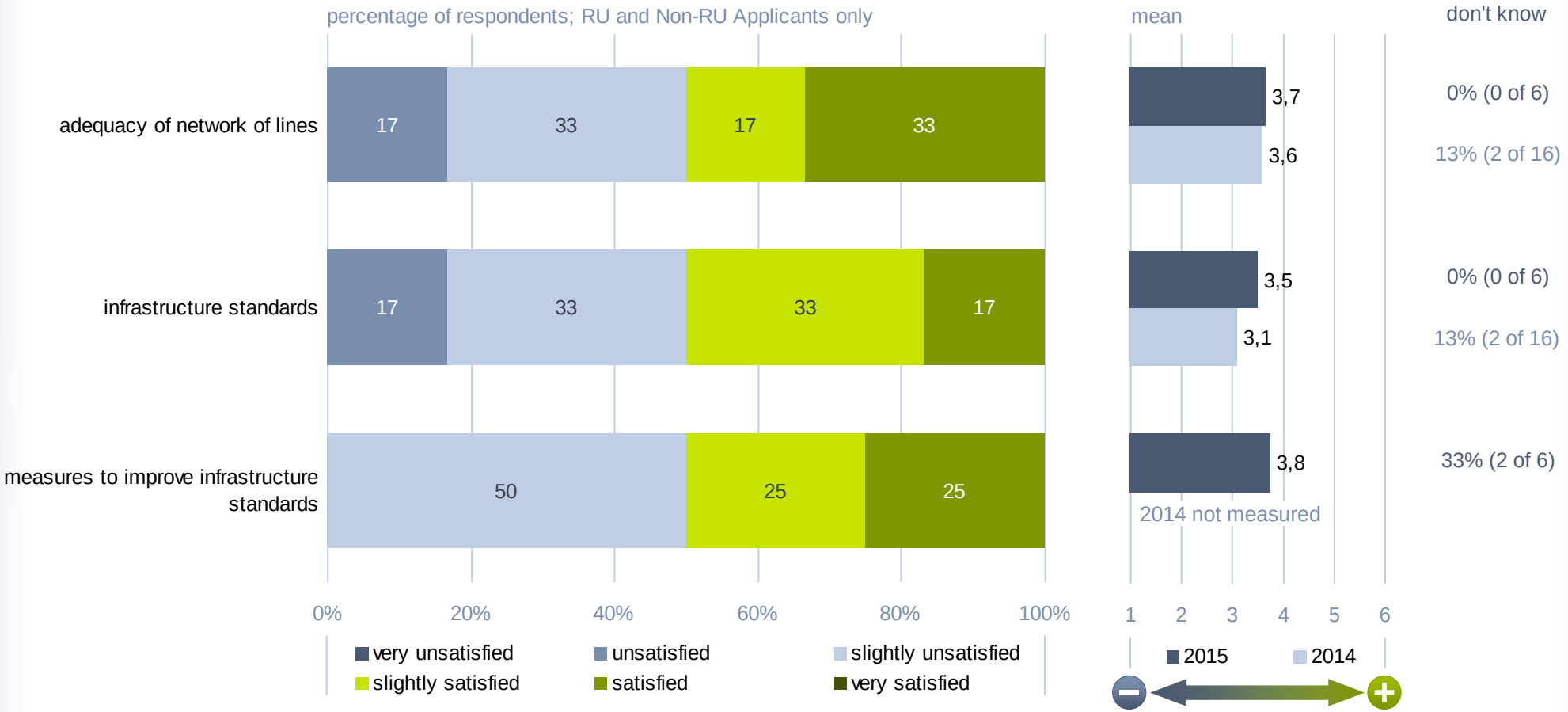

"To what extent are you satisfied with the adequacy of the selected lines? || To what extent are you satisfied with the infrastructure standards of all designated lines, including diversionary routes dedicated to the RFC, concerning parameters such as train length, axle load, electrification, loading gauges, etc.? || To what extent are you satisfied with the measures taken by the RFCs' Infrastructure Managers to improve the infrastructure standards on the lines assigned to the corridor?"

n = 6; 16

Satisfaction with Coordination of Works & Possessions

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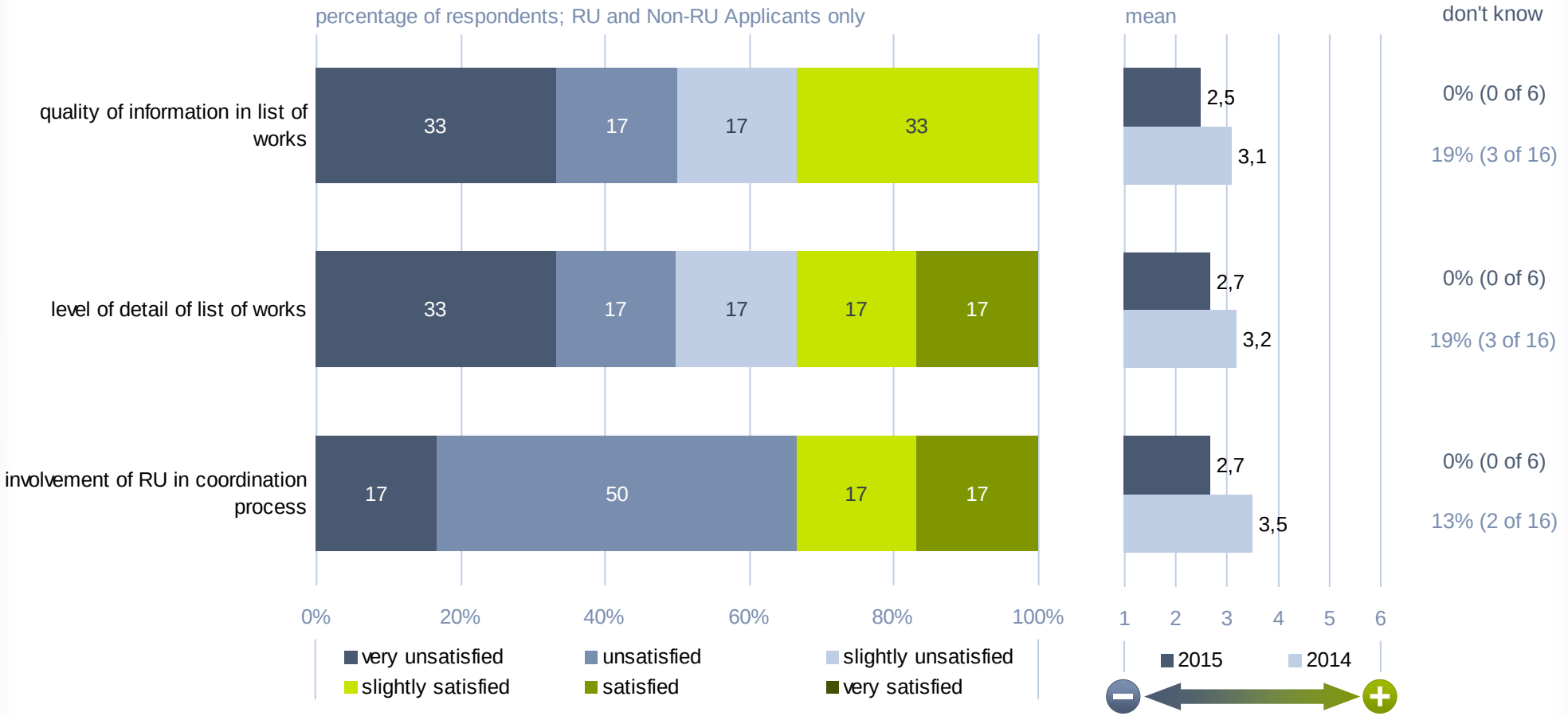

"To what extent are you satisfied with the quality of the information given in the list of works and possessions that will affect the availability of the lines assigned to the corridor? || To what extent are you satisfied with the level of detail in the contents of the list? Is it detailed enough? || How do you feel about the way your opinion is taken into account in the coordination process?"

n = 6; 16

Satisfaction with Corridor Information Document (CID)

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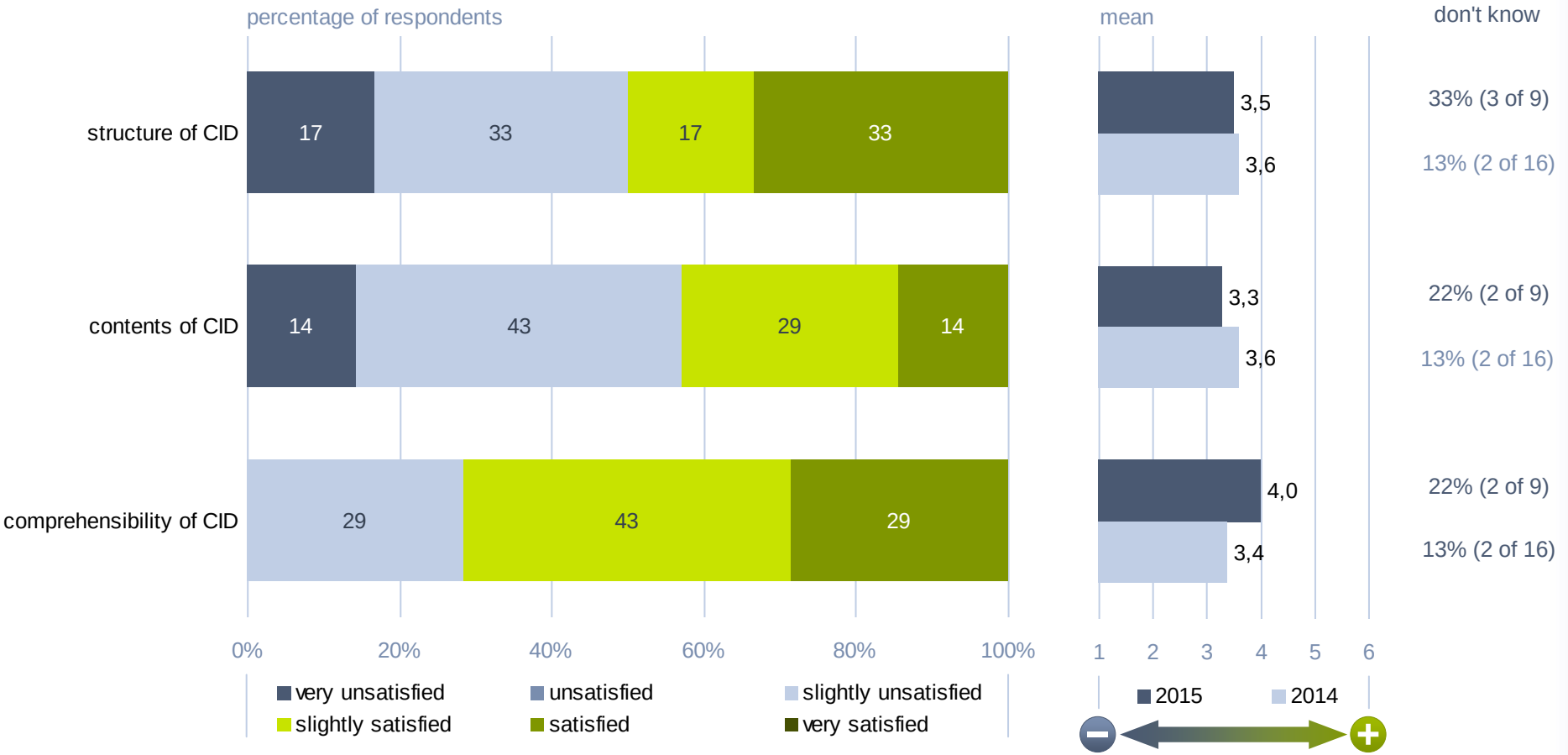

"To what extent are you satisfied with the structure of the CID for the 2016 timetable year? Can you easily find the information you want? Is the information organized in a logical way? || … with the contents of the CID? Do the contents match your business needs? Is the level of detail sufficient? || … with the comprehensibility of the CID? Is the wording clear and user-friendly? Are there enough graphical elements (where clear illustration is required)? Is the CID layout/design attractive?"

n = 9; 16

Satisfaction with Path allocation (1) - PAP

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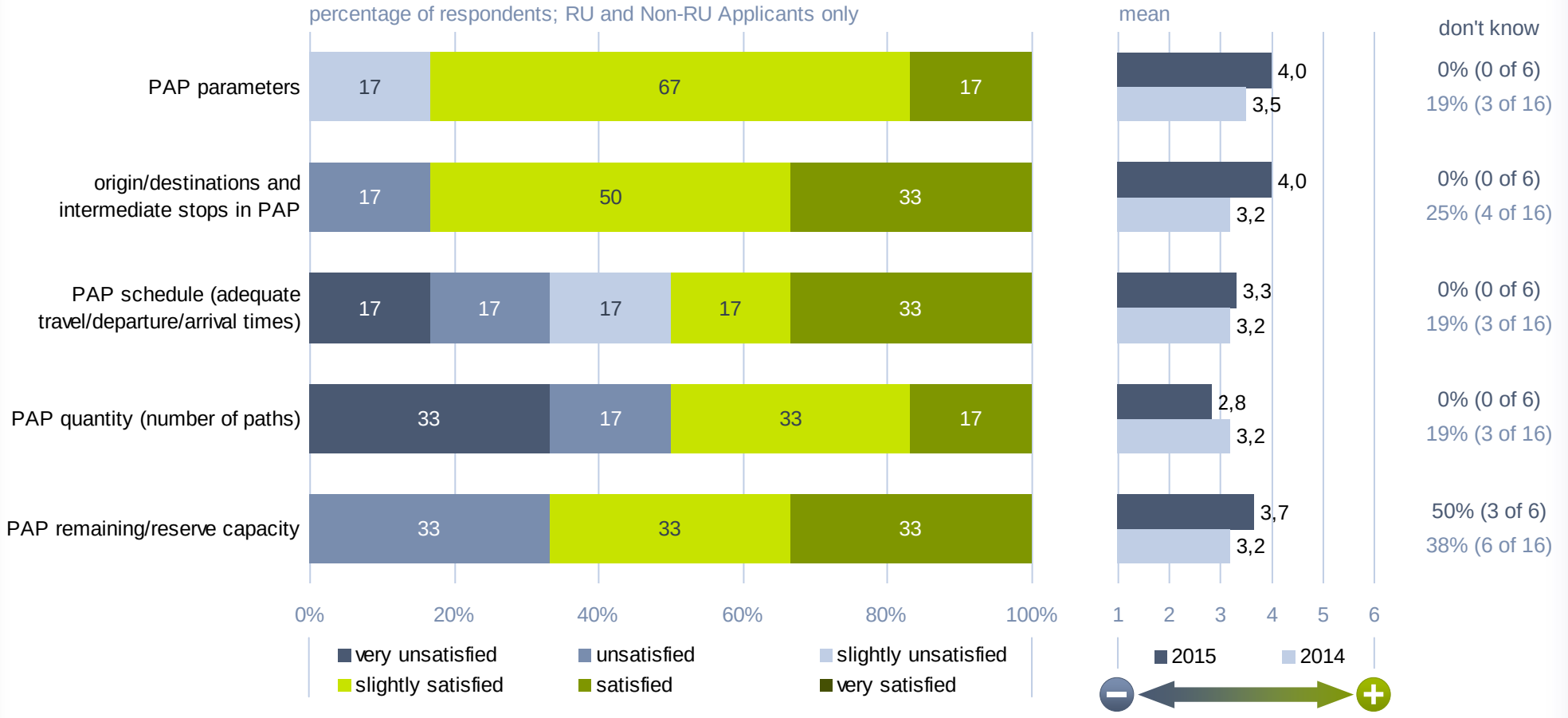

"To what extent are you satisfied with the Pre-arranged Path (PaP) parameters such as length, weight, etc.? || … with the origins/destinations and intermediate stops? || … with the PaP schedule? || … with the quantity of the PaPs? Is the number of offered PaPs enough? || … with the remaining / reserve capacity (late and ad-hoc path requests) offered by the RFC? Compared to the PaP offer, is the remaining / reserve capacity enough/adequate?"

n = 6; 16

Satisfaction with Path allocation (2) - C-OSS

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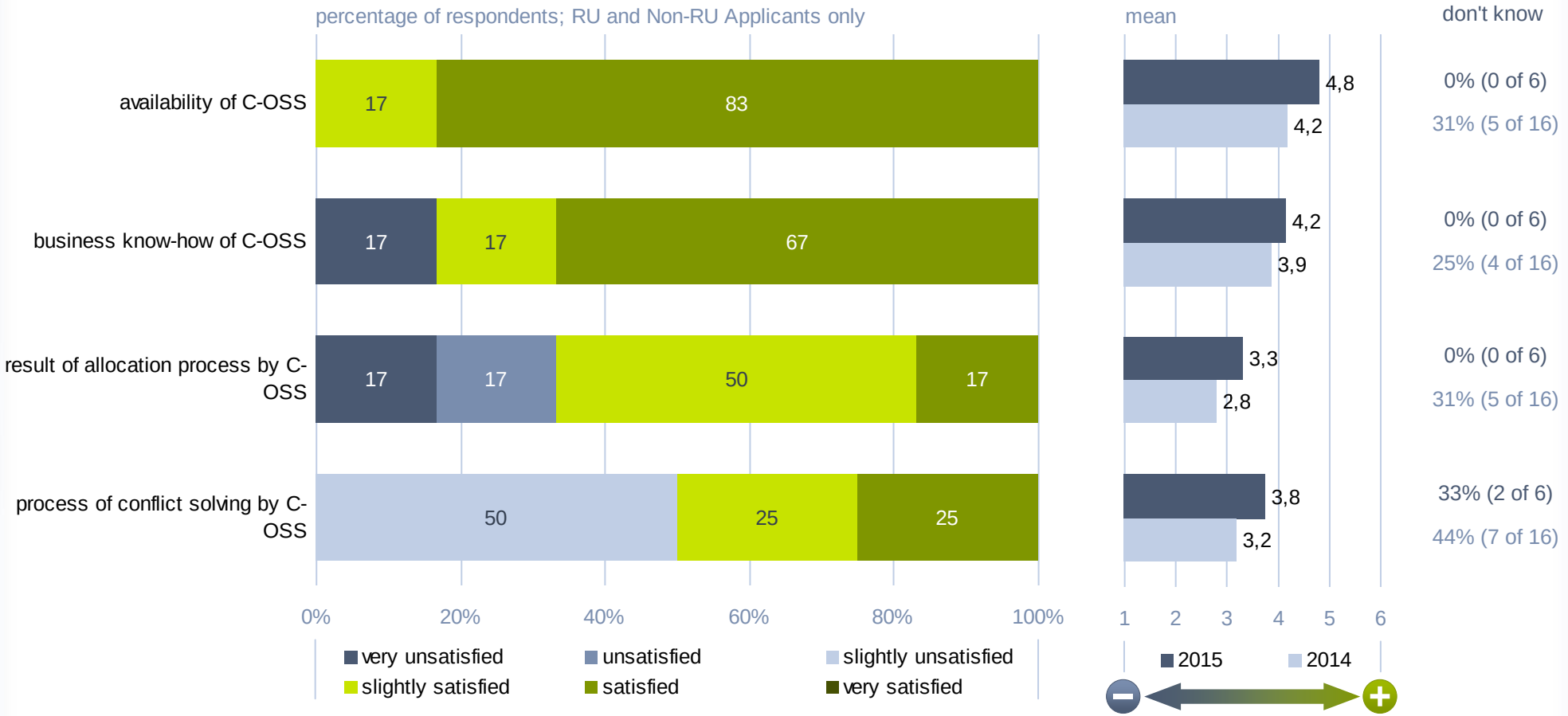

"How satisfied are you with the availability of the Corridor One-Stop Shop (C-OSS)? || How satisfied are you with the business know-how of the C-OSS? || How satisfied are you with the result of the allocation process for the 2016 timetable year? Did it meet your request? || In case of conflict-solving – how did you experience the process?"

n = 6; 16

Path Coordination System (PCS) - Usage

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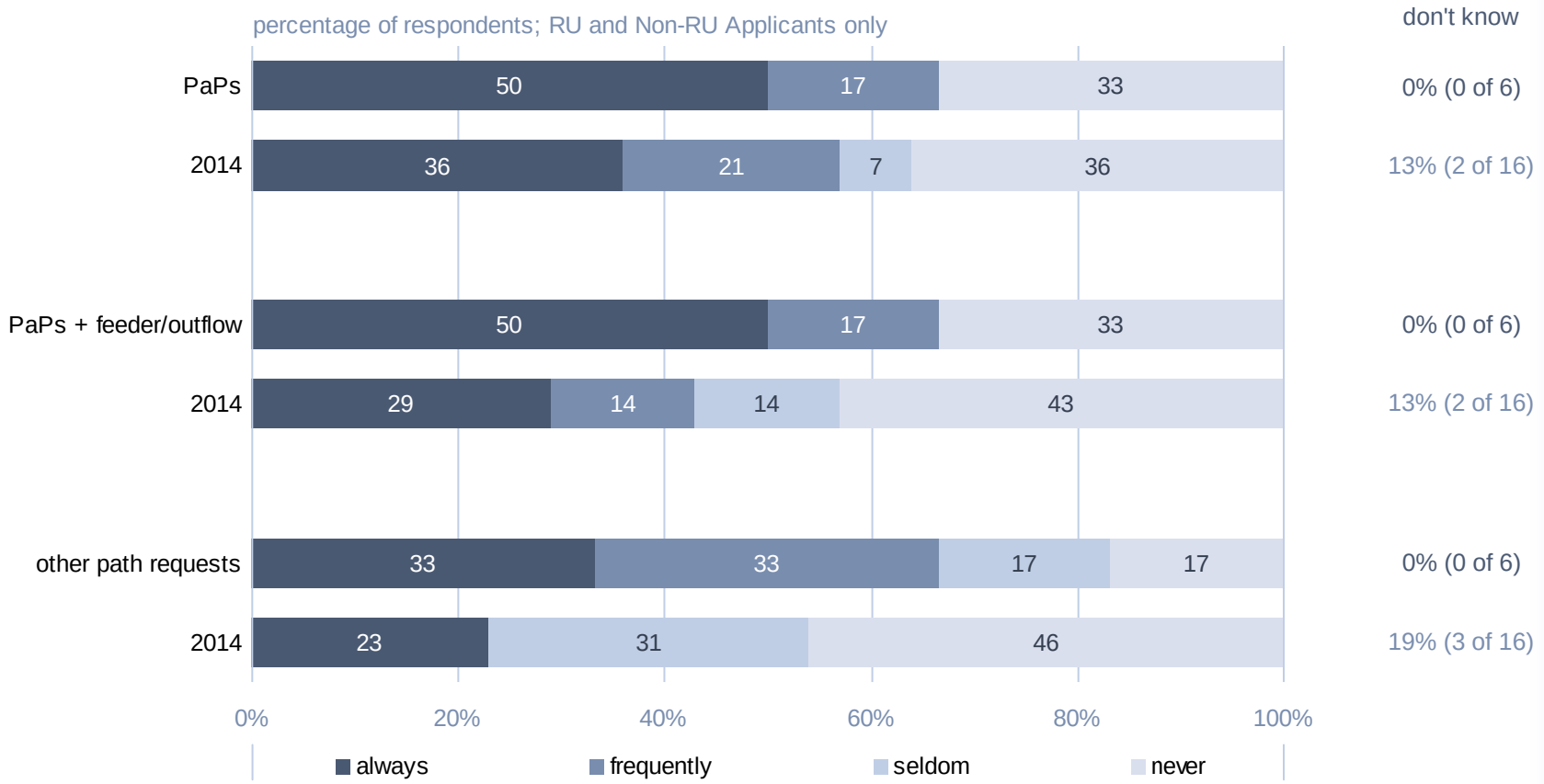

"How often does your company use the PCS booking tool for international path requests?"

n = 6; 16

Path Coordination System (PCS) - volume

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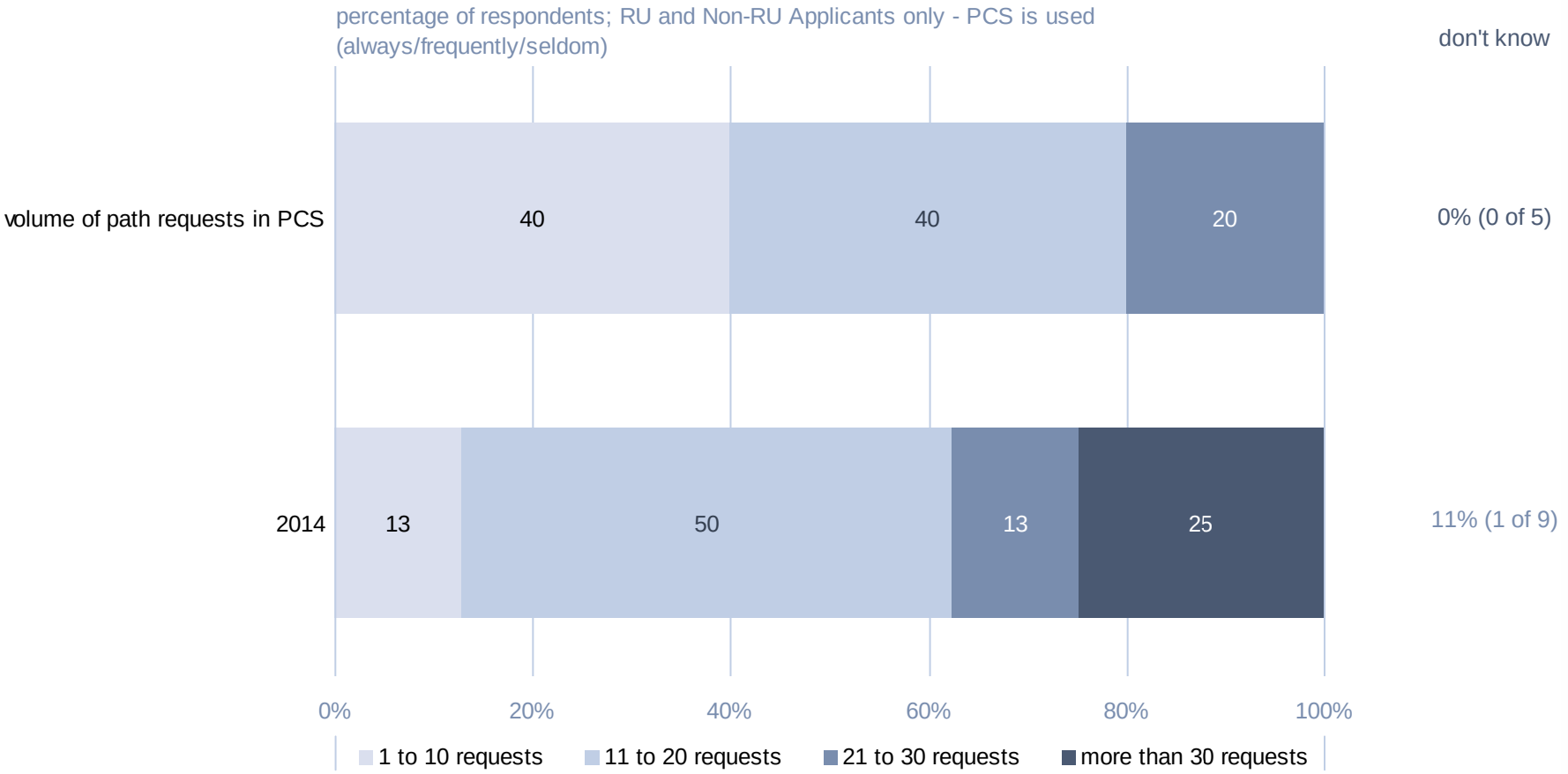

"What is the volume of path requests (dossiers) you placed in PCS for the 2016 timetable year?"

n = 5; 9

Satisfaction with Path Coordination System (PCS)

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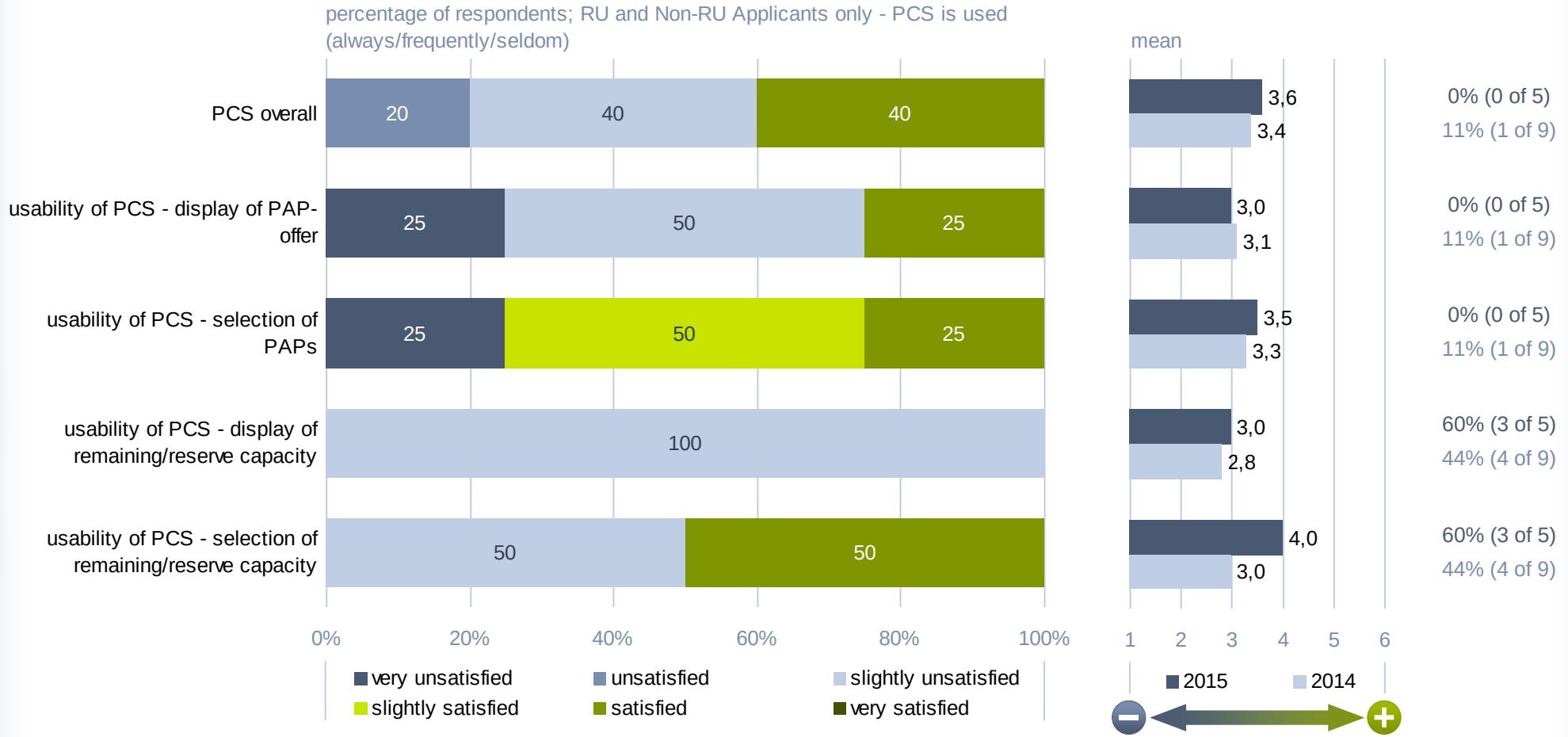

"How satisfied are you all in all with PCS as a booking tool for international path requests? Did it match your needs? || … with the usability of the PCS booking tool concerning the display of the PaP-offer? || … concerning the selection of required PaPs? || … concerning the display of remaining / reserve capacity (late and ad-hoc path requests)? || … with the usability of the PCS booking tool concerning the selection of required remaining / reserve capacity (late and ad-hoc path requests)?"

n = 5; 9

Satisfaction with Path Coordination System (PCS) - improvement

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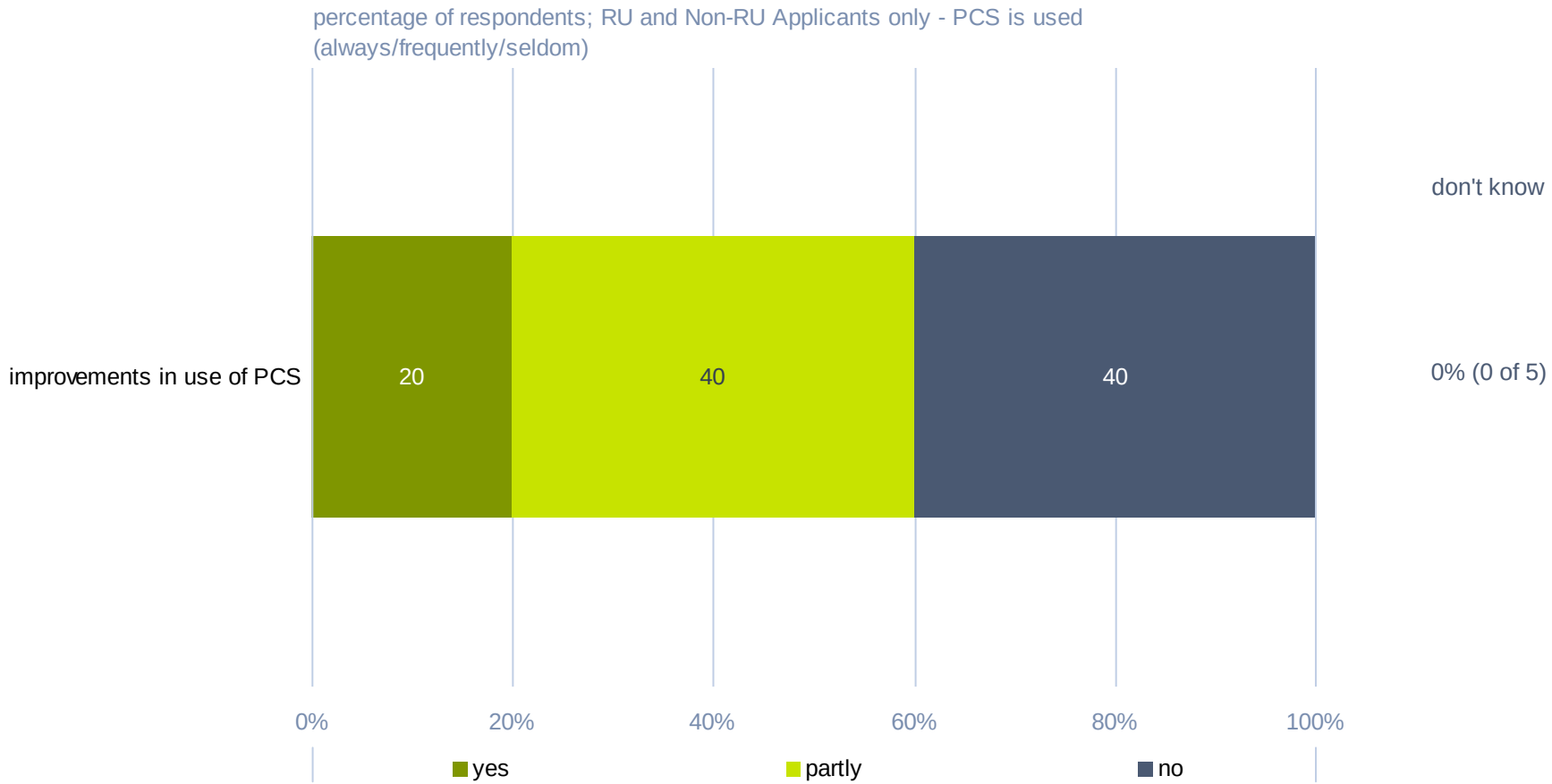

"Have you perceived significant improvements in the use of PCS compared to the previous year?"

n = 5

Satisfaction with Terminal Services

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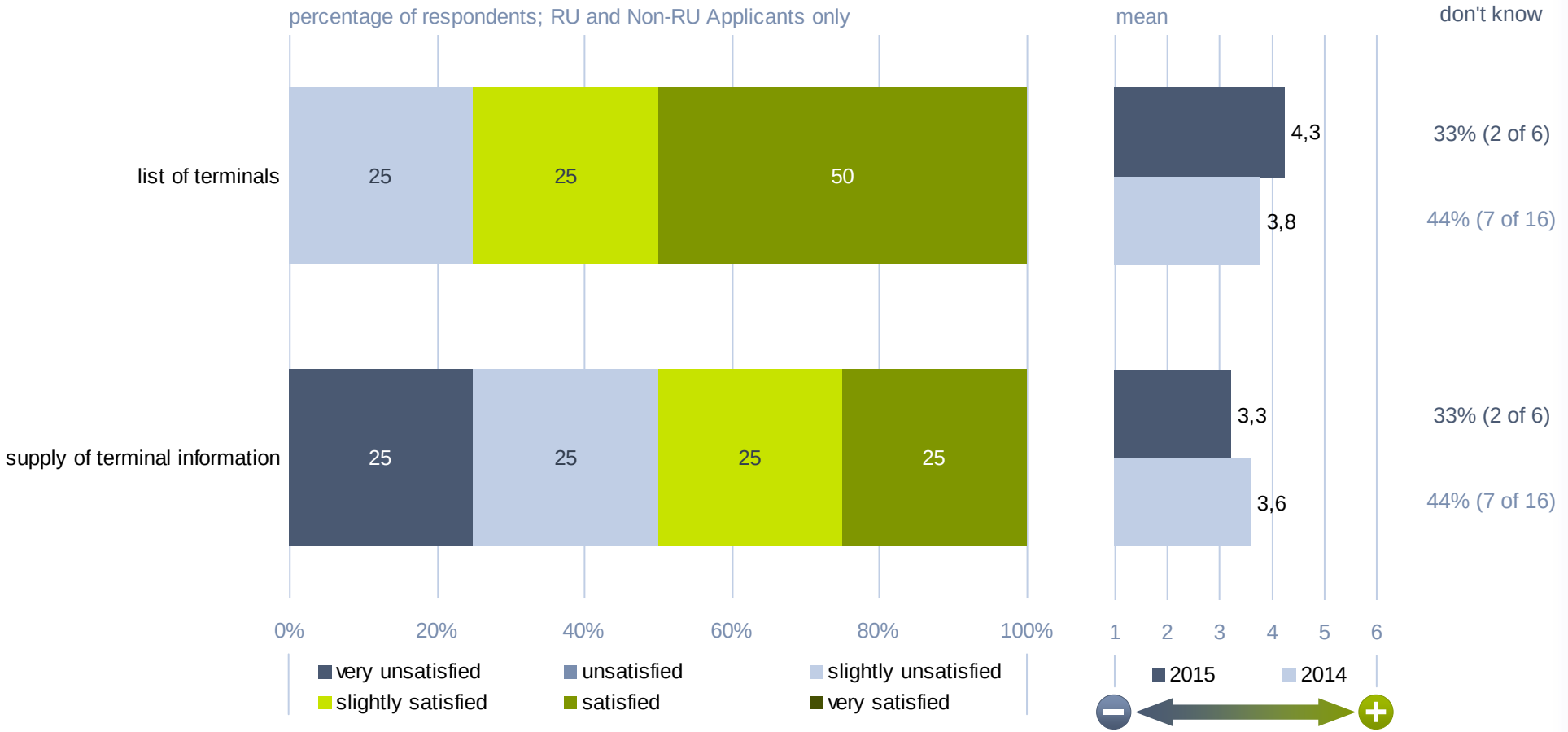

"To what extent are you satisfied with the list of terminals along the RFC that are provided by the RFC? Are all relevant terminals included in the CID 2016? || To what extent are you satisfied with the supply of Terminal information? Is the RFC supplying all relevant information on Terminals (either contained inside the CID 2016 or other sources)?"

n = 6; 16

Satisfaction with Train Performance Management

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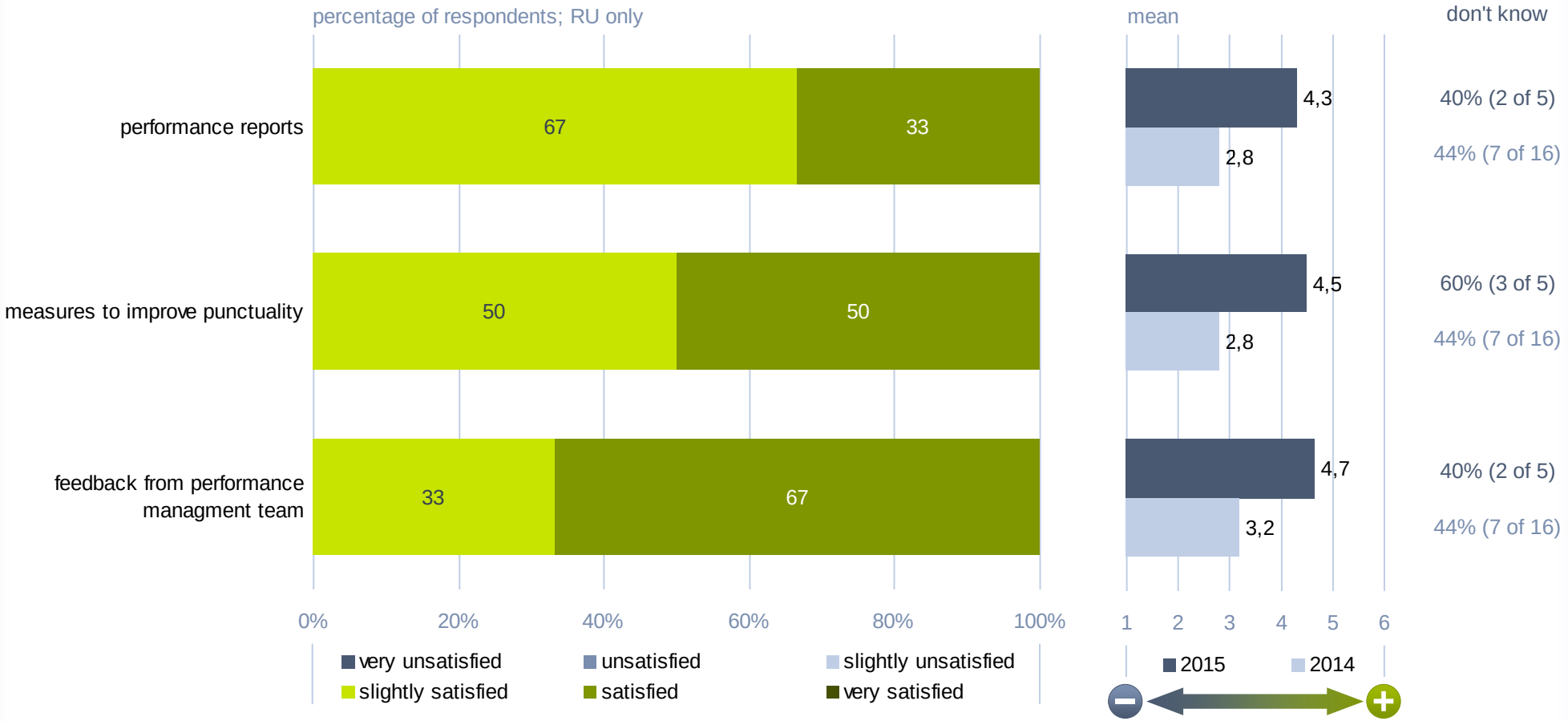

"How satisfied are you with the performance reports? Do they show the information you need? || How satisfied are you with the efficiency of measures taken in order to improve punctuality? || How satisfied are you with the feedback you receive from your whole RFC performance management team? RFC performance management team: who evaluates the punctuality of your trains and reports it back to you?"

n = 5; 16

Satisfaction with Traffic Management

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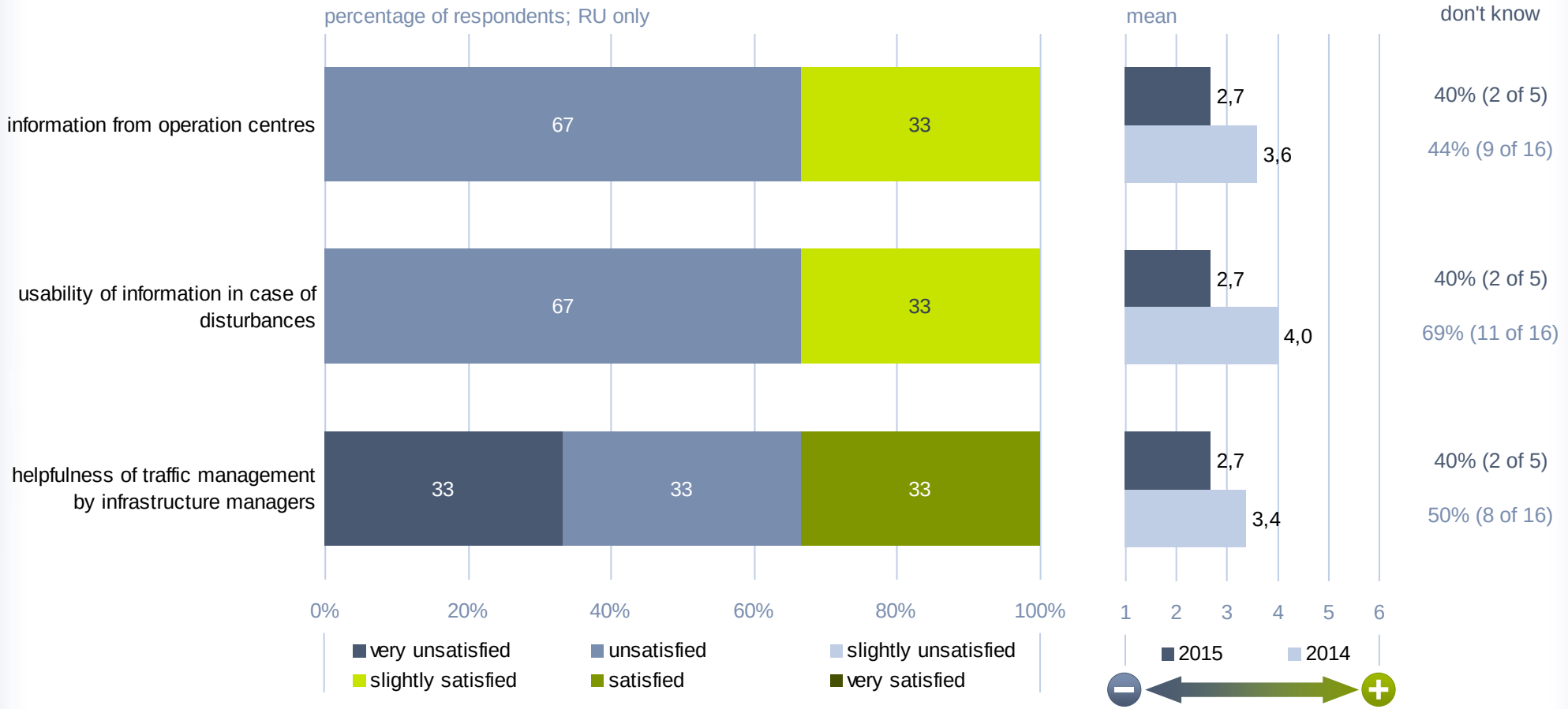

"How satisfied are you with the information you get from the different operation centres on the corridor while operating trains? || How satisfied are you with the usability of the information you get from the operation centres in case of disturbances? || How helpful is the Infrastructure Managers' (IMs') traffic management as regards running your trains with a high service quality?"

n = 5; 16

Satisfaction with Co-operation with the RFC Management Board (1)

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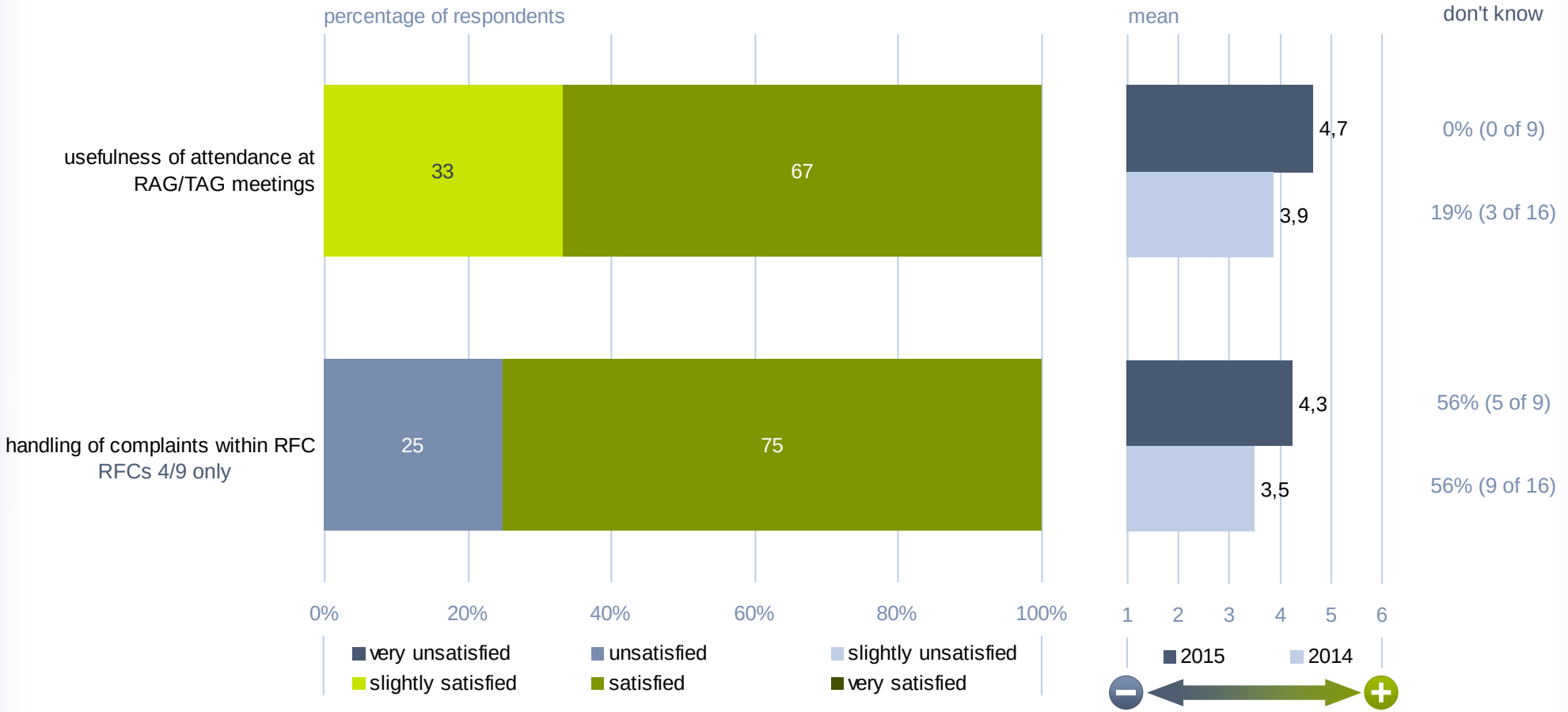

"Do you consider your attendance at the RU Advisory Group/Terminal Advisory Group (RAG/TAG) meetings as beneficial and useful for your company? || How satisfied are you with the procedure for handling complaints within the RFC? Please note that this question only refers to complaints – if any – handled by the RFC, it does not refer to complaints handled by the Regulatory Body."

n = 9; 16

Satisfaction with Co-operation with the RFC Management Board (2)

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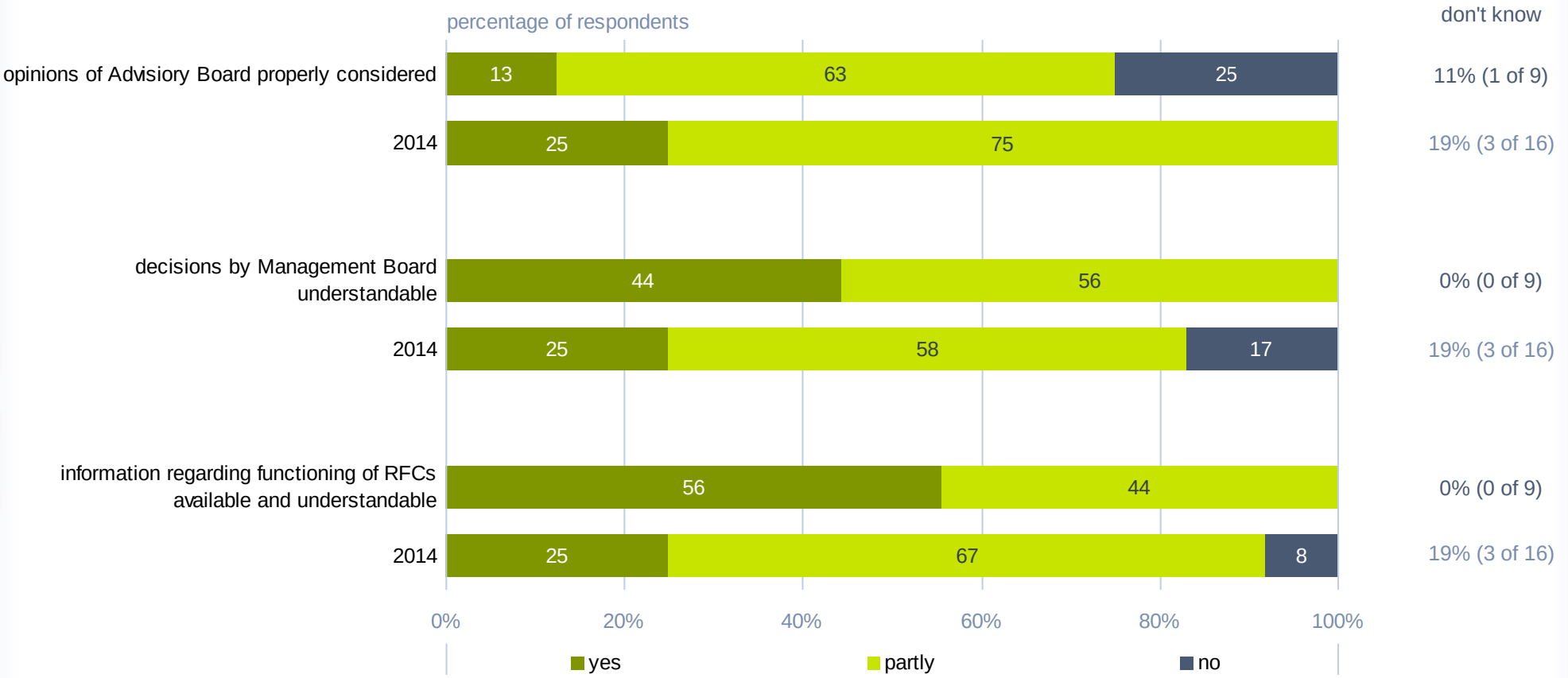

"Do you consider that the opinion of the Advisory Group has been properly taken into account by the RFC Management Board? || Are decisions taken by the RFC Management Board (that concern your business) understandable for you? || Is information regarding the functioning of the RFC easily available and understandable for you?"

n = 9; 16

Satisfaction with Overall RFC Communication

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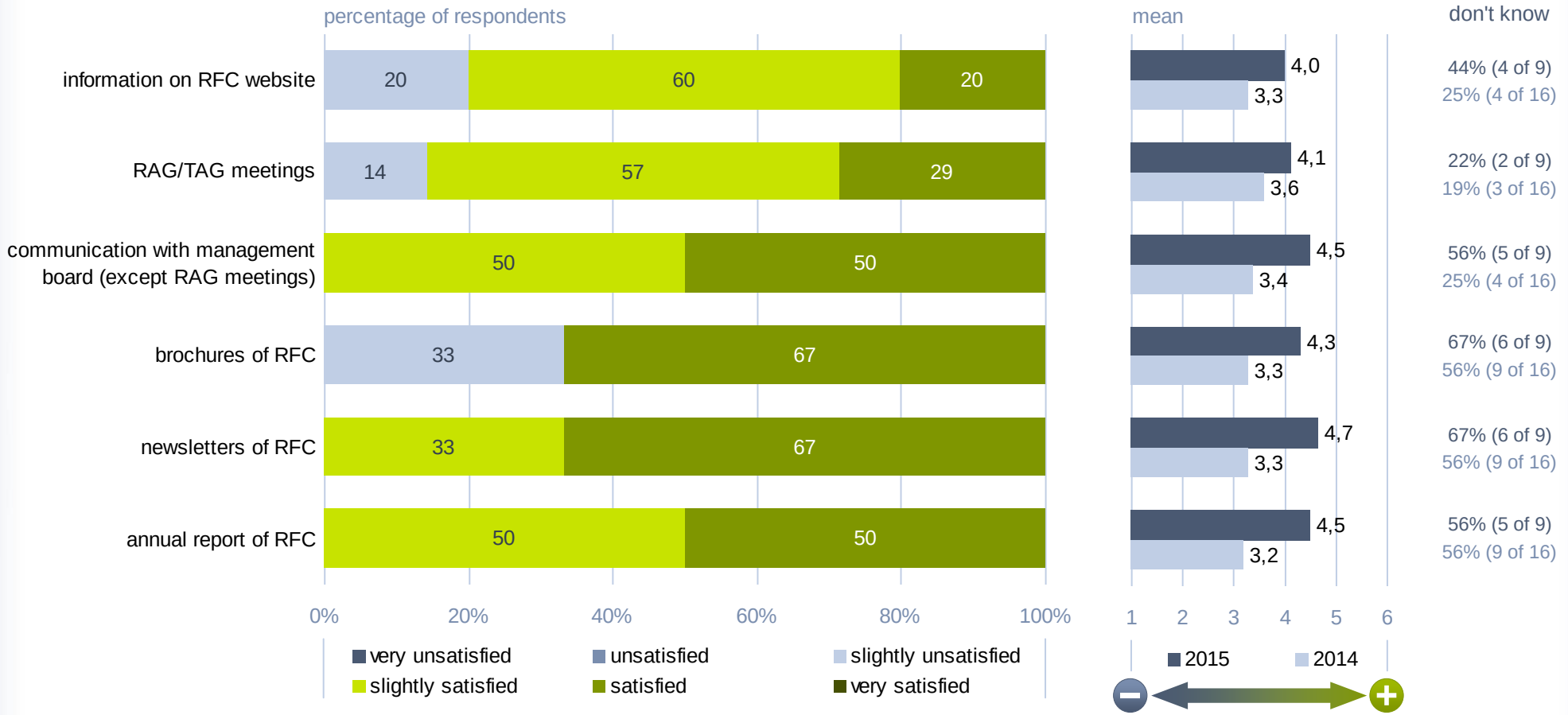
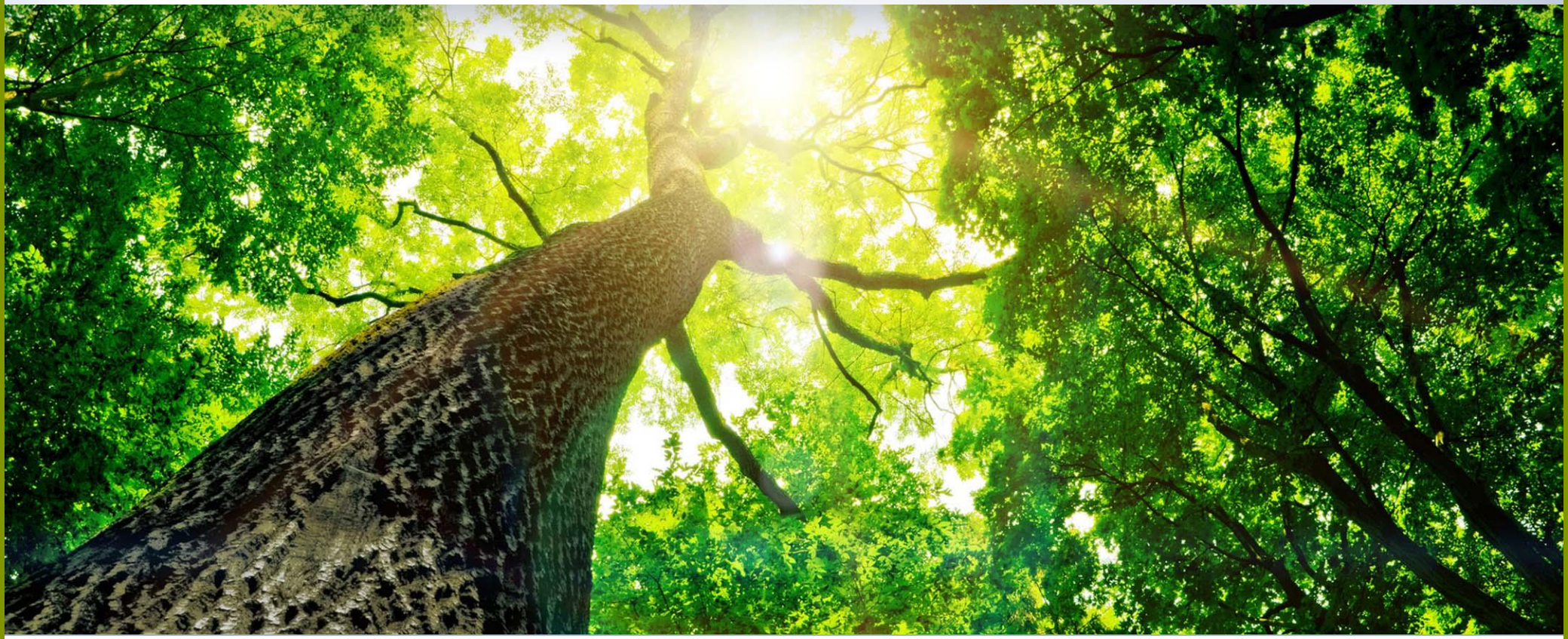


"To which extent are you satisfied with the information provided by RFC's website? || To which extent are you satisfied with the RAG/TAG Meetings? || To which extent are you satisfied with the communication with the Management Board of the RFC other than at the RAG/TAG meetings? || To which extent are you satisfied with the brochures/newsletters/annual report of the RFC (as far as they exist)?"

n = 9; 16



3 Sample Description

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Volume of International Rail Freight Business

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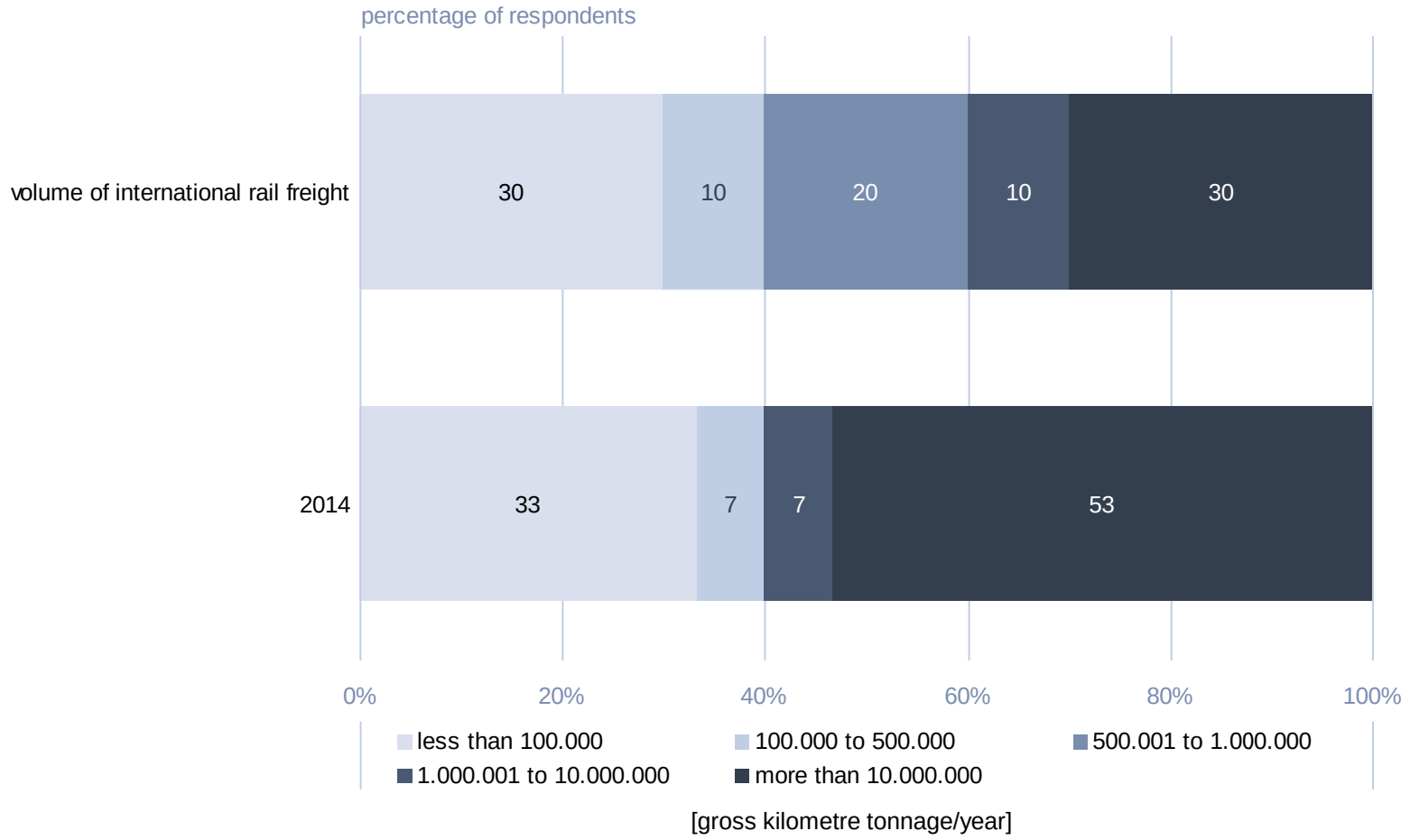

"What is the volume of your company's international rail freight business (in gross kilometre tonnage/year)?"

n = 11; 16 (non/potential users included)

Trains operated as responsible RU

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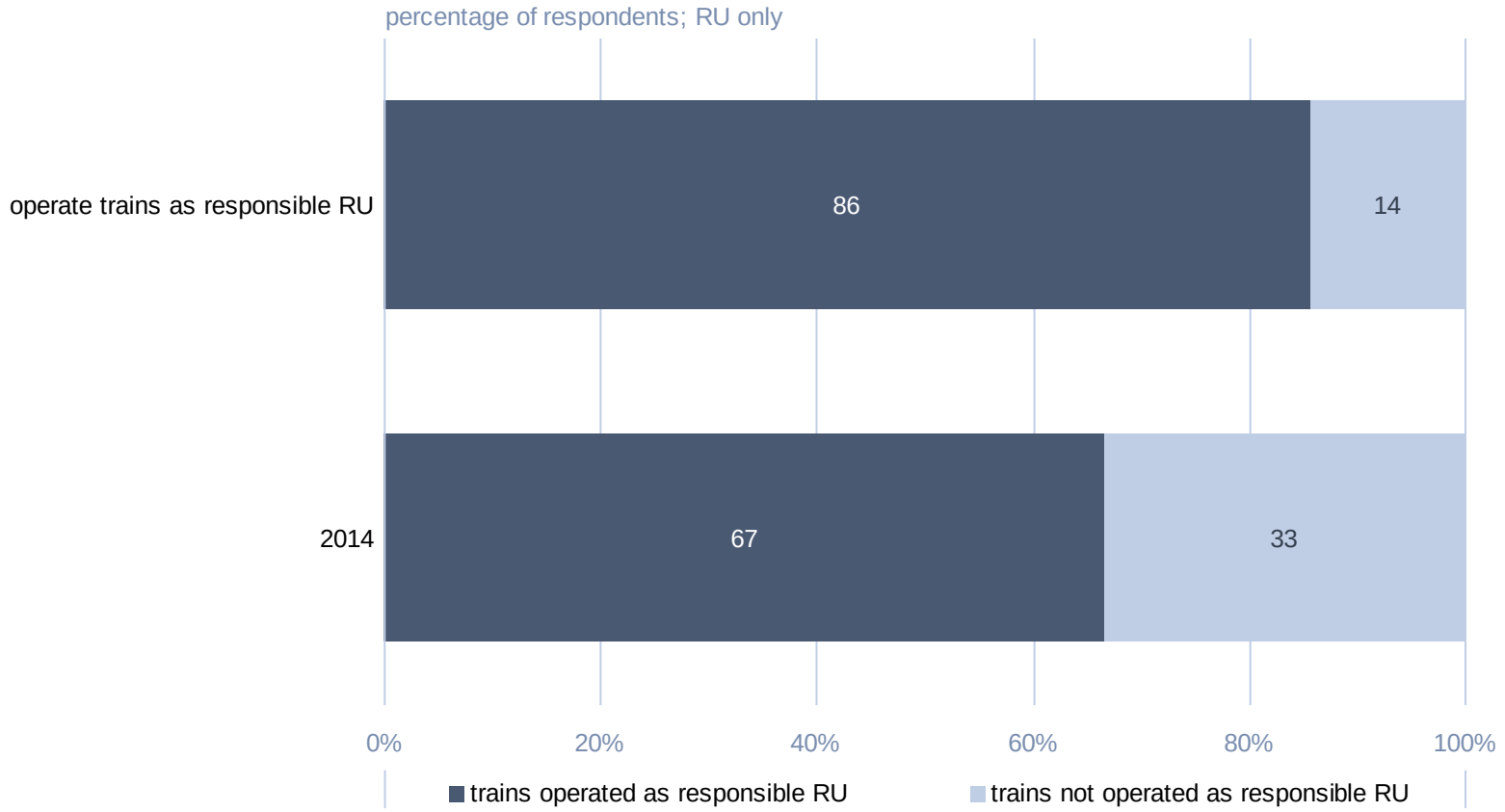

"Do you operate the trains on your own as the responsible Railway Undertaking (RU)?"

n = 7; 16 (non/potential users included)

Open Access or Co-operation

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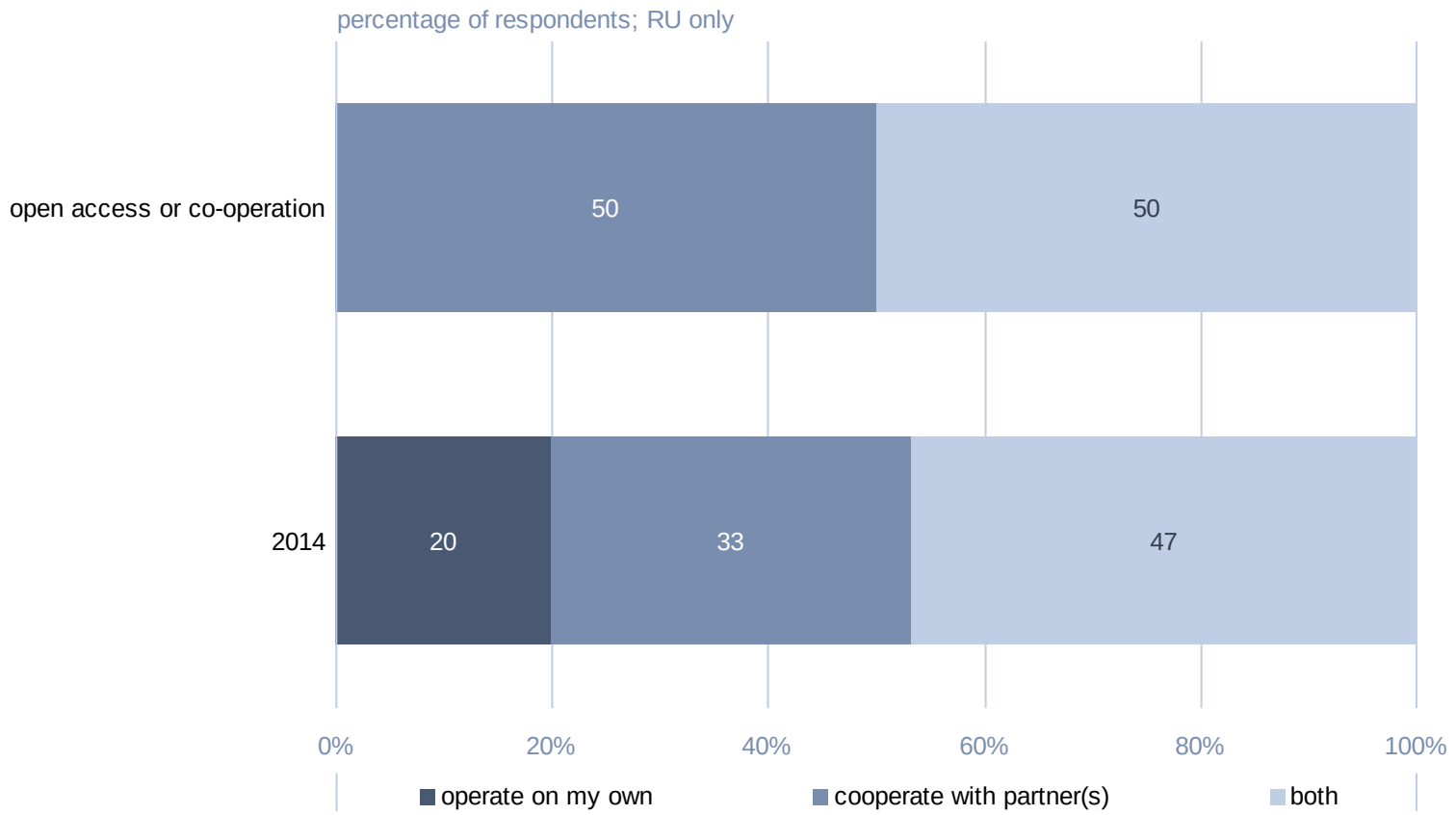

"Do you operate cross-border (open access) or do you make use of (a) co-operation partner(s) on sections of the train run?"

n = 7; 16 (non/potential users included)

Target Group

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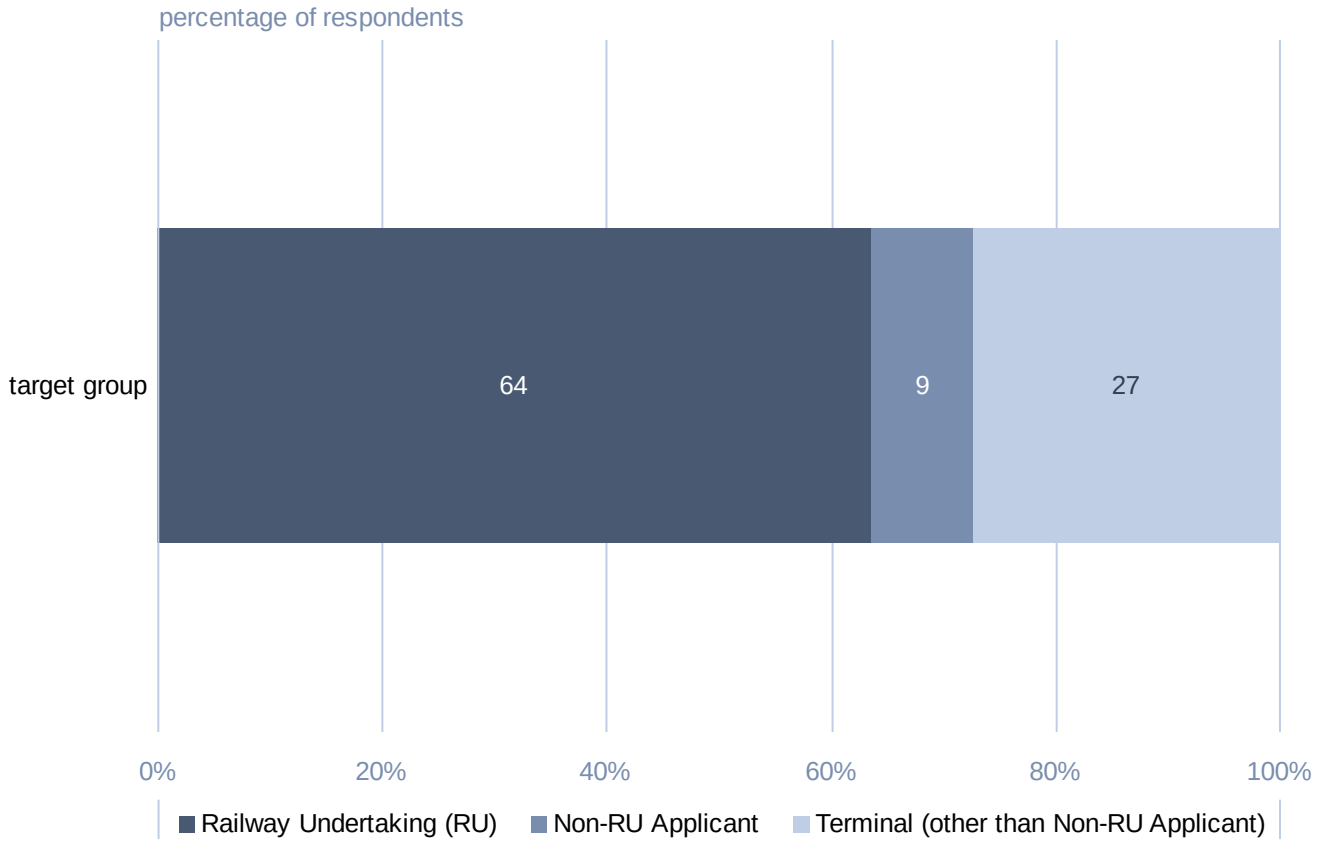

"To which of the following types of target groups does your company belong?"

n = 11 (non/potential users included)

Usage of different corridor sections

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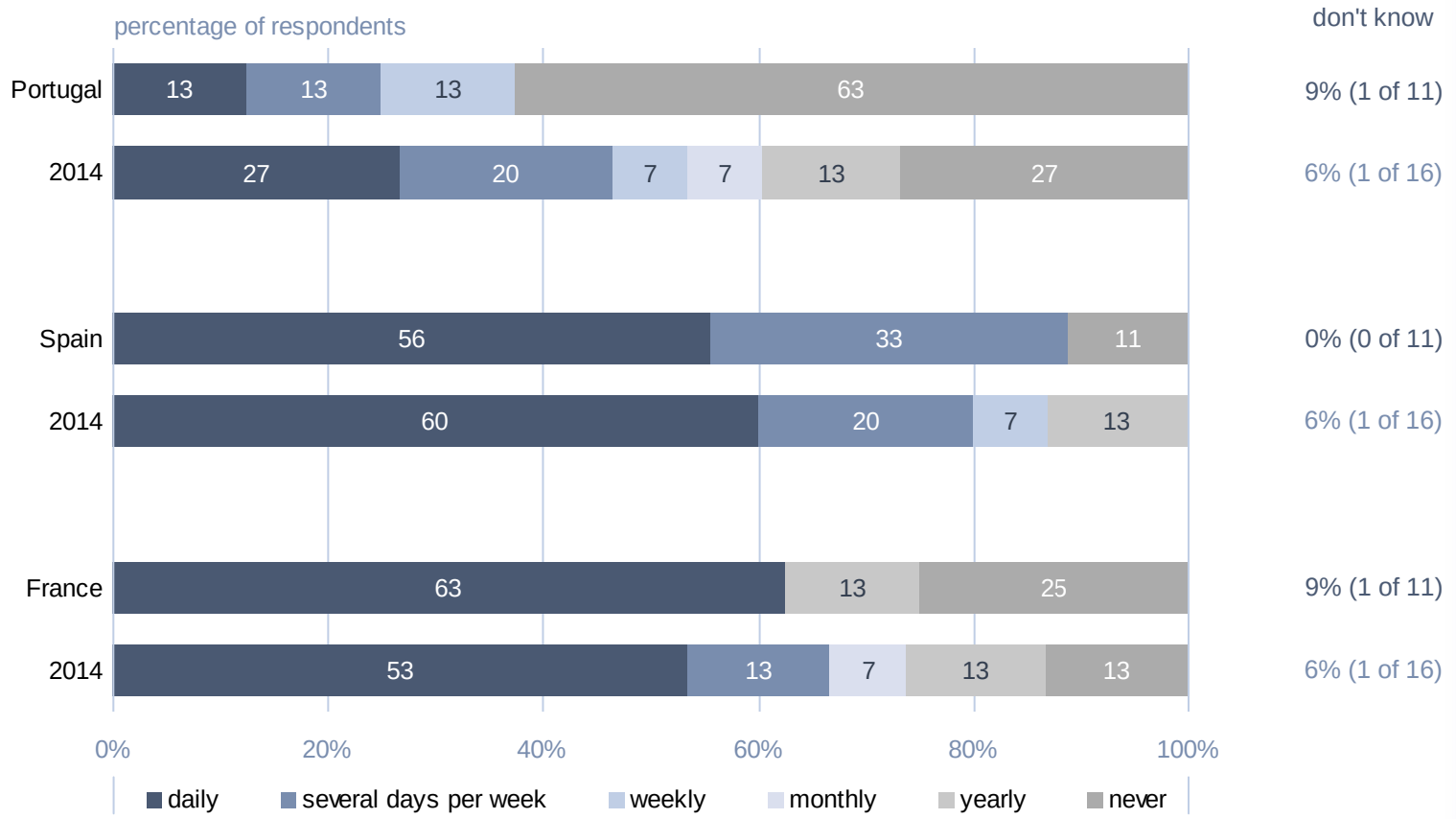

"How often does your company use the PCS booking tool for international path requests?"

n = 11; 16 (non/potential users included)

4 Non/potential users

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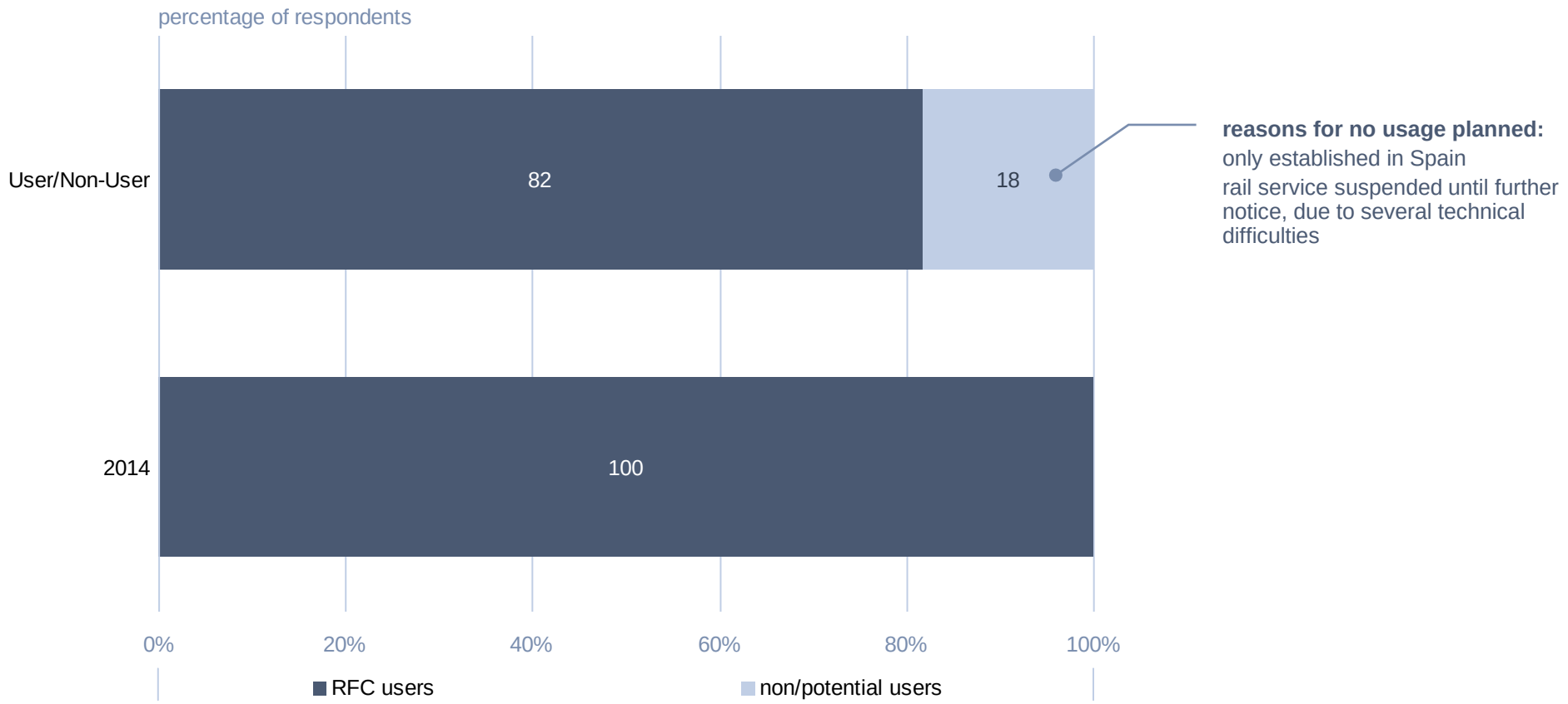
Users vs. non users



n = 11; 16

Future/additional usage of RFCs

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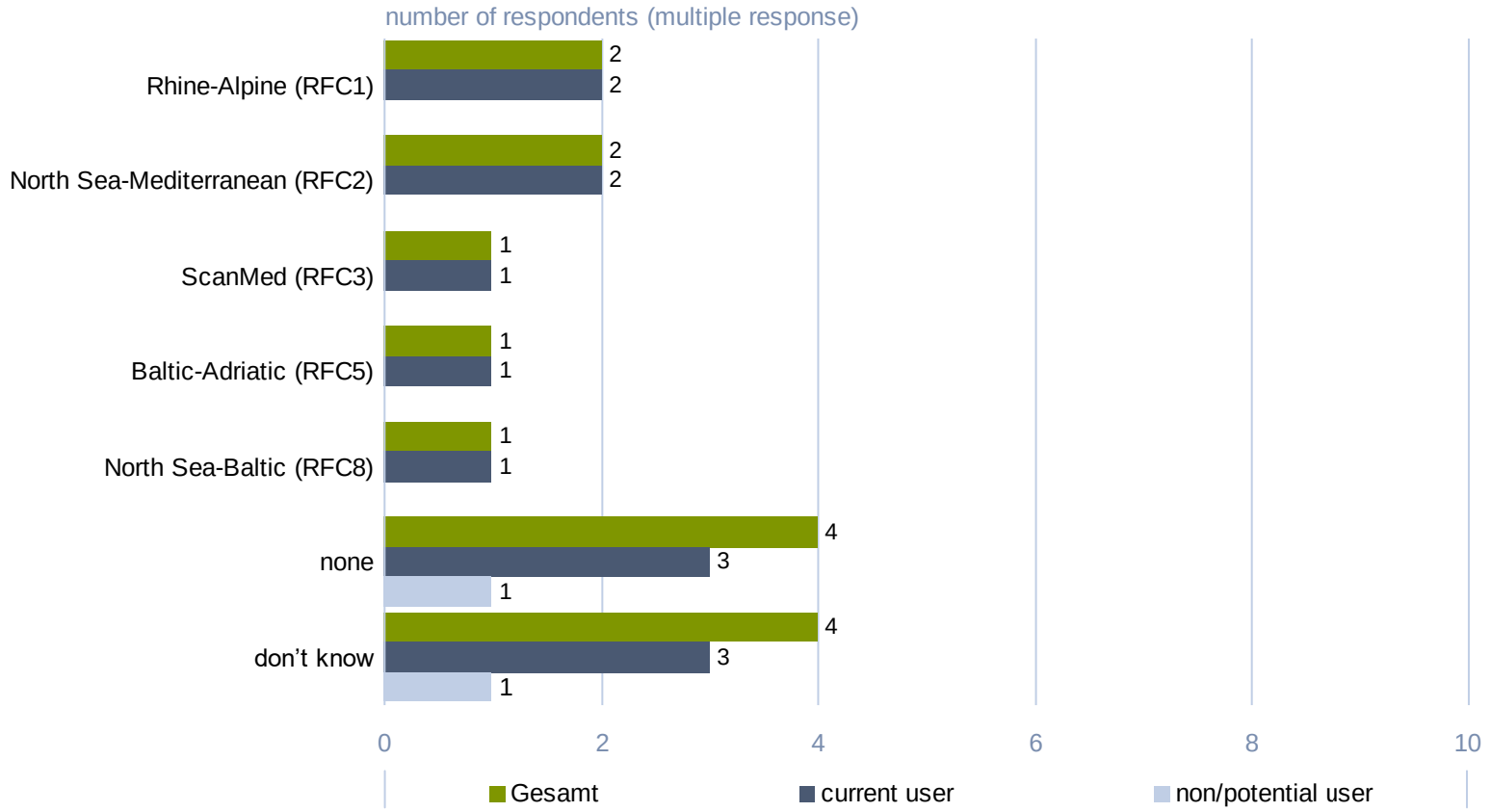

"Which RFCs / which additional RFCs are you planning to operate/run your services on?"

n = 11 (9/2)

5 Summary

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Summary - Satisfaction Rating

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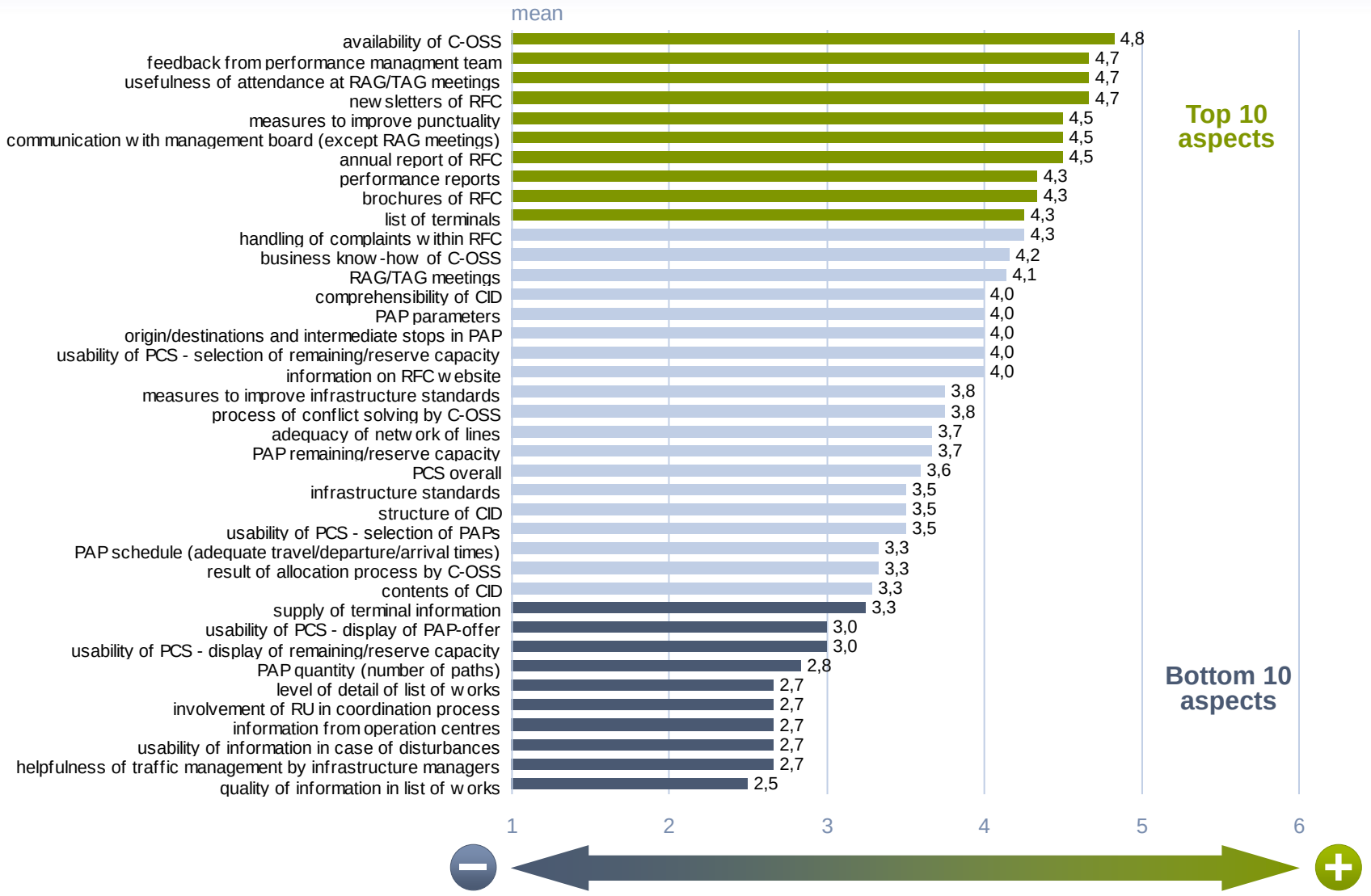
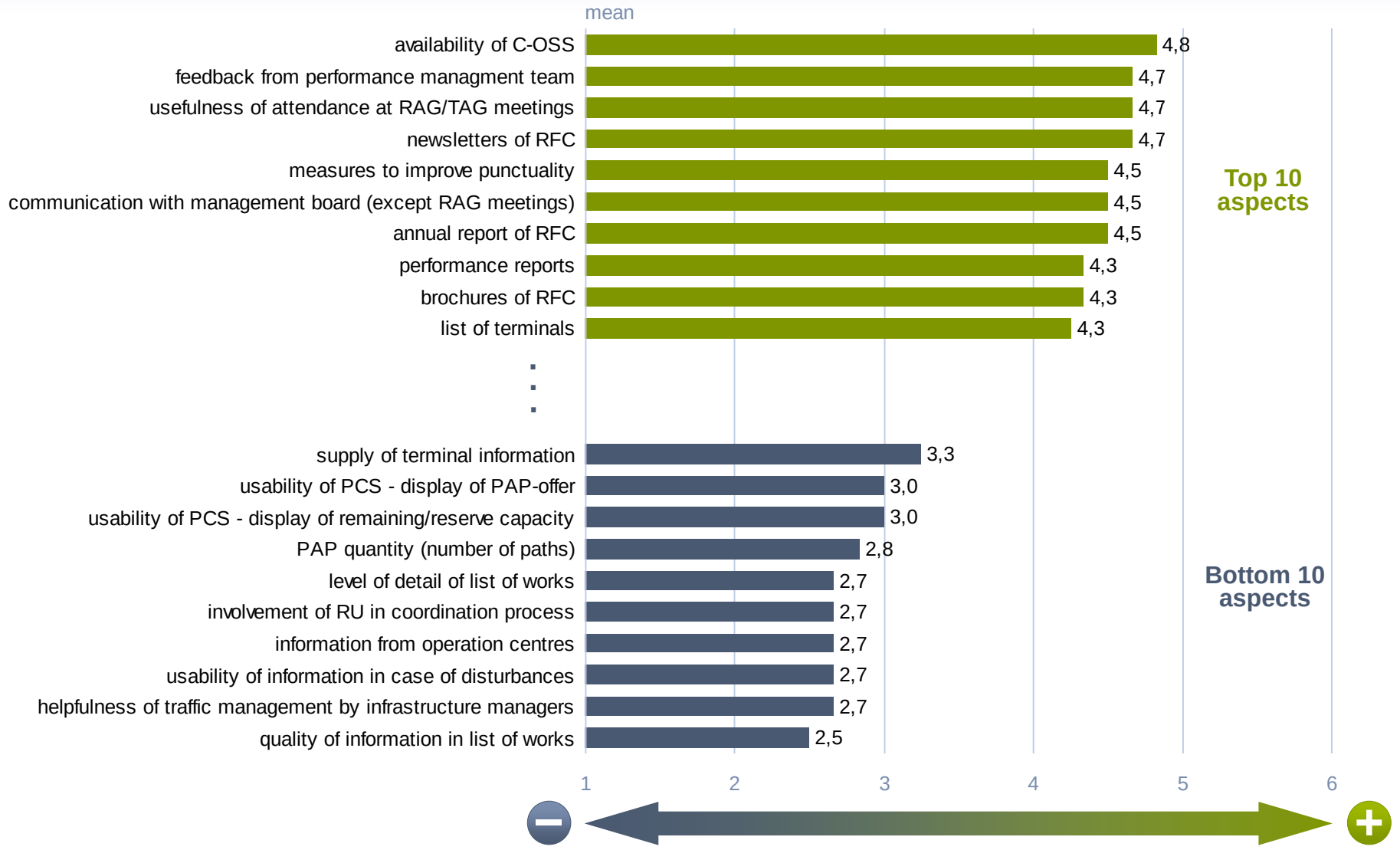


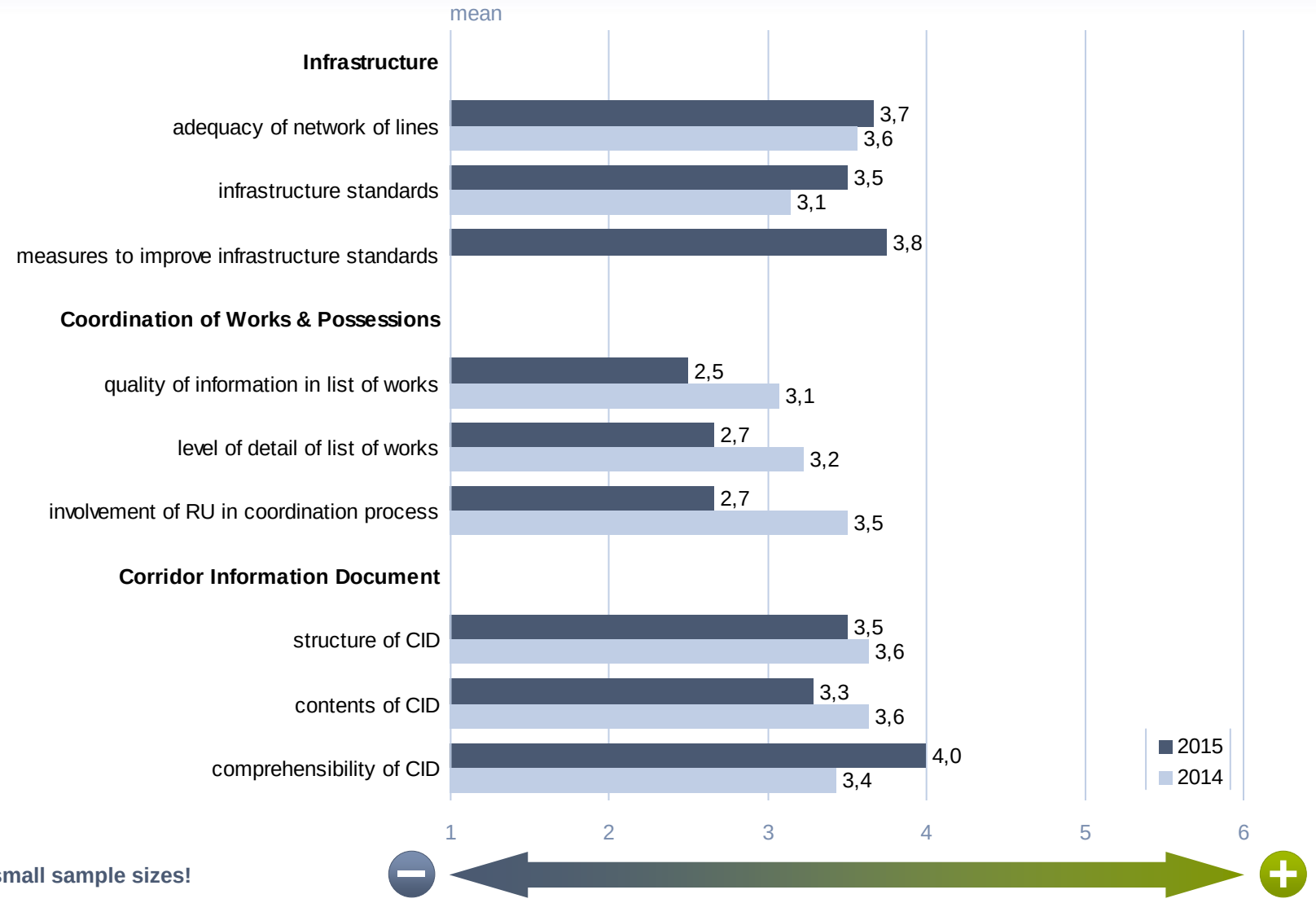
Summary - Satisfaction Rating

marketmind



Summary - Satisfaction Rating || Comparison to 2014 (1)

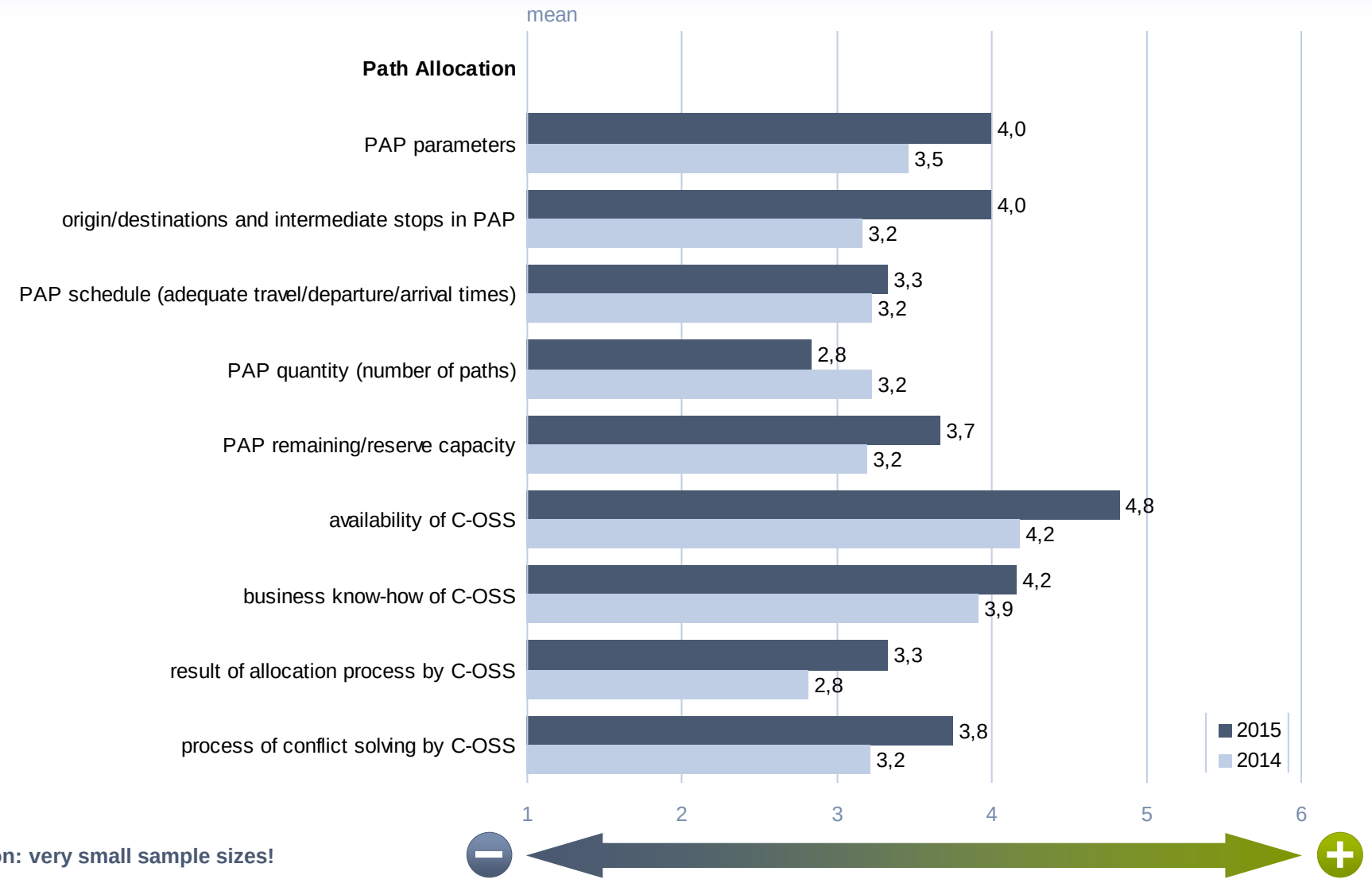
marketmind



Attention: very small sample sizes!

Summary - Satisfaction Rating || Comparison to 2014 (2)

marketmind



Attention: very small sample sizes!

Summary - Satisfaction Rating || Comparison to 2014 (3)

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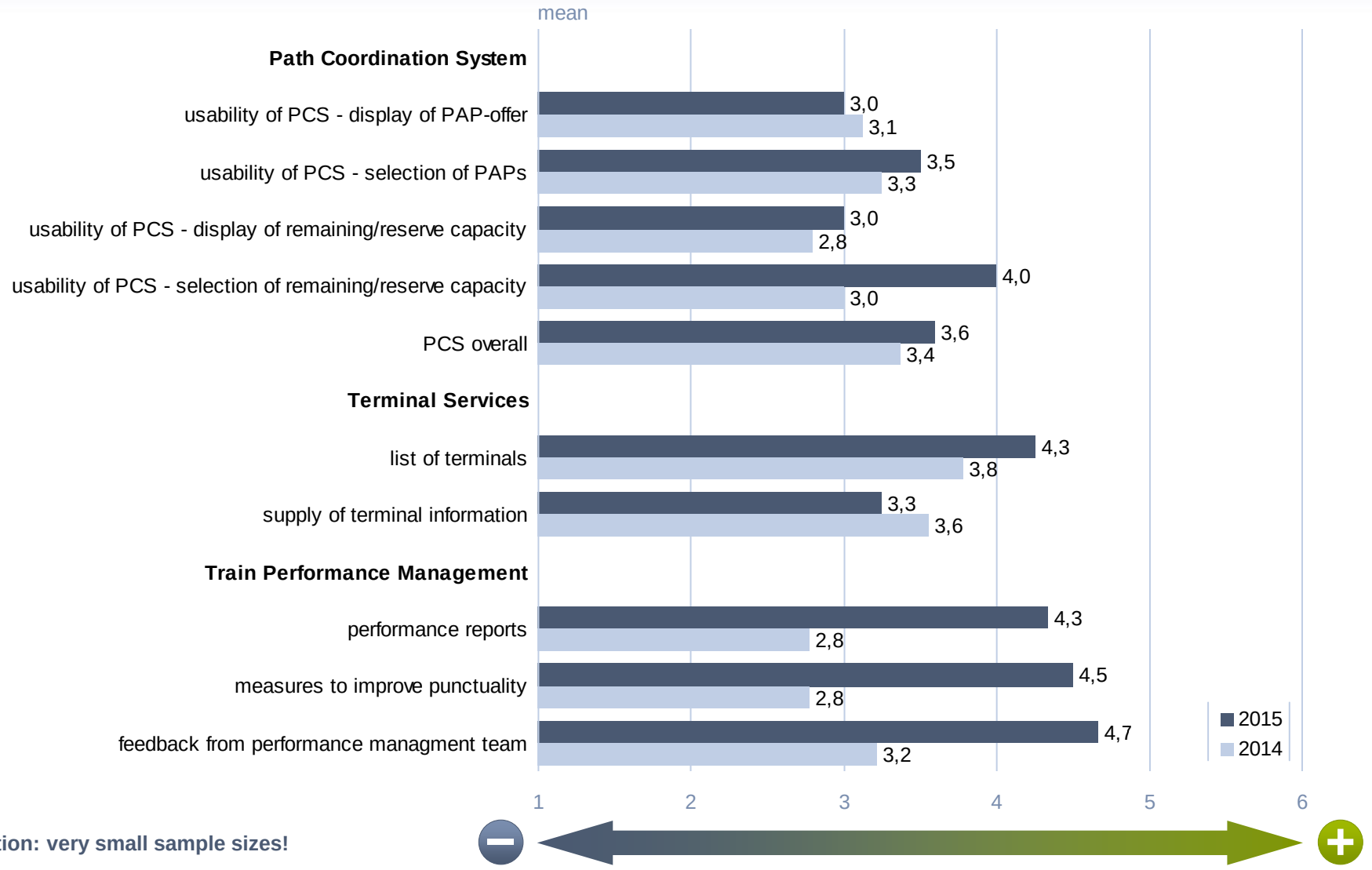

Attention: very small sample sizes!

Summary - Satisfaction Rating || Comparison to 2014 (4)

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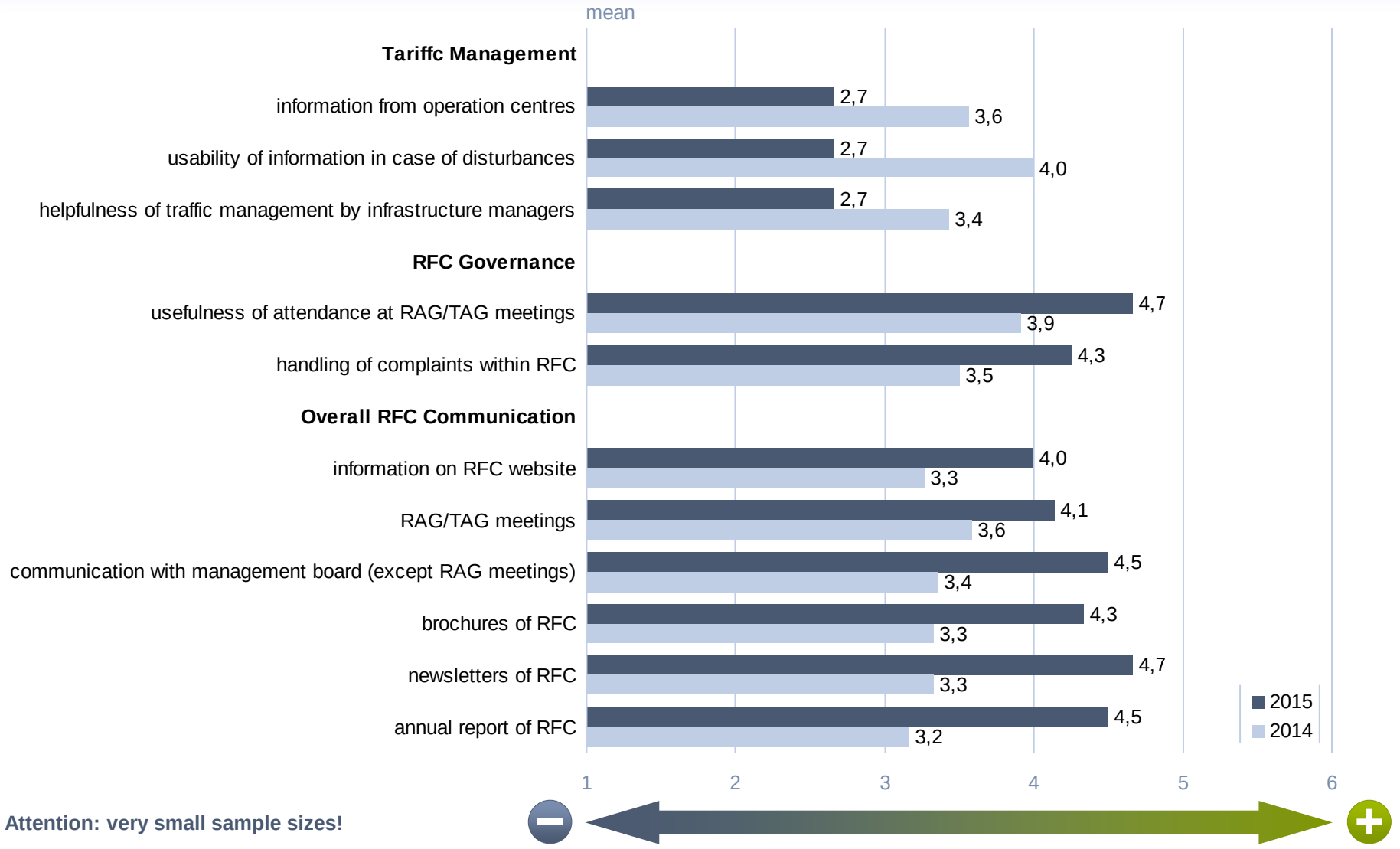

Attention: very small sample sizes!

Summary - Satisfaction Rating || Comparison to overall results (1)

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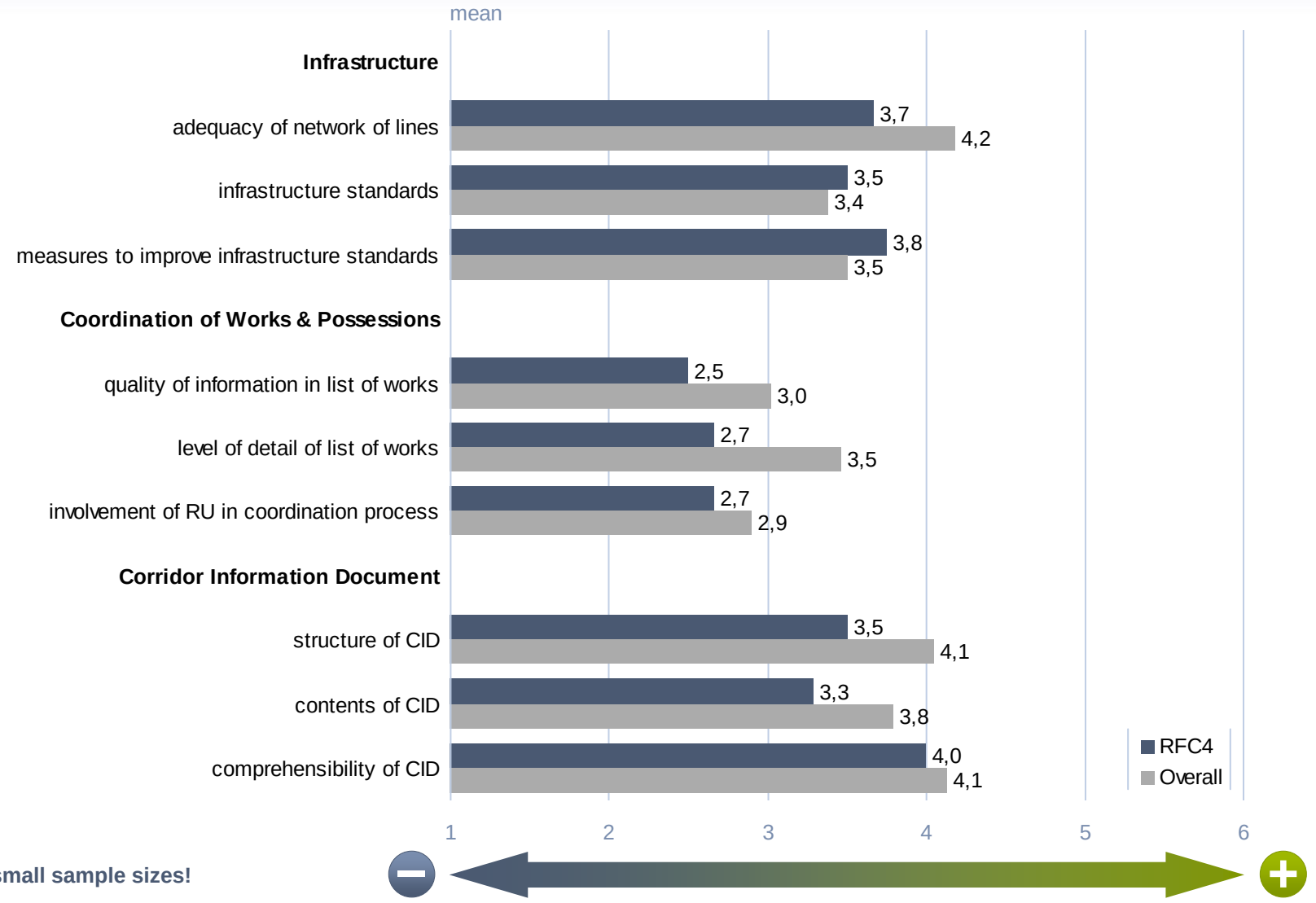
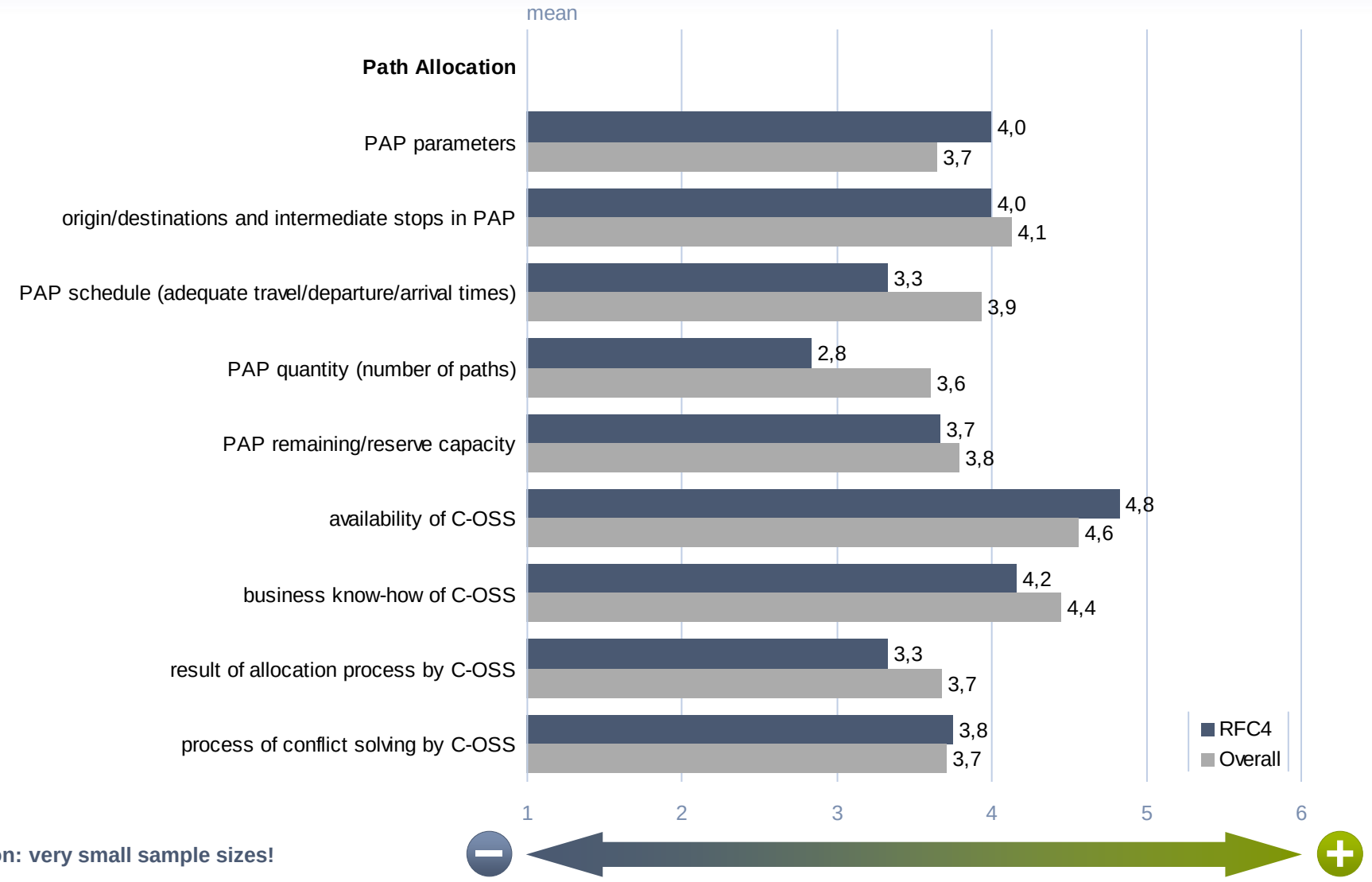


Attention: very small sample sizes!

Summary - Satisfaction Rating || Comparison to overall results (2)

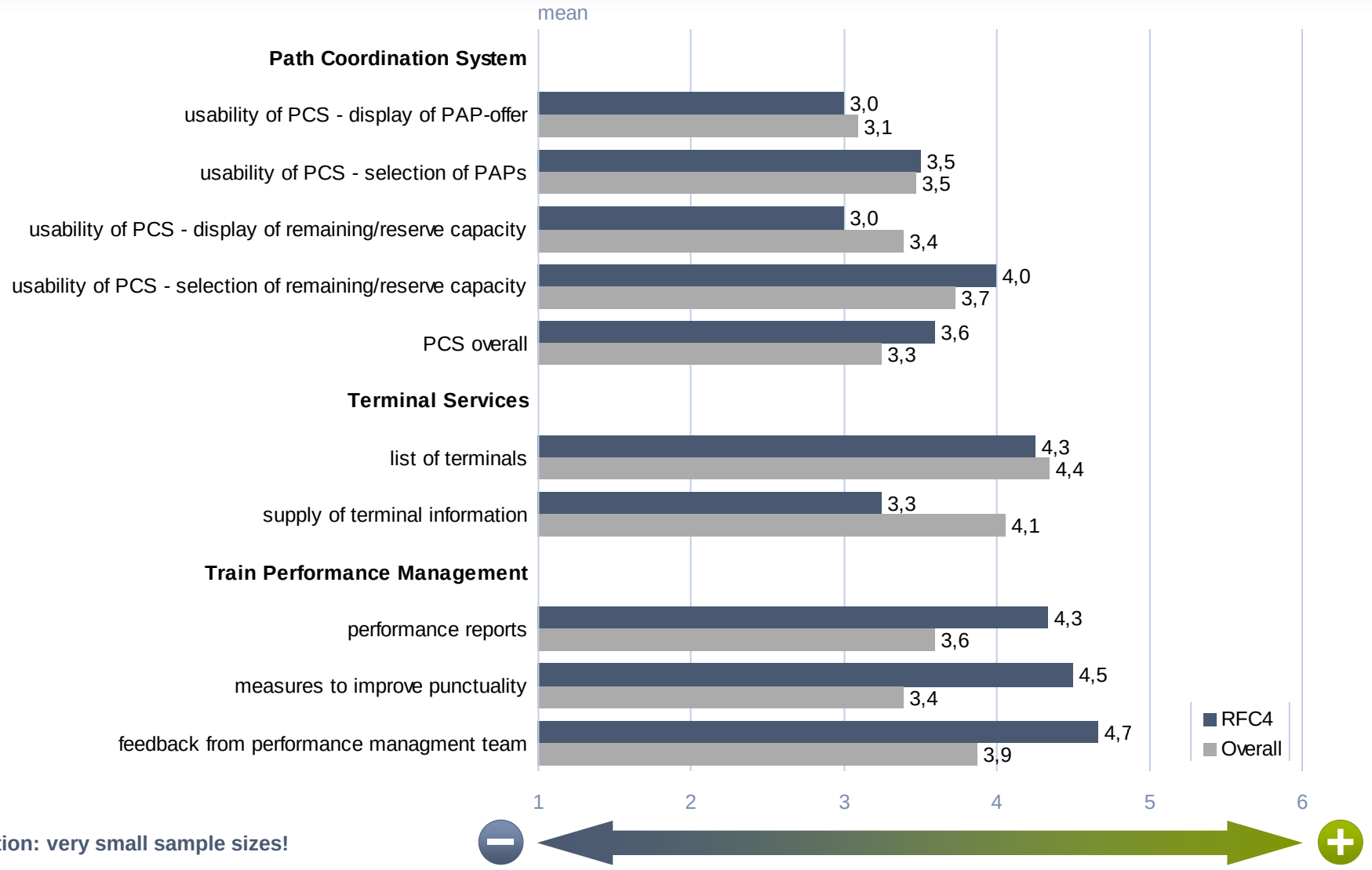
marketmind



Attention: very small sample sizes!

Summary - Satisfaction Rating || Comparison to overall results (3)

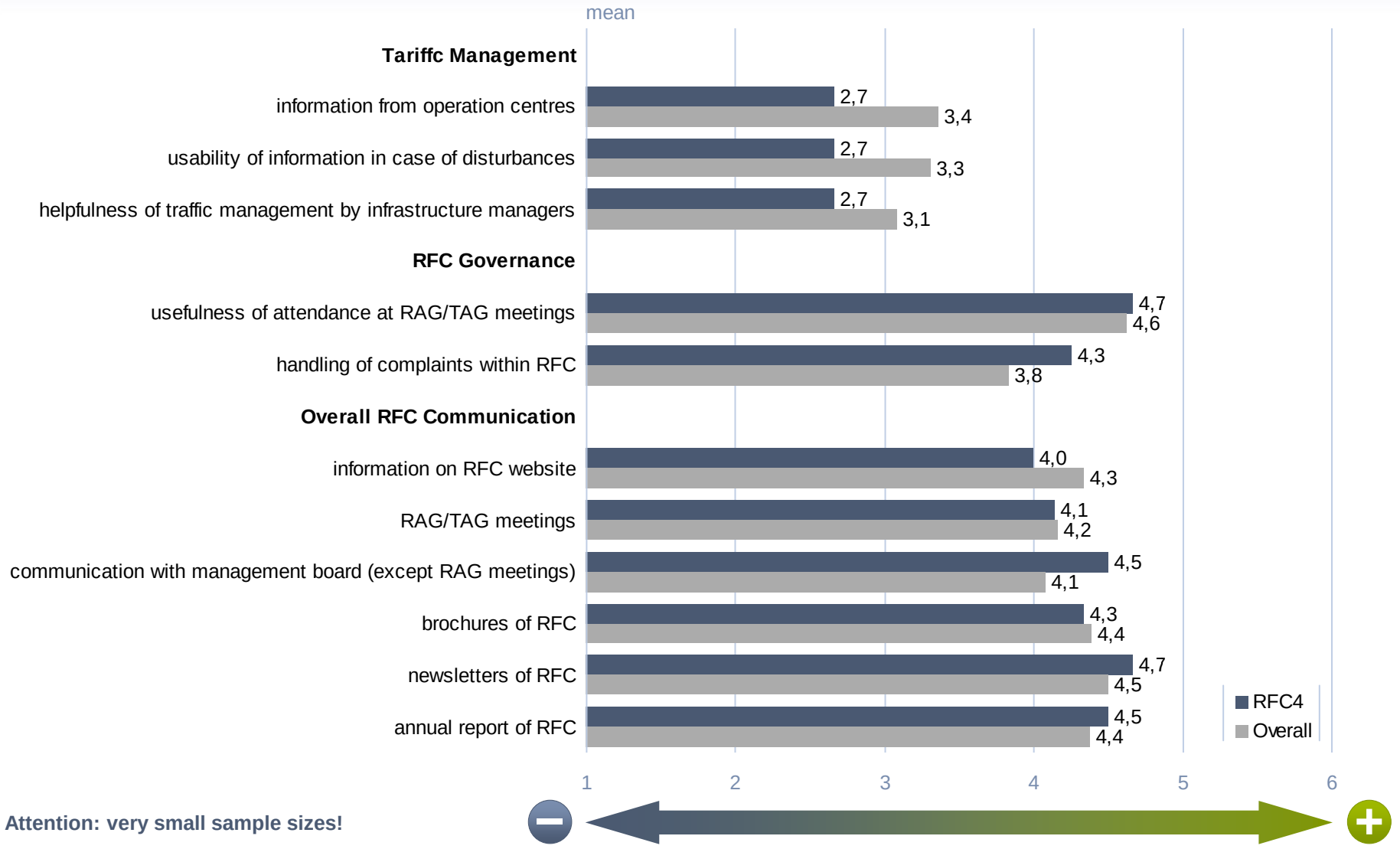
marketmind



Attention: very small sample sizes!

Summary - Satisfaction Rating || Comparison to overall results (4)

marketmind



Attention: very small sample sizes!

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