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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

Overall Report

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

October 2015

Table of Content

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1 Study Design

2 Satisfaction with the RFC

3 Sample Description

4 Non/potential users

5 Summary

1 Study Design

table of content

Survey Design

- 49 respondents || 78 evaluations*
  41 RFC users / 8 non-users
  42 full interviews / 7 partial interviews
- Computer Aided Web Interviews (CAWI)
- Contacts (e-mail address) delivered by RFCs
- 172 e-mail invitations sent
- Field Phase: 8 September to 6 October 2014

* one respondent is counted multiple times, if his/her organisation uses multiple corridors

Response over time

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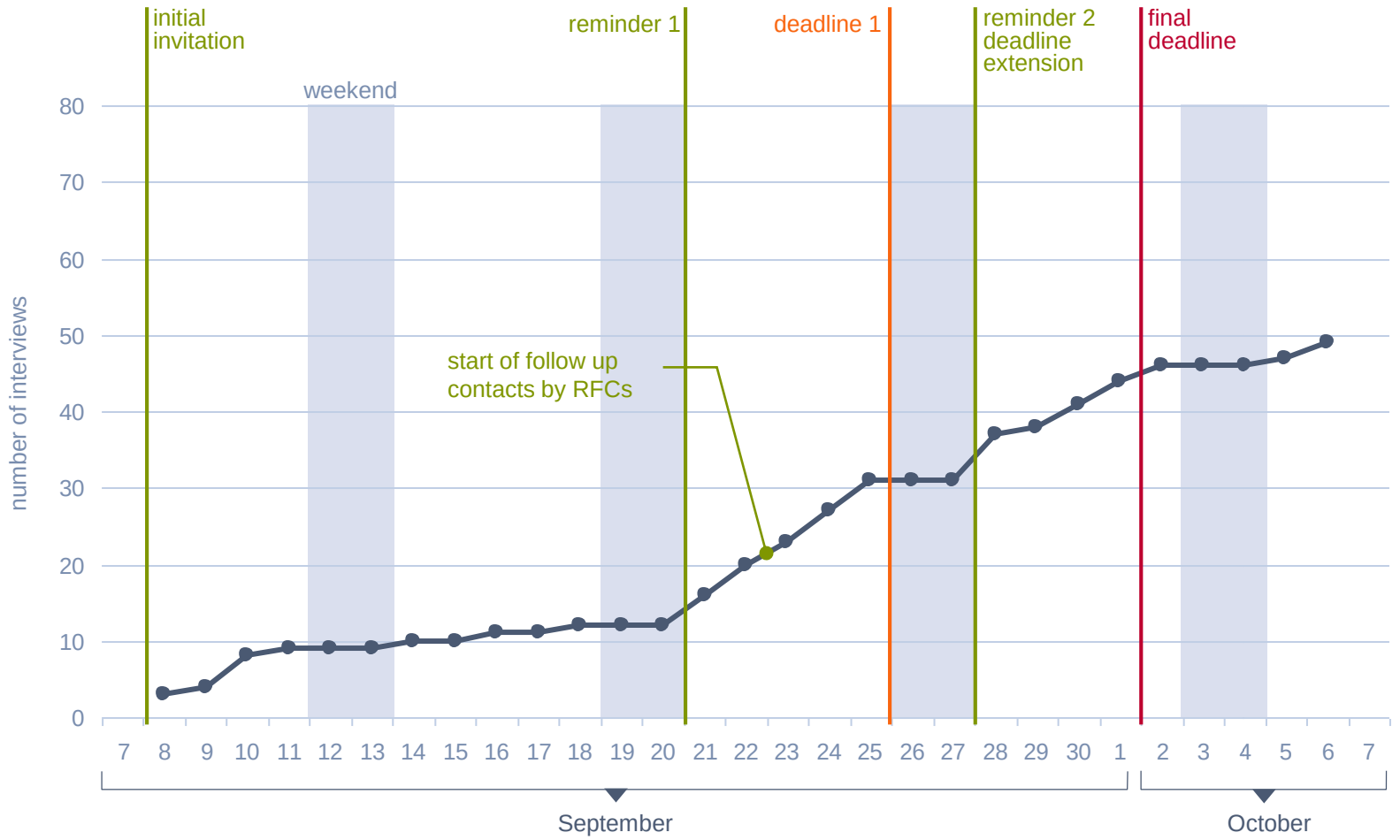

total interviews (full + partial)

Response Rate

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	Overall			RFC1		RFC2		RFC4		RFC6		RFC7		RFC9	
Total interviews (user + non user)	**49**	(2014: 62)		**14**	(23)	**12**	(15)	**11**	(16)	**23**	(19)	**15**	(19)	**5**	(5)
Full interviews	42	(54)		11	(20)	10	(12)	11	(14)	20	(19)	14	(19)	4	(4)
Partial interviews	7	(8)		3	(3)	2	(3)	0	(2)	3	(0)	1	(1)	1	(1)
RFC user	41	(56)		14	(20)	11	(14)	9	(16)	20	(19)	11	(17)	5	(5)
non/potential user	8	(6)		0	(3)	1	(1)	2	(0)	3	(0)	4	(2)	0	(0)
Invitations sent	172	(329)	from RFC contacts:	29	(81)	18	(96)	62	(64)	30	(35)	64	(91)	17	(24)
Interviews (user + non user)	49	(62)		13	(19)	9	(9)	10	(10)	14	(7)	14	(17)	2	(4)
Response rate overall	**28%**	(19%)		**45%**	(23%)	**50%**	(9%)	**16%**	(16%)	**47%**	(20%)	**22%**	(19%)	**12%**	(17%)
Response rate user	**34%**			**50%**		**54%**		**29%**		**100%**		**20%**		**12%**	
Response rate potential user	20%			14%		40%		9%		27%		29%		-	
topic-forward used	12			6		6		2		7		2		2	
forward name	15	(12)		5	(5)	8	(5)	3	(4)	7	(4)	3	(2)	1	(0)

2 Satisfaction with the RFC

table of content

Satisfaction with Infrastructure

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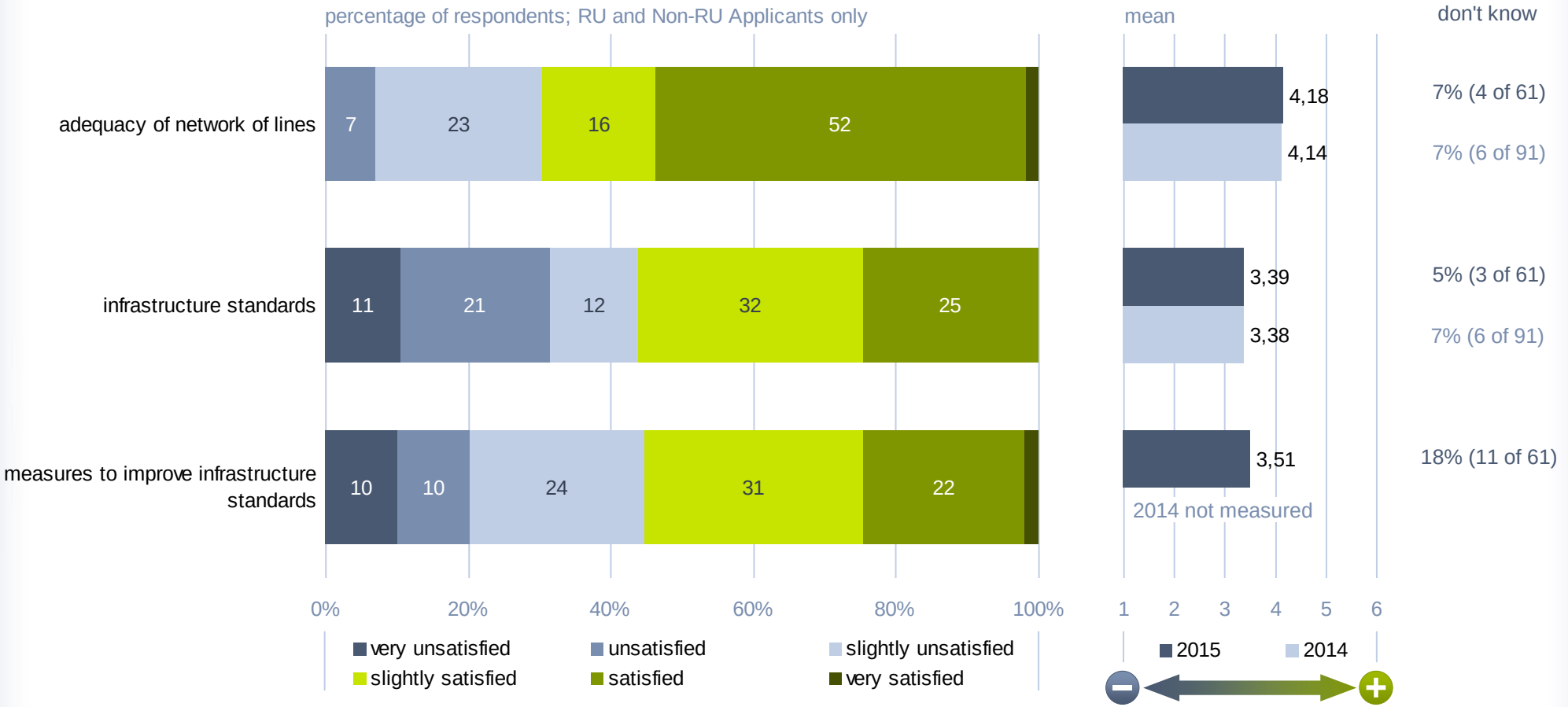
one respondent is counted multiple times, if his/her organisation uses multiple corridors



"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 = 61; 91

Satisfaction with Coordination of Works & Possessions

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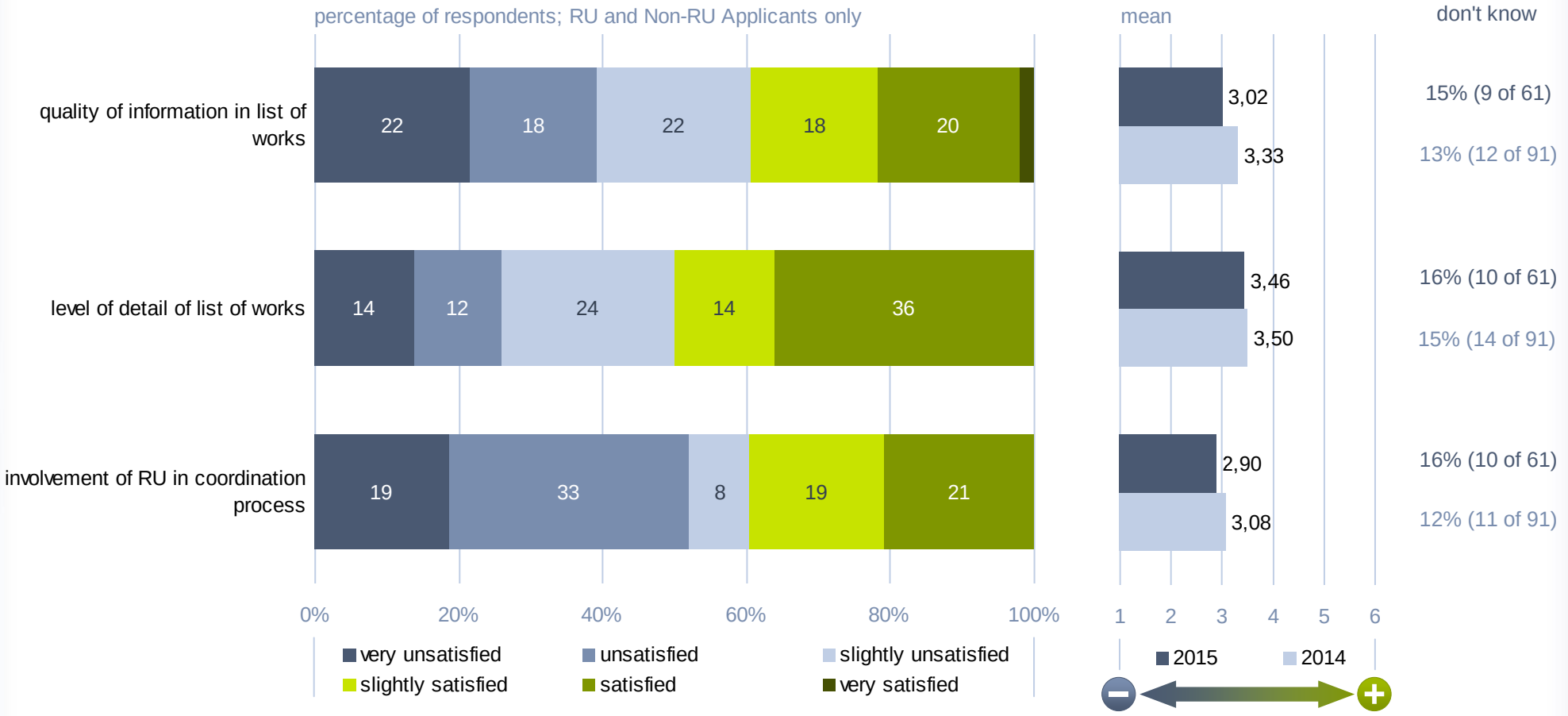
one respondent is counted multiple times, if his/her organisation uses multiple corridors



"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 = 61; 91

Satisfaction with Corridor Information Document (CID)

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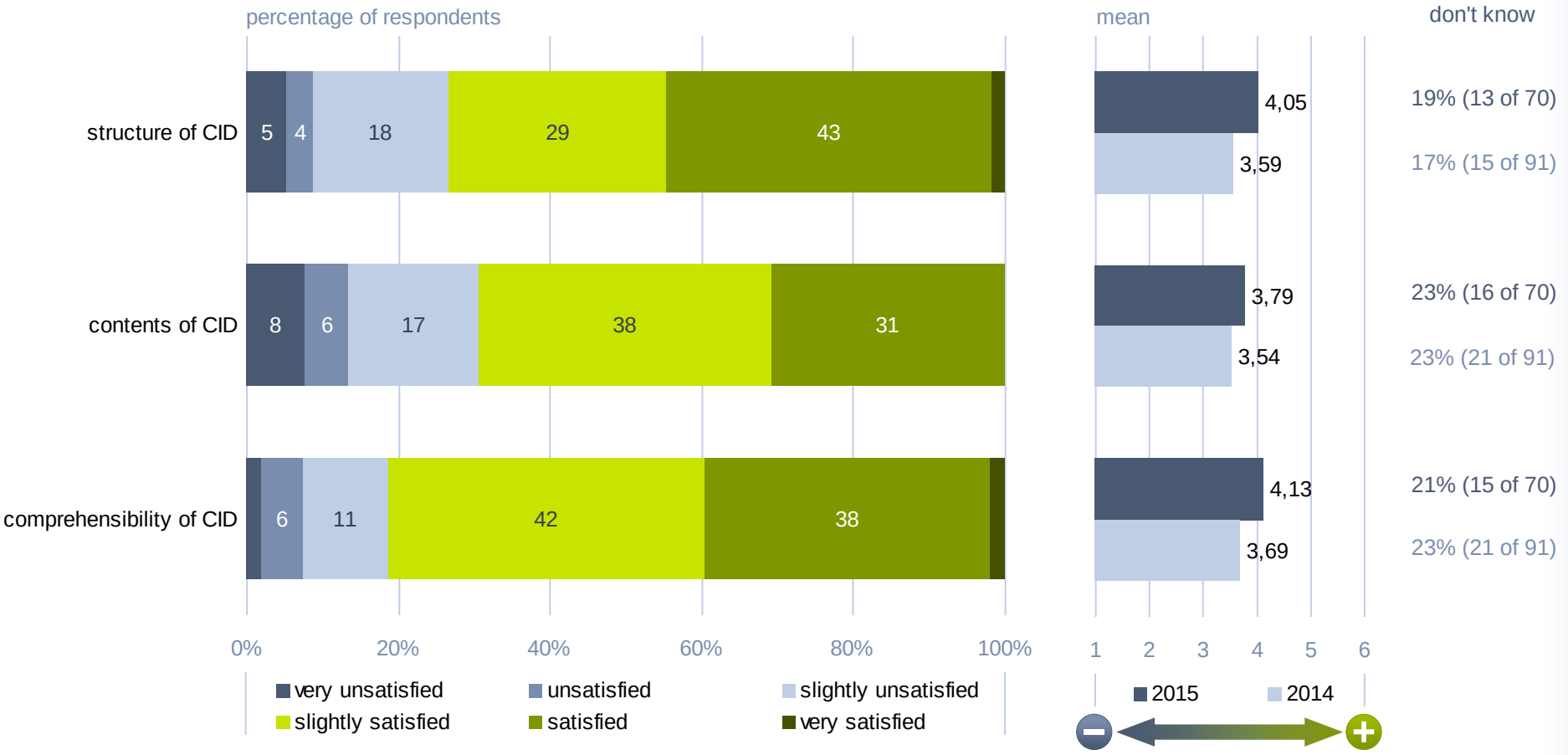
one respondent is counted multiple times, if his/her organisation uses multiple corridors



"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 = 70, 91

Satisfaction with Path allocation (1) - PAP

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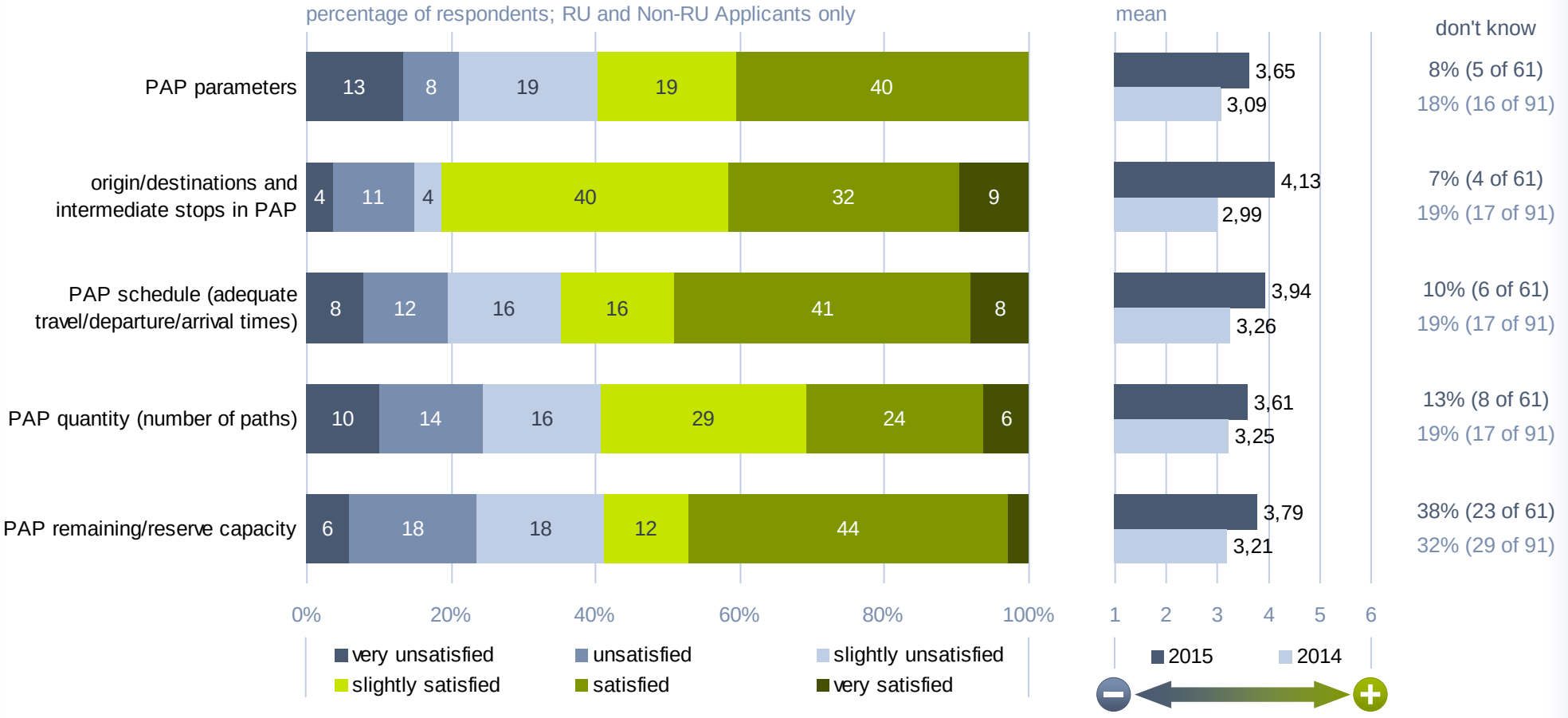
one respondent is counted multiple times, if his/her organisation uses multiple corridors



"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 = 61; 91

Satisfaction with Path allocation (2) - FlexPAP & NetPAP

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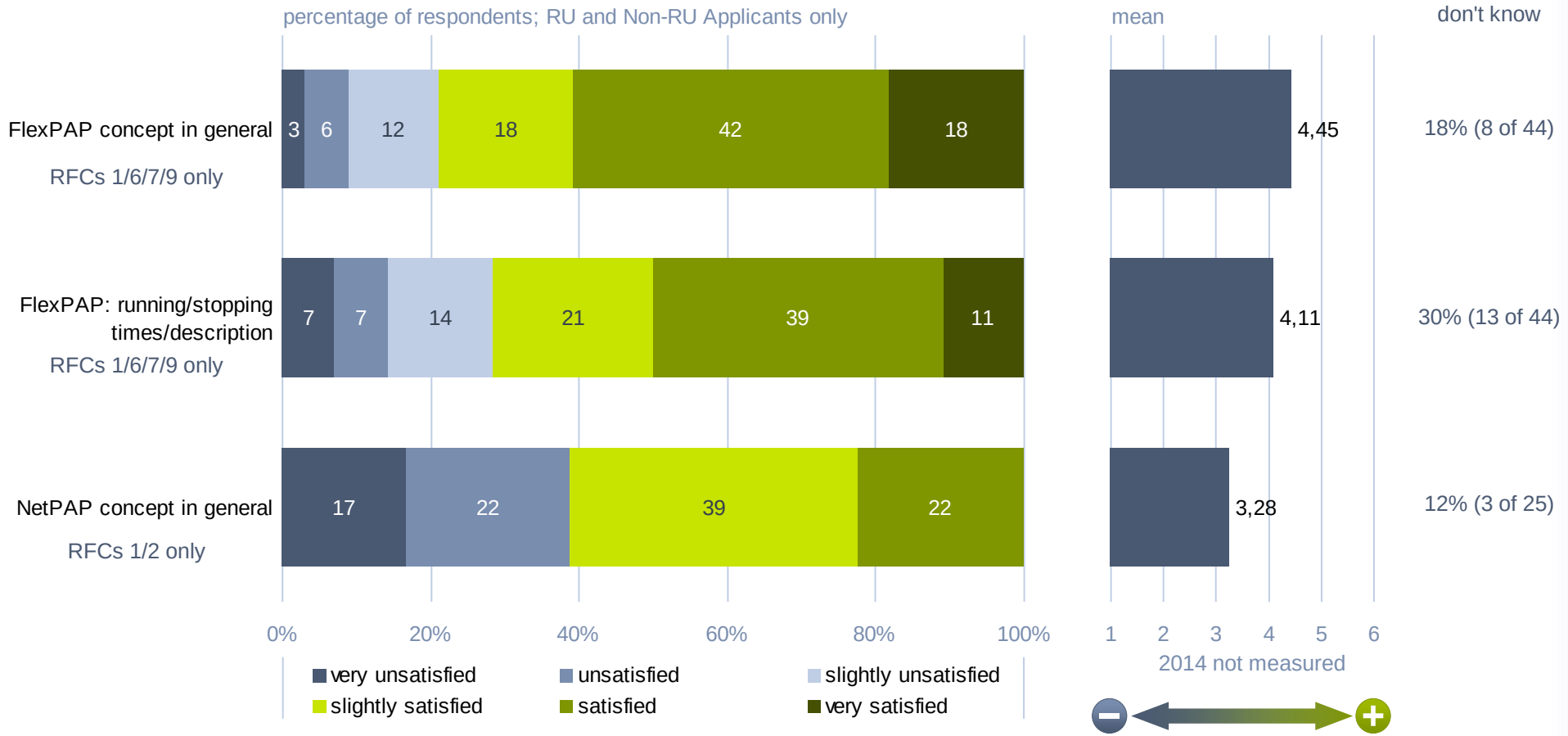
one respondent is counted multiple times, if his/her organisation uses multiple corridors



"To what extent are you satisfied with the flexible approach to arrival/departure times and the possibility to shift intermediate stops (FlexPAP concept)? || … with the FlexPAP concerning running/stopping times and description? Is the indicated range of standard running times / maximum stopping times useful and is the description of the FlexPAP concept in CID 2016 sufficient? || … with the Net-PaP concept to influence / improve the priority value of your PaP request in case of conflicts?"

n = 44/44/25

Satisfaction with Path allocation (3) - C-OSS

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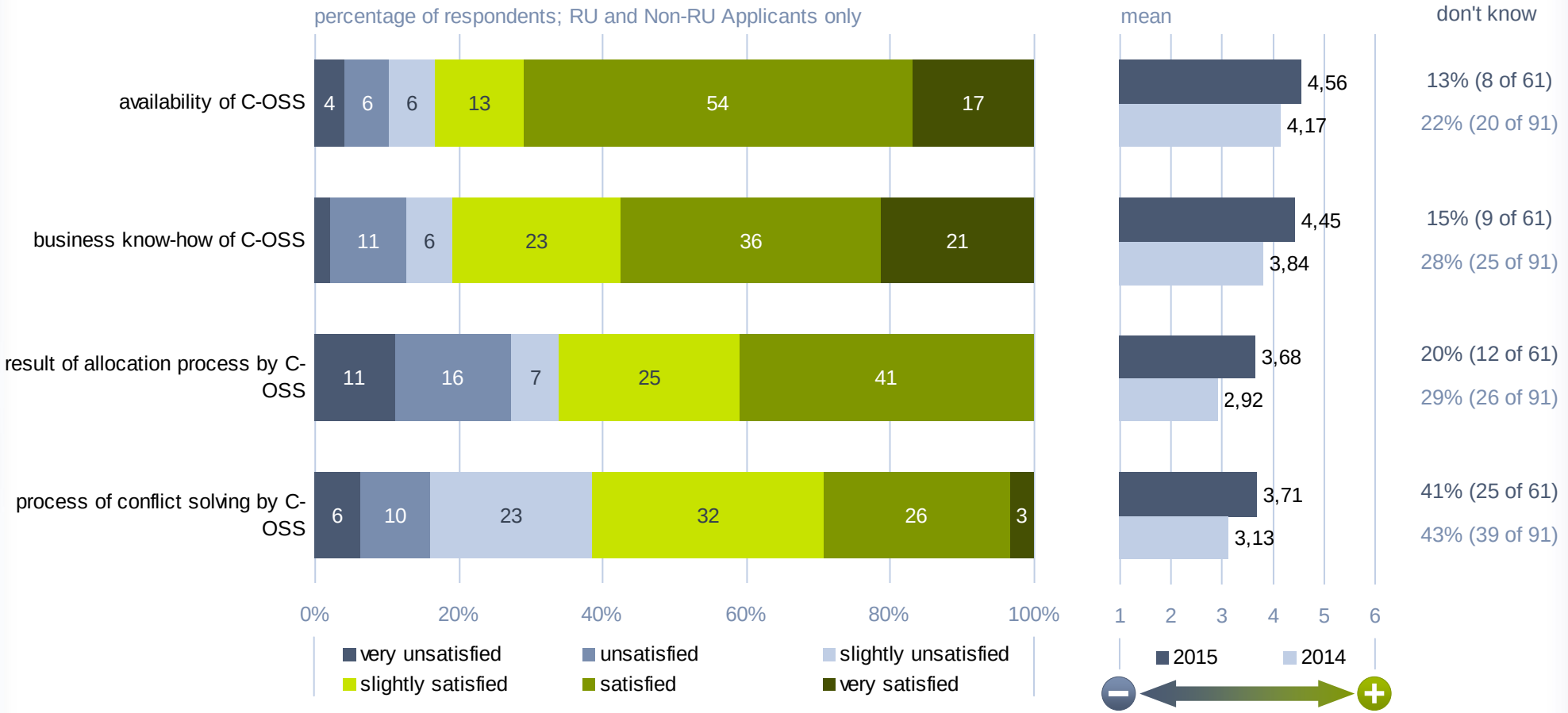
one respondent is counted multiple times, if his/her organisation uses multiple corridors



"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 = 61; 91

Path Coordination System (PCS) - Usage

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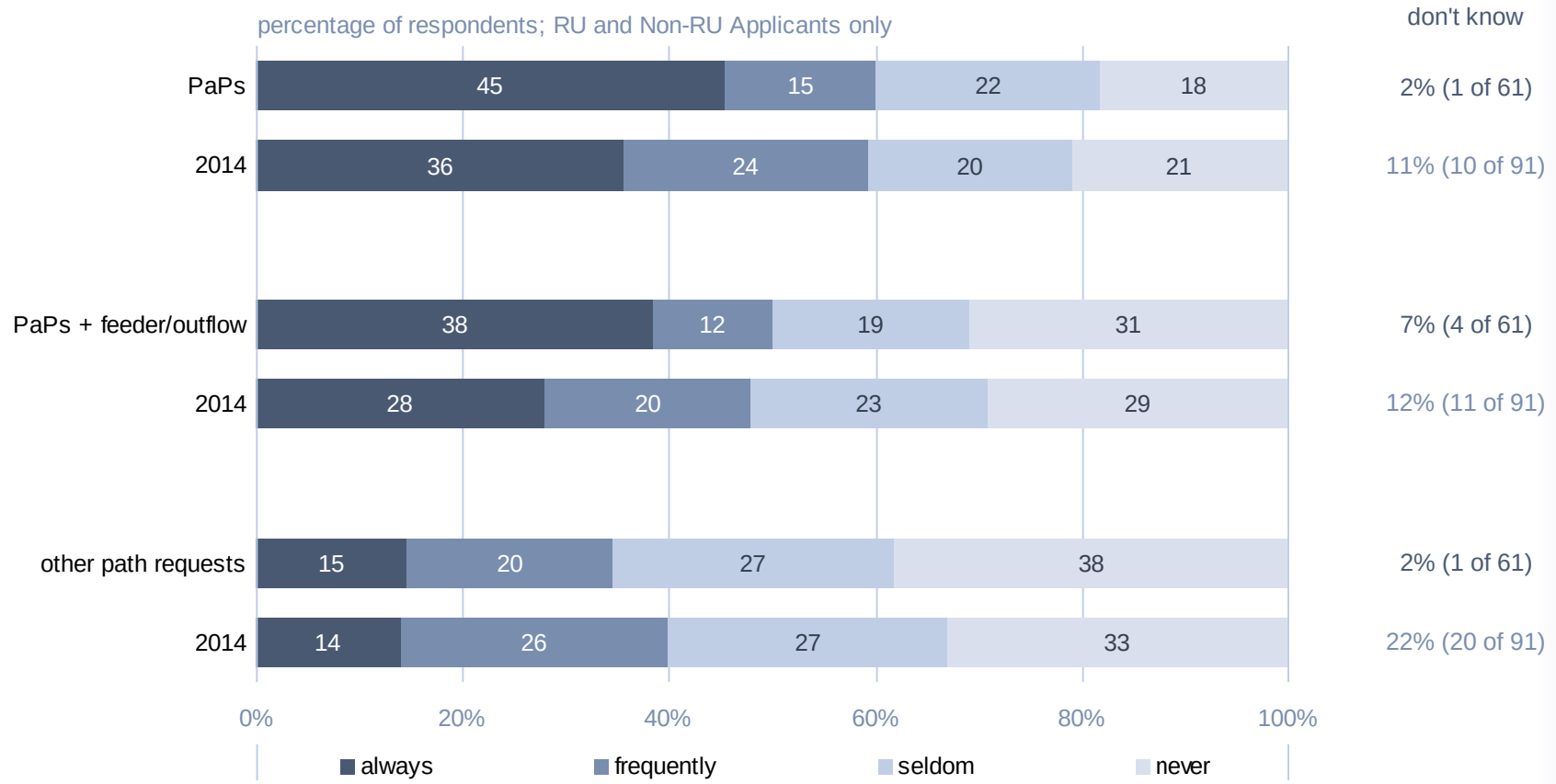
one respondent is counted multiple times, if his/her organisation uses multiple corridors



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

n = 61; 91

Path Coordination System (PCS) - volume

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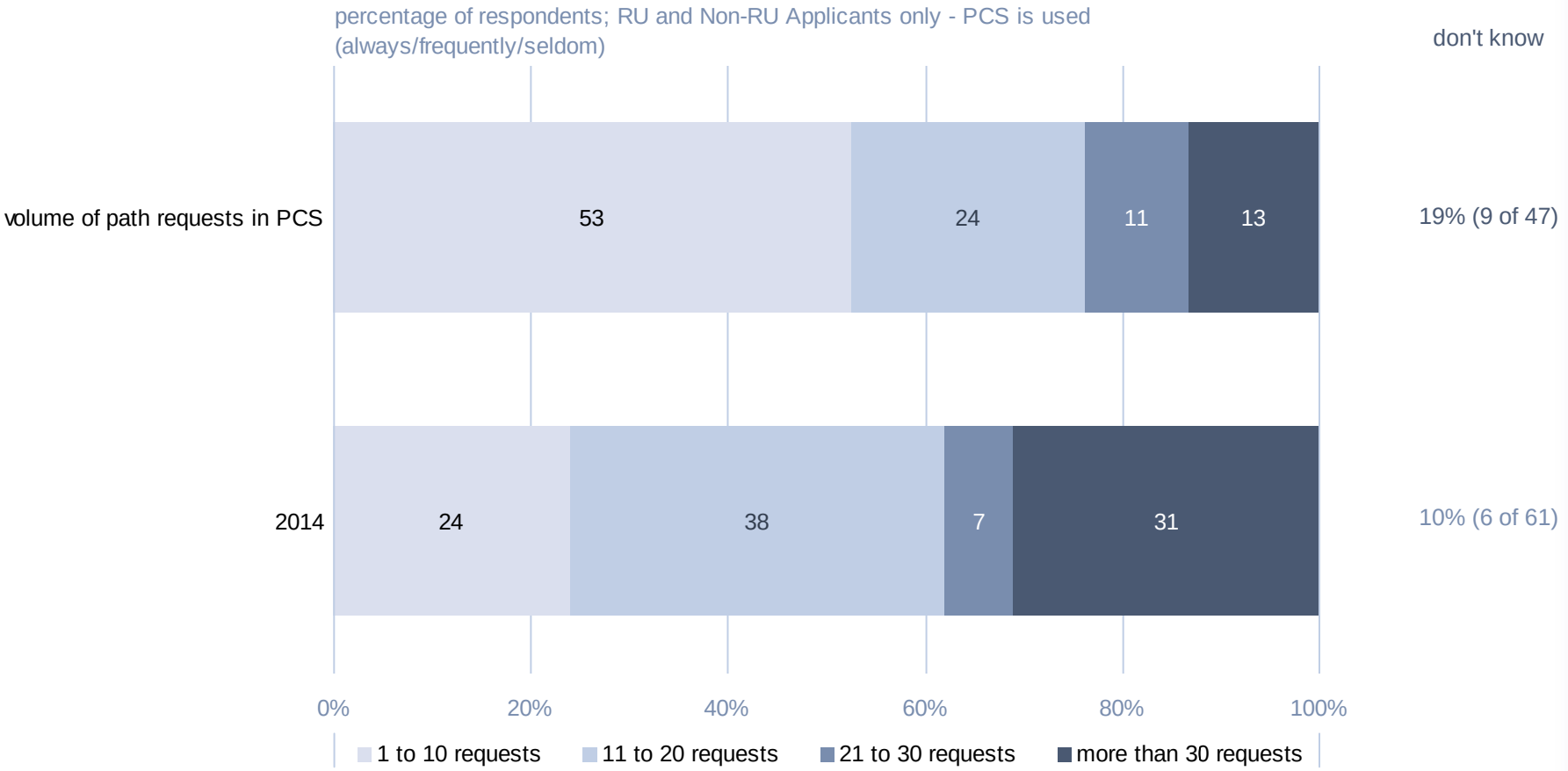
one respondent is counted multiple times, if his/her organisation uses multiple corridors



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

n = 47; 61

Satisfaction with Path Coordination System (PCS)

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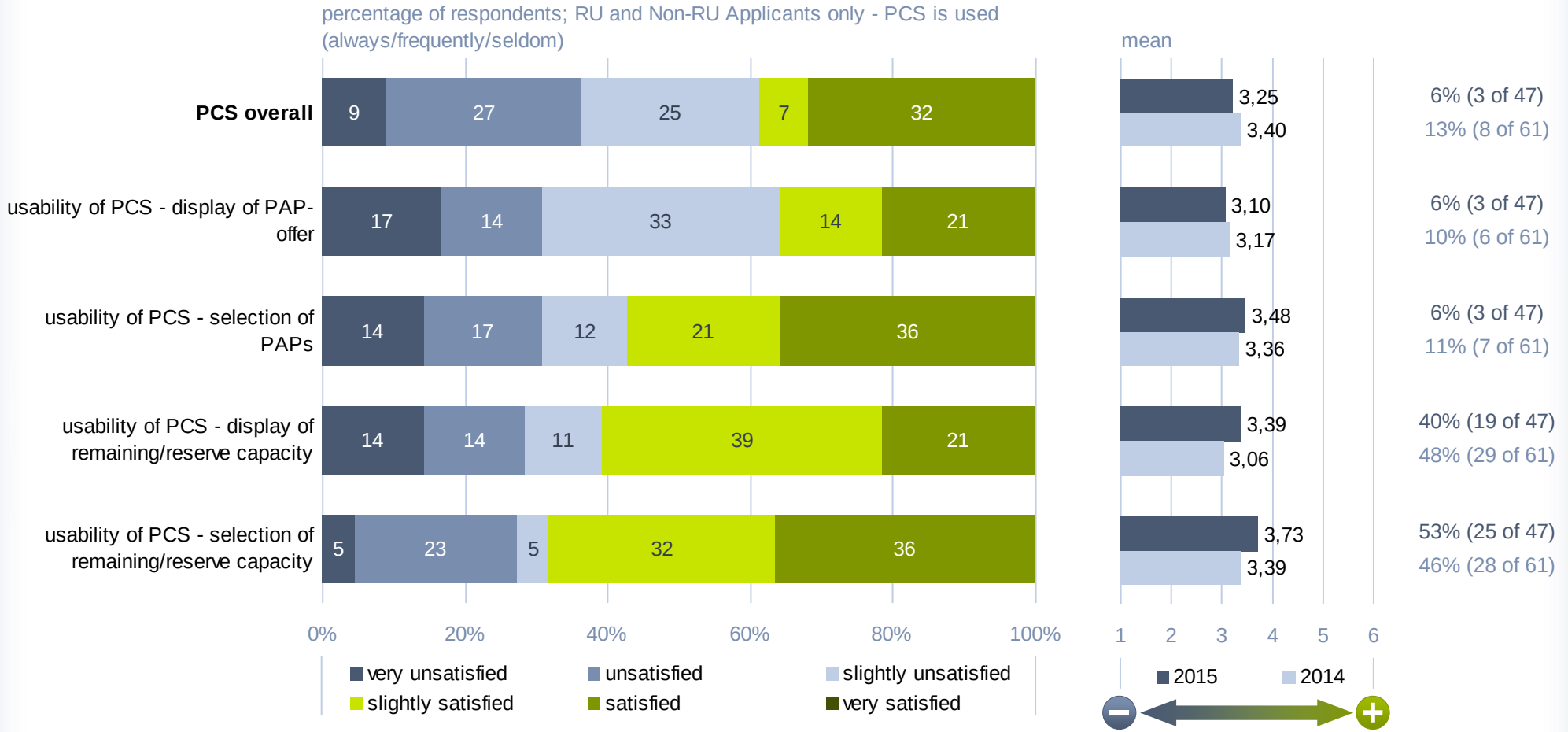
one respondent is counted multiple times, if his/her organisation uses multiple corridors



"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 = 47; 61

Satisfaction with Path Coordination System (PCS) - improvement

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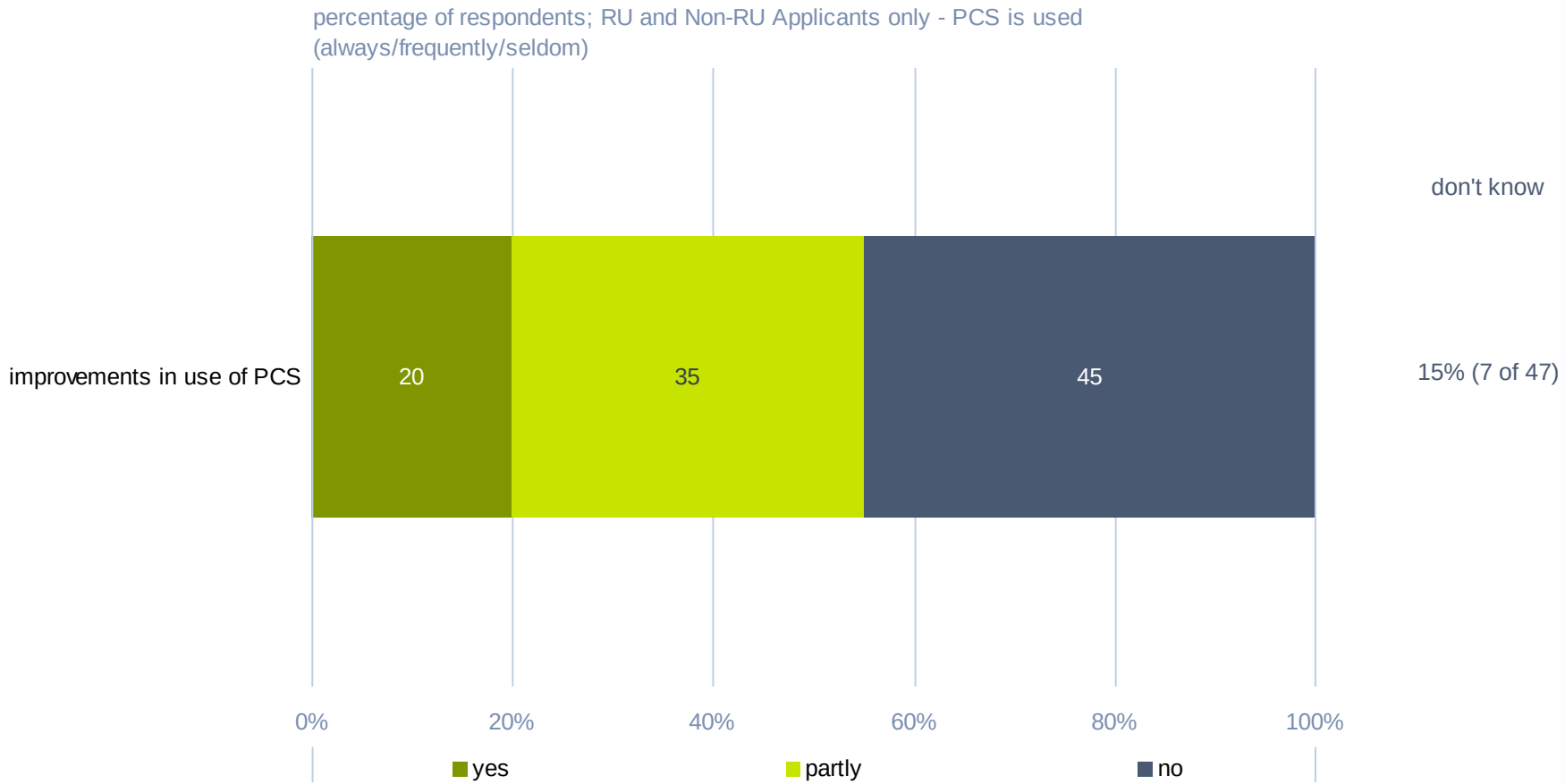
one respondent is counted multiple times, if his/her organisation uses multiple corridors



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

n = 47

Satisfaction with Terminal Services

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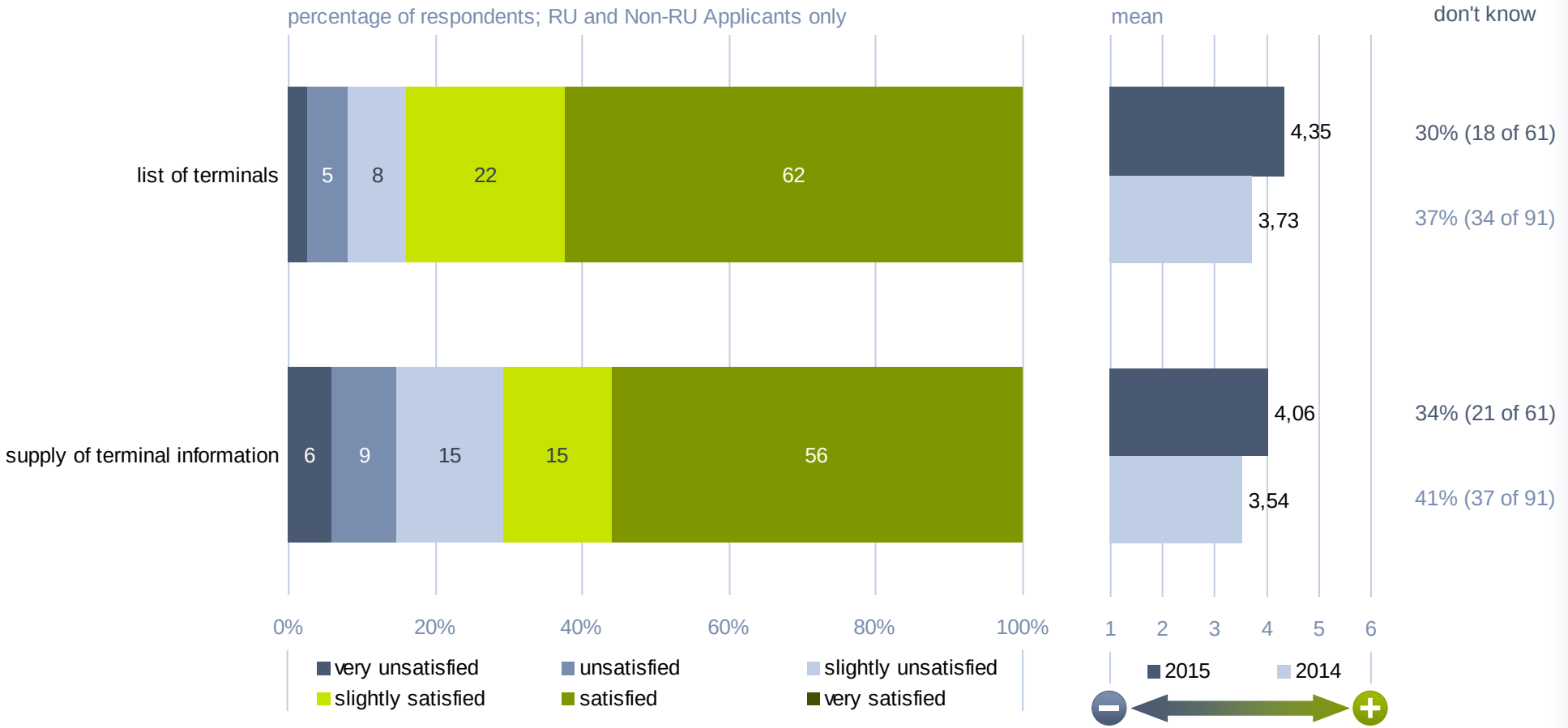
one respondent is counted multiple times, if his/her organisation uses multiple corridors



"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 = 61; 91

Satisfaction with Train Performance Management

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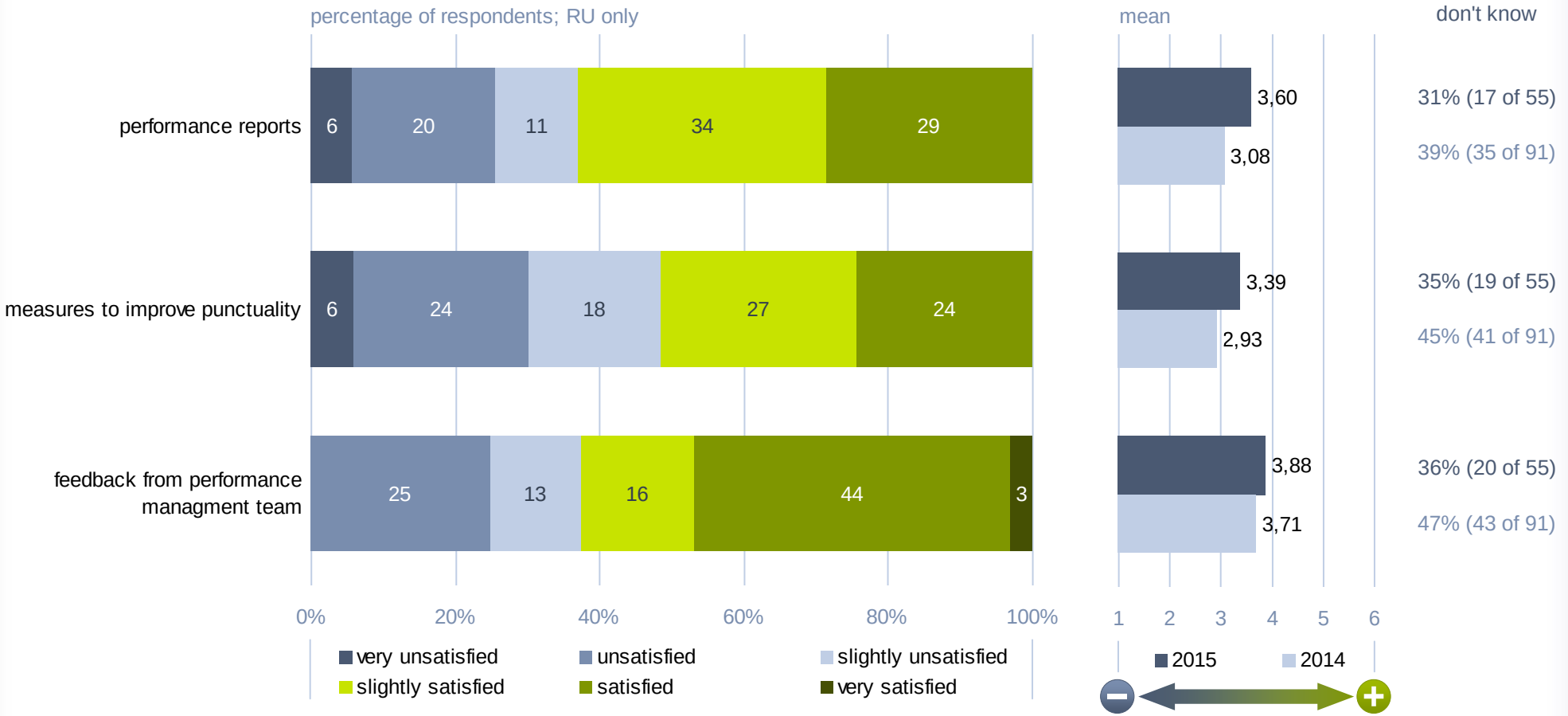
one respondent is counted multiple times, if his/her organisation uses multiple corridors



"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 = 55; 91

Satisfaction with Traffic Management

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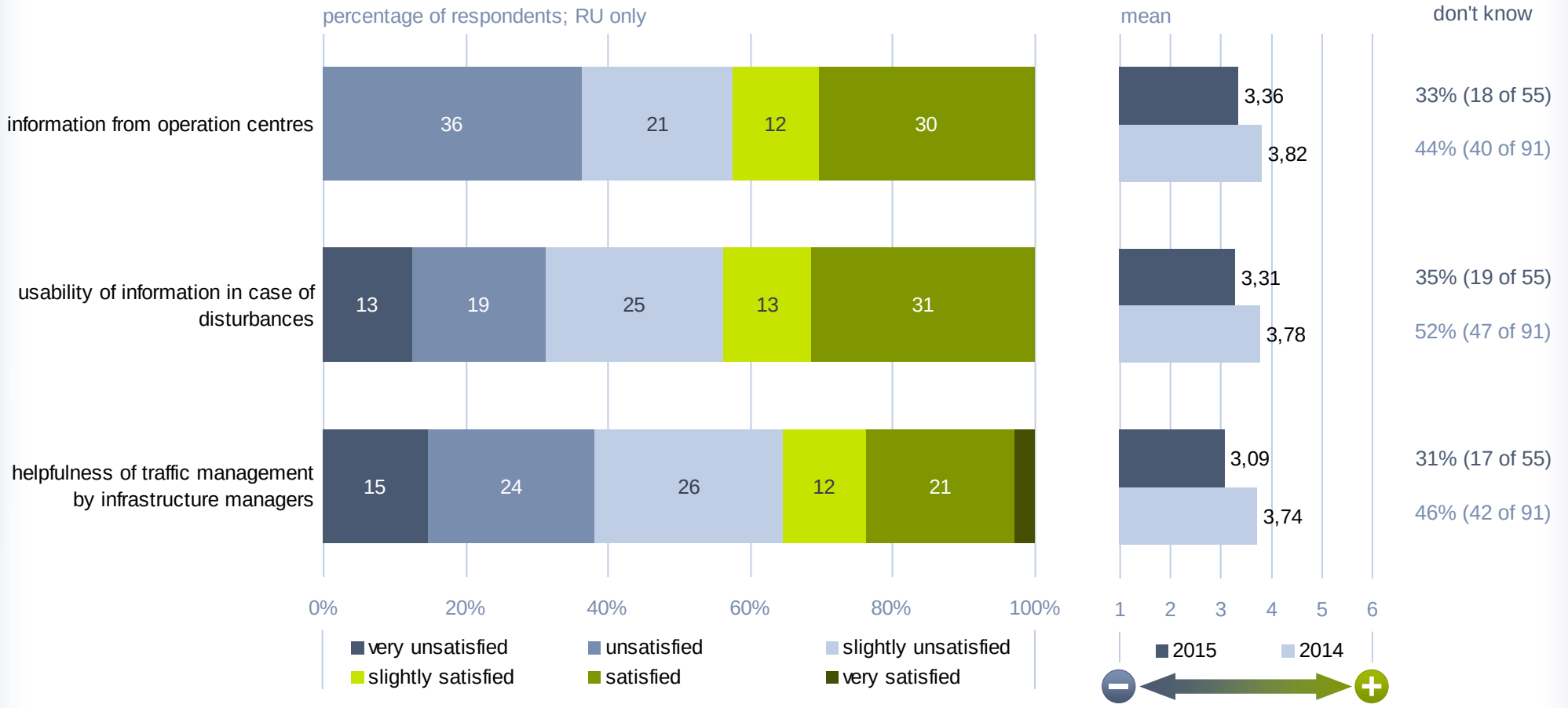
one respondent is counted multiple times, if his/her organisation uses multiple corridors



"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 = 55; 91

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

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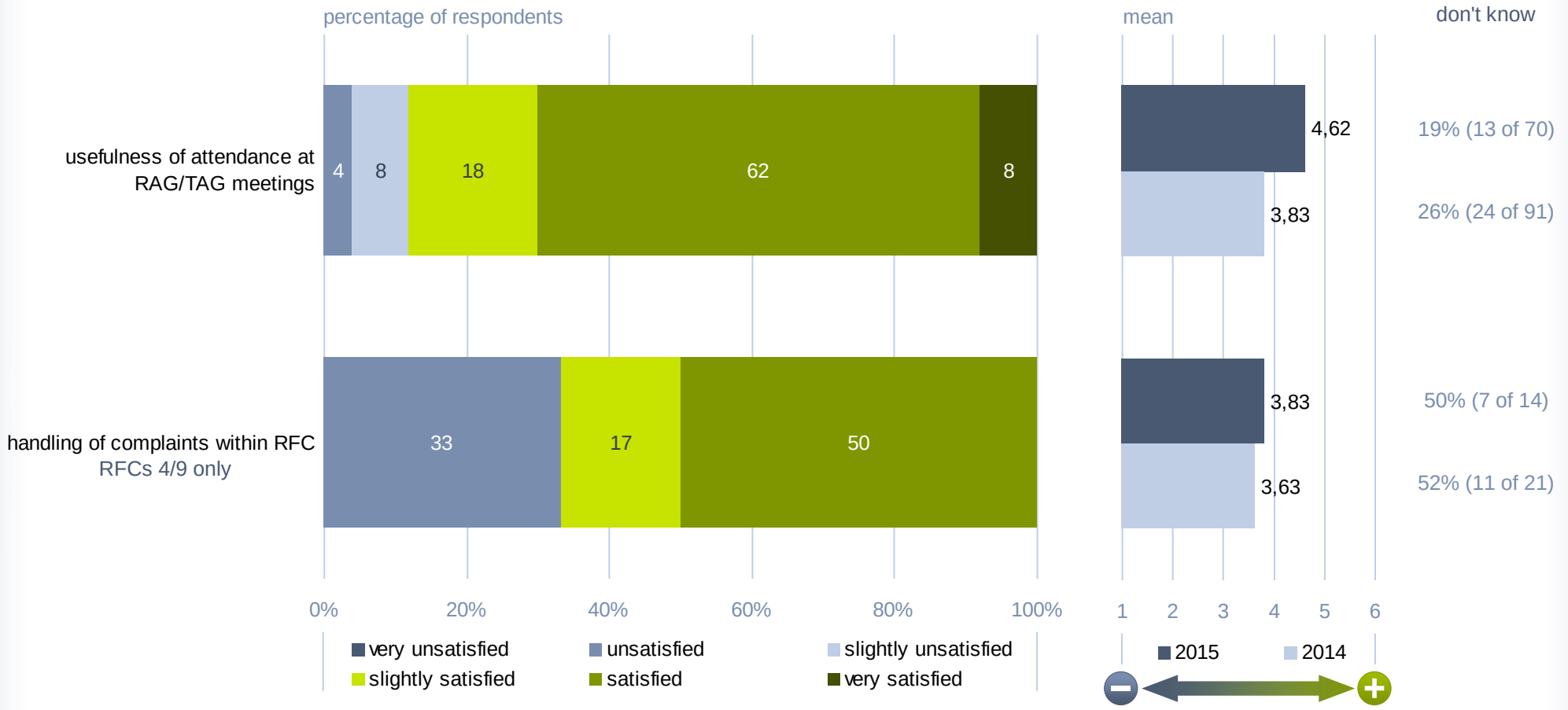
one respondent is counted multiple times, if his/her organisation uses multiple corridors



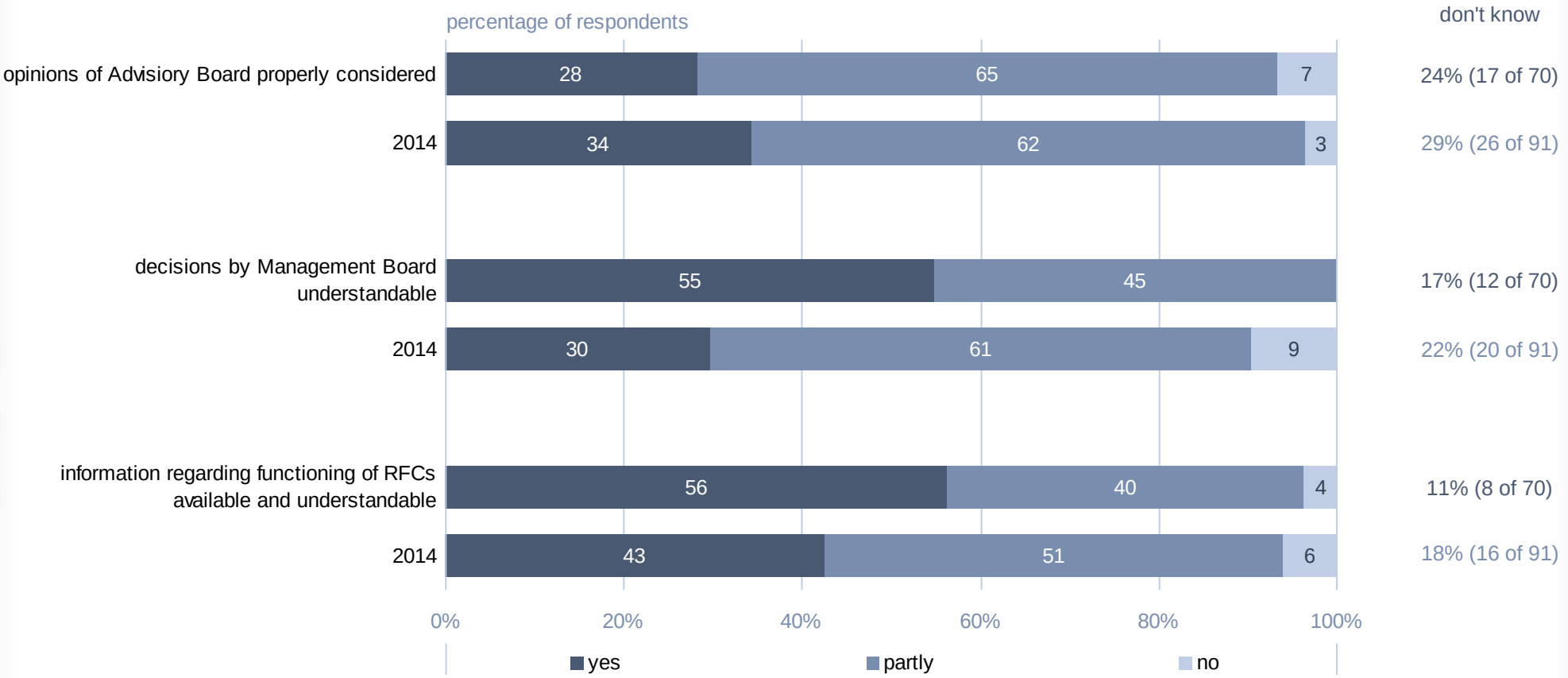
"Do you consider your attendance at the RU Advisory Group/Terminal Advisory Group (RAG/TAG) meetings as beneficial and useful for your company? || How satisfied are you with the procedure for handling complaints within the RFC? Please note that this question only refers to complaints – if any – handled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

n = 70/14; 91/21

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

marketmind

one respondent is counted multiple times, if his/her organisation uses multiple corridors



"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 = 70; 91

Satisfaction with Overall RFC Communication

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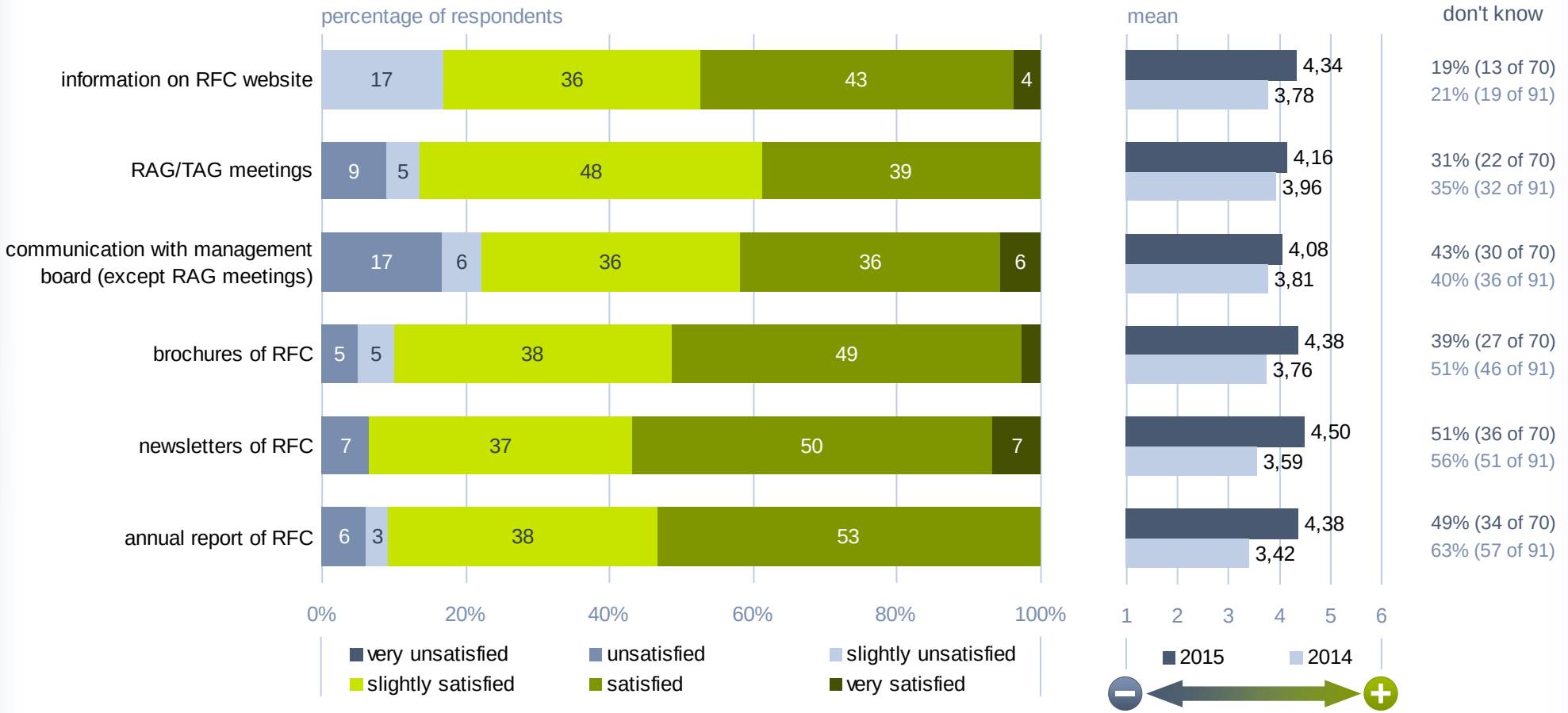
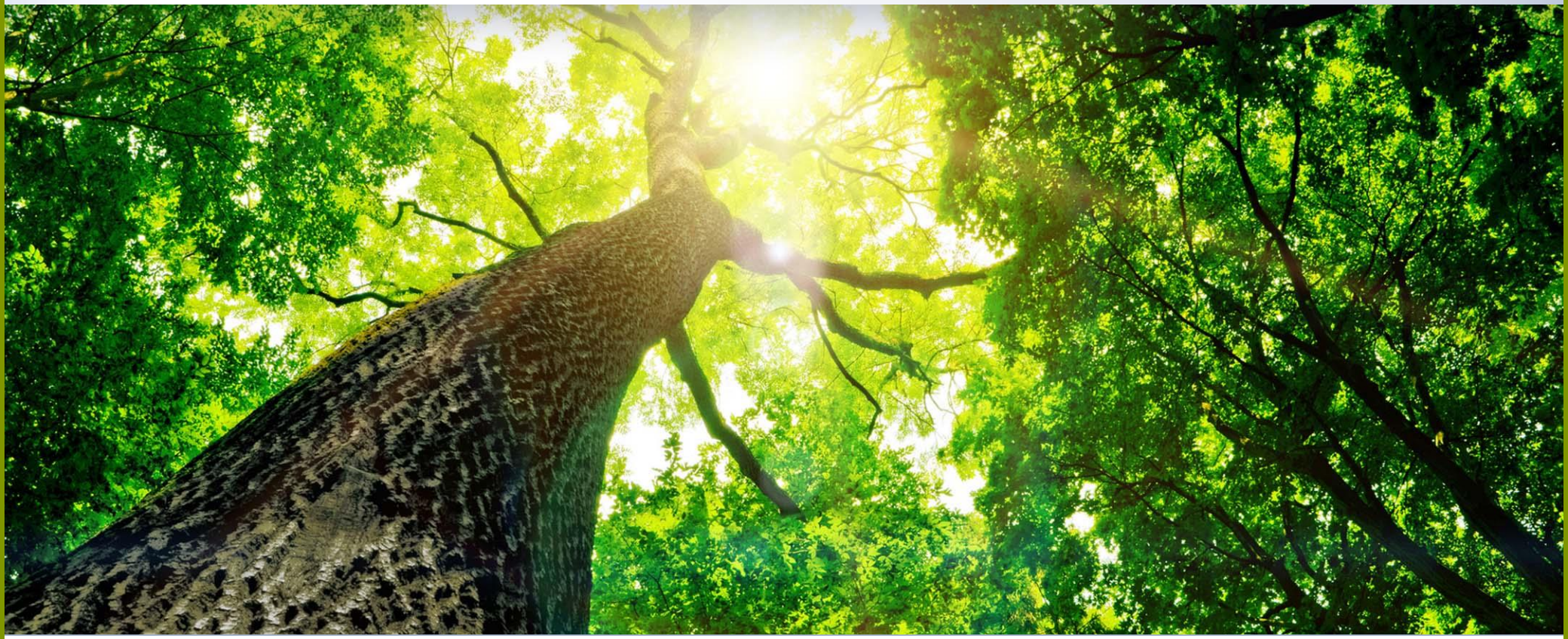
one respondent is counted multiple times, if his/her organisation uses multiple corridors



"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 = 70; 91



3 Sample Description

table of content

Volume of International Rail Freight Business

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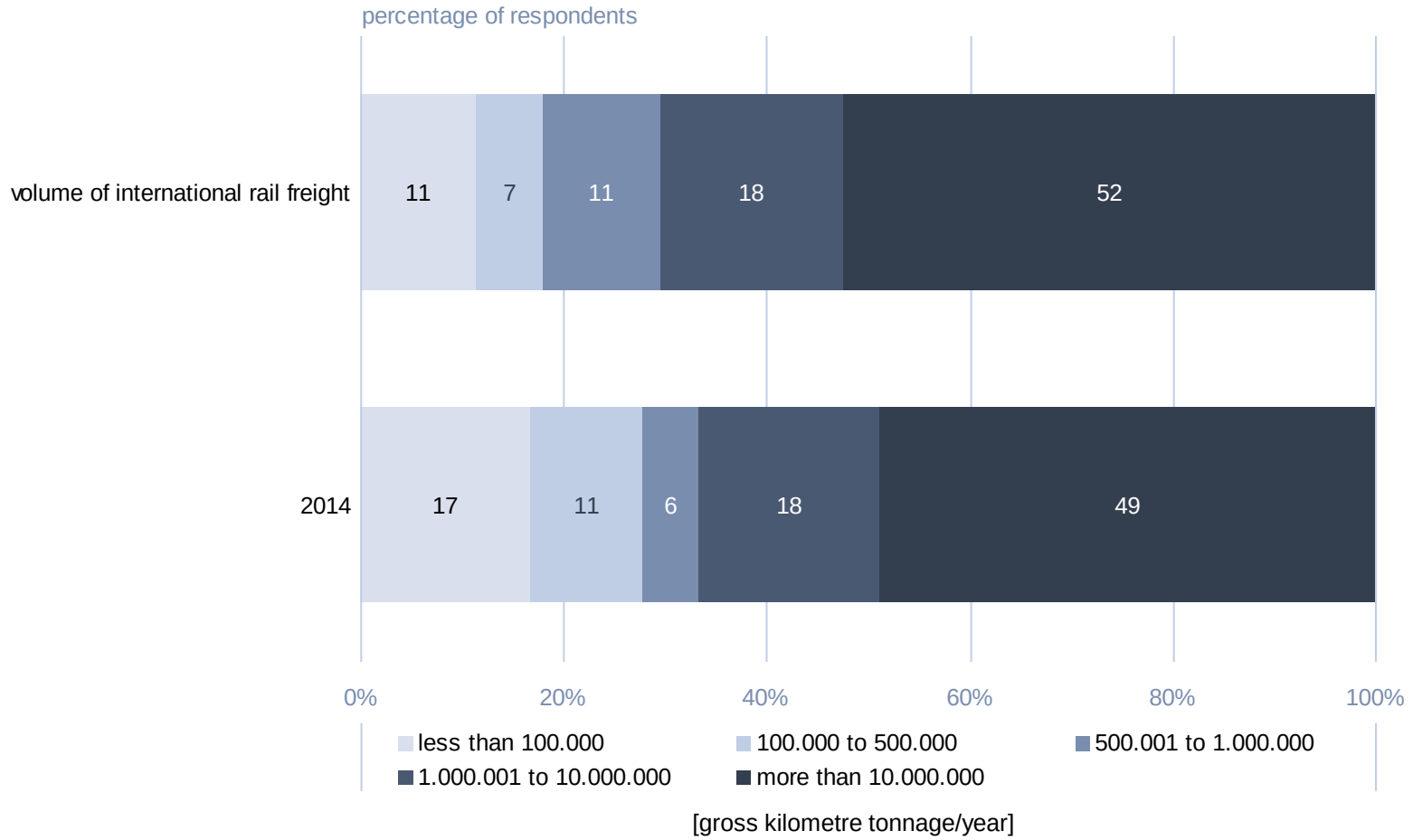
one respondent is counted multiple times, if his/her organisation uses multiple corridors



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

n = 78; 97 (non/potential users included)

Trains operated as responsible RU

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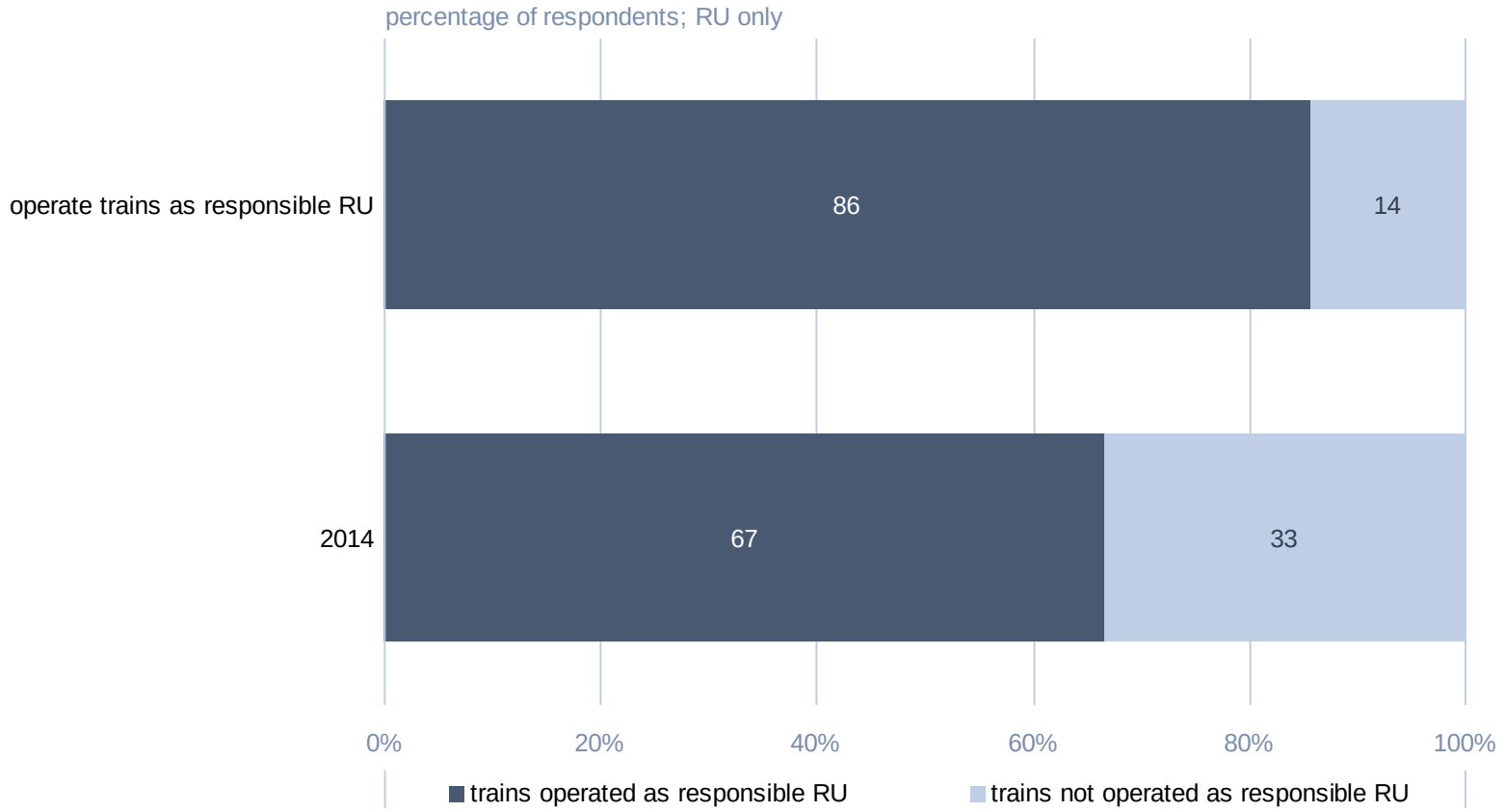
one respondent is counted multiple times, if his/her organisation uses multiple corridors



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

n = 62; 97 (non/potential users included)

Open Access or Co-operation

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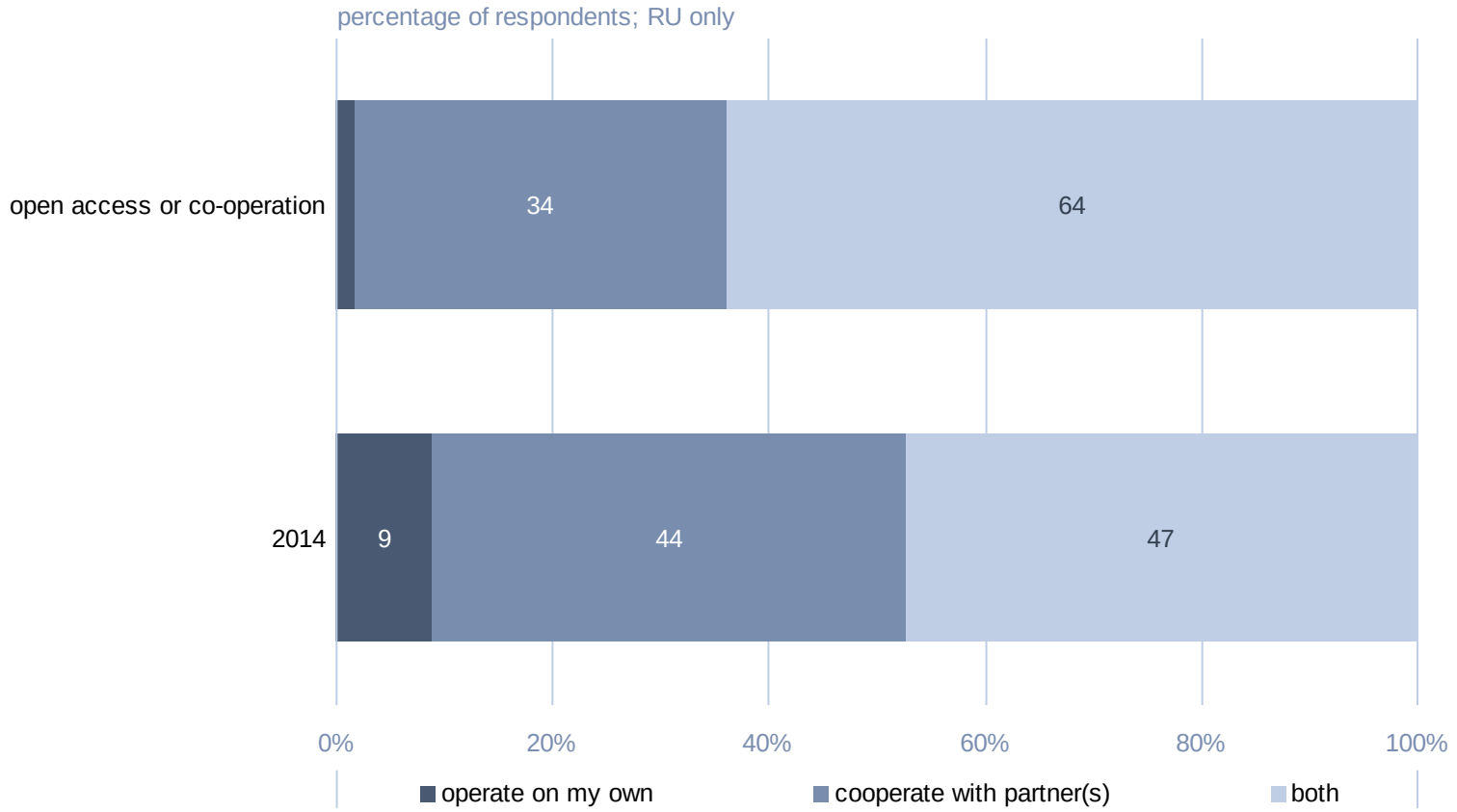
one respondent is counted multiple times, if his/her organisation uses multiple corridors



"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 = 62; 97 (non/potential users included)

Target Group

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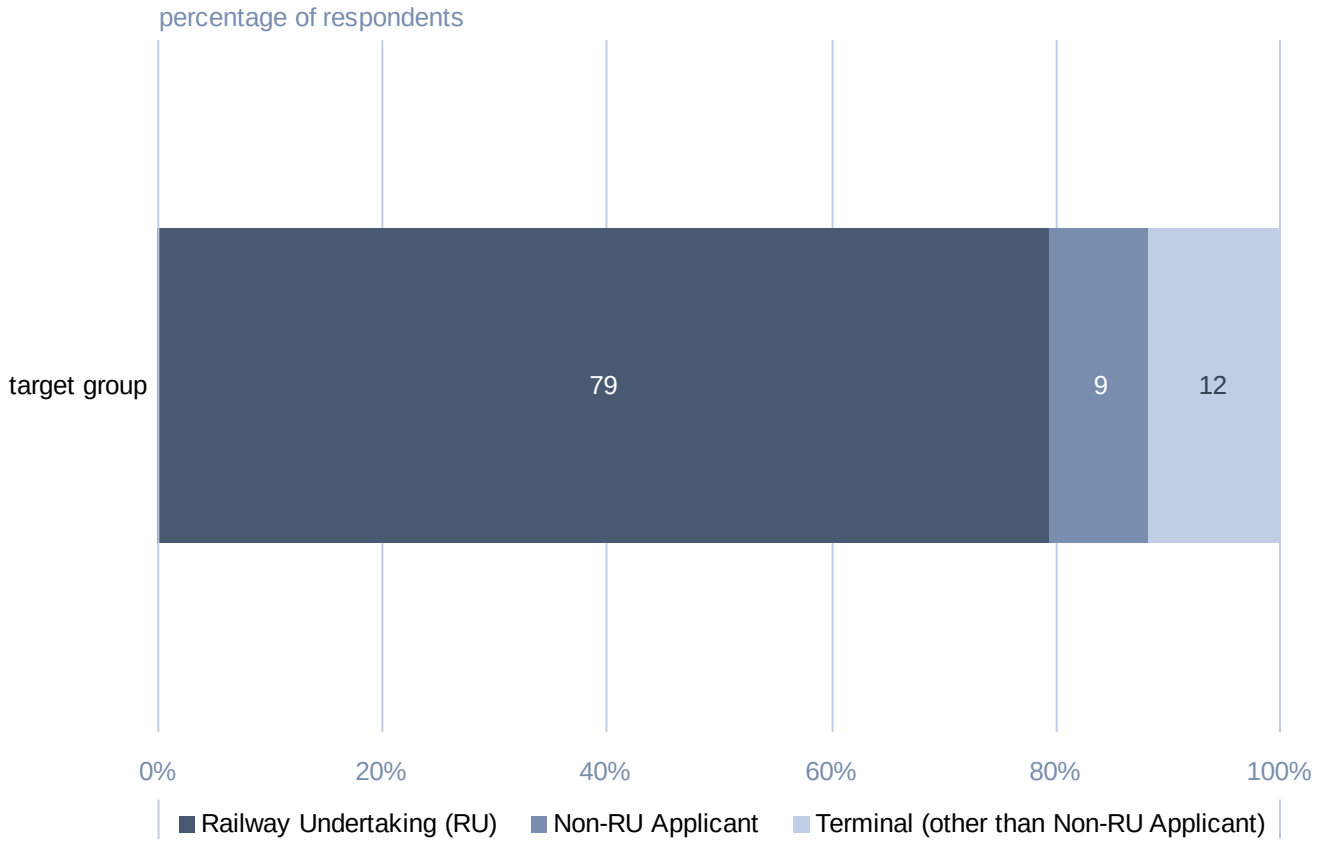
one respondent is counted multiple times, if his/her organisation uses multiple corridors



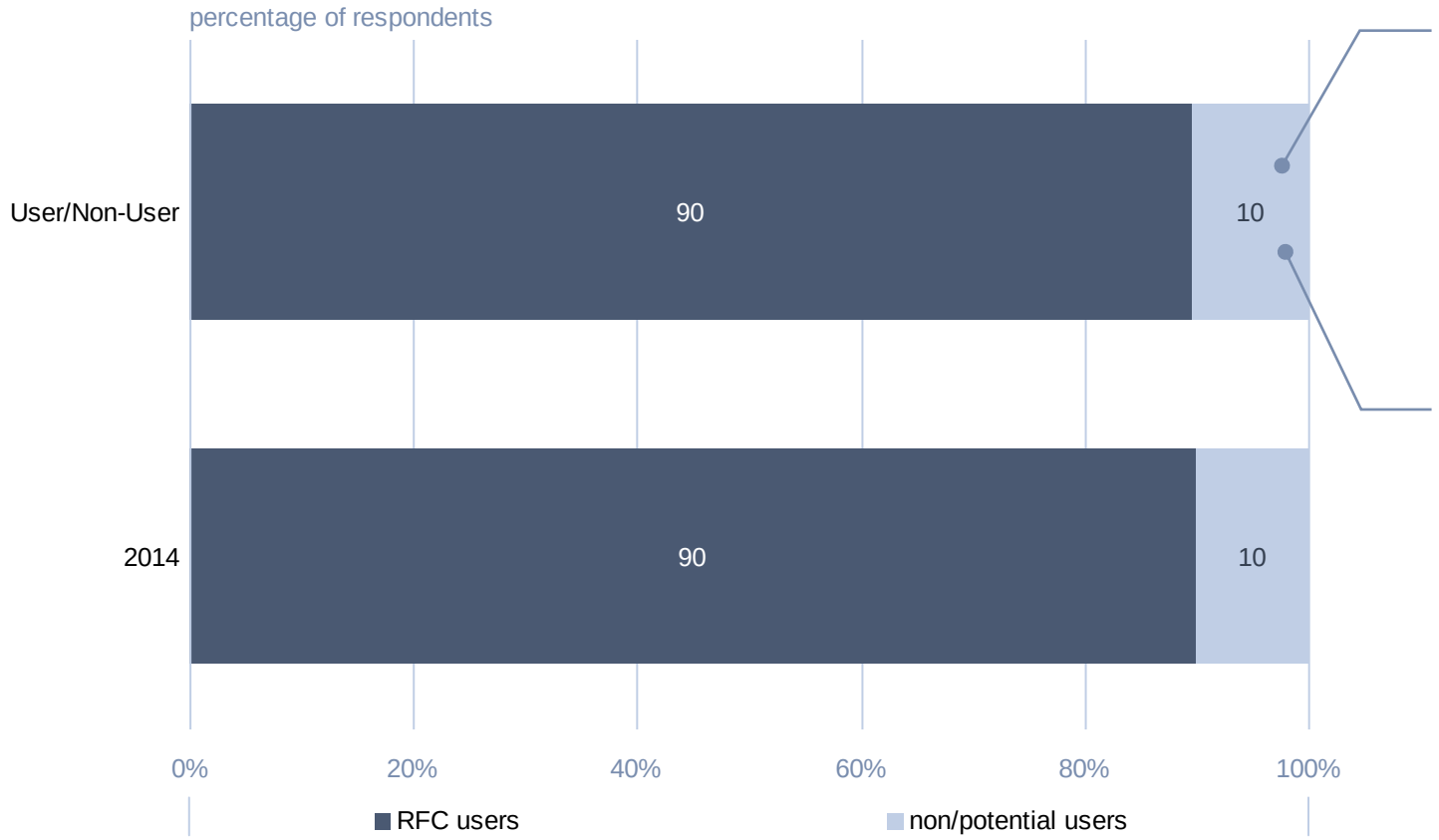
"To which of the following types of target groups does your company belong?"

n = 78 (non/potential users included)

4 Non/potential users

table of content

Users vs. non users



reasons for no current usage (but usage planned):

95% operative trains

cannot use fixed paths up to the final destination

main focus of traffic is German ports to German inland - traffic within Germany is the focus

the corridor we are interested in does not cover all the rail lines we need

reasons for no usage planned:

only established in Spain

rail service suspended until further notice, due to several technical difficulties

no contract

business is located in FVG region

n = 78; 97 (non/potential users included)

5 Summary

table of content

Summary - Satisfaction Rating

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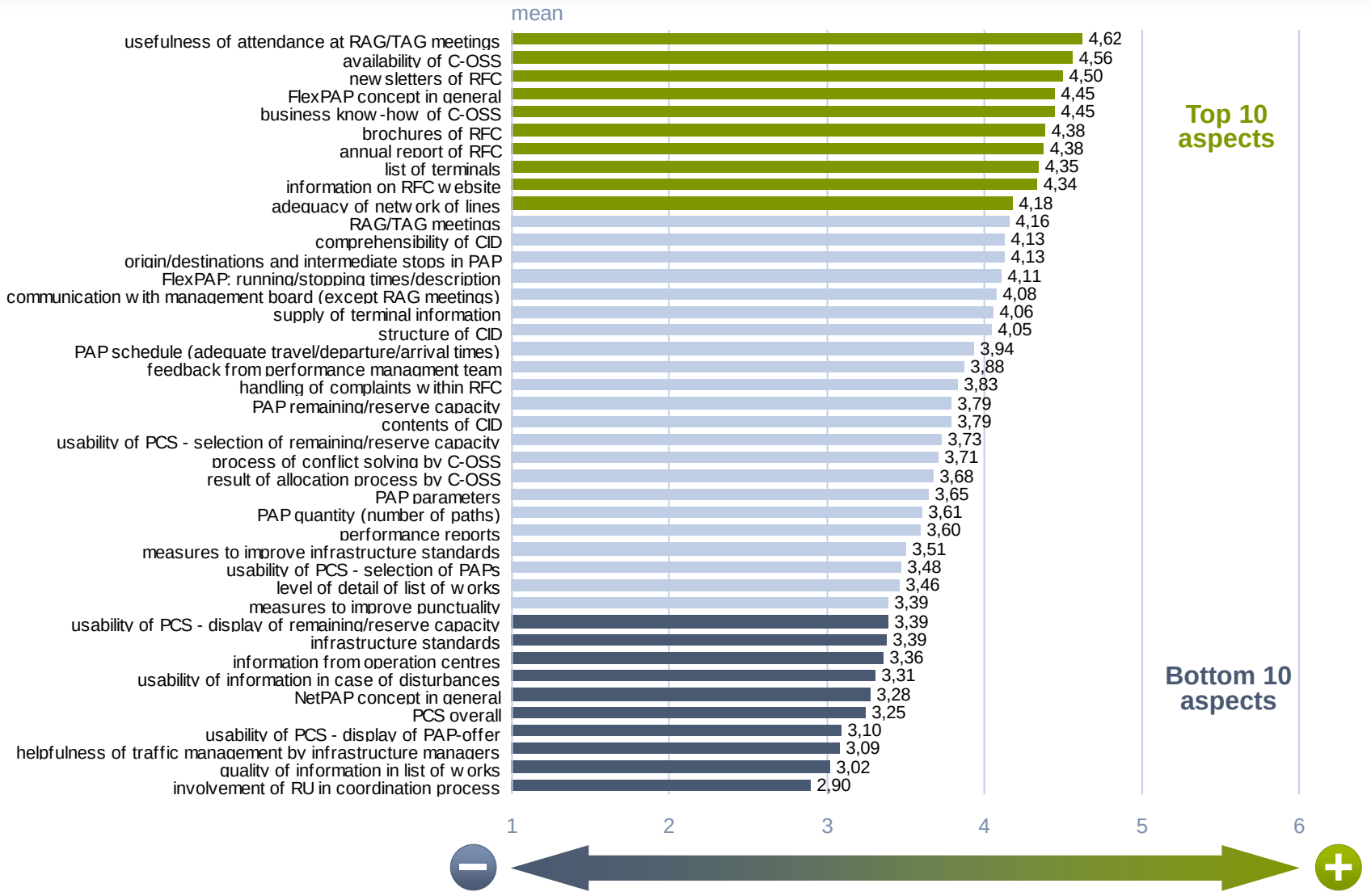

Summary - Satisfaction Rating

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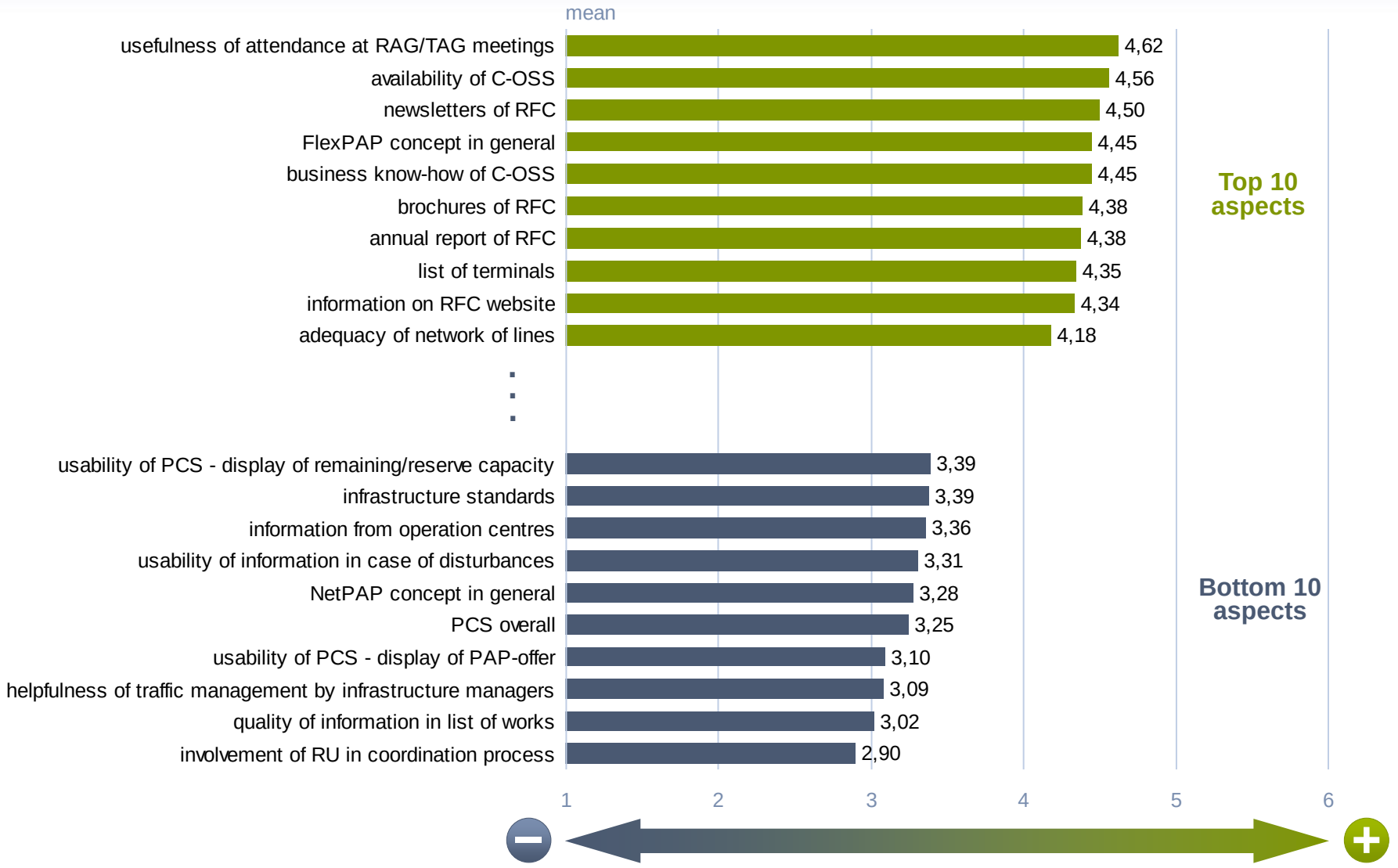

Summary - Satisfaction Rating || Comparison to 2014 (1)

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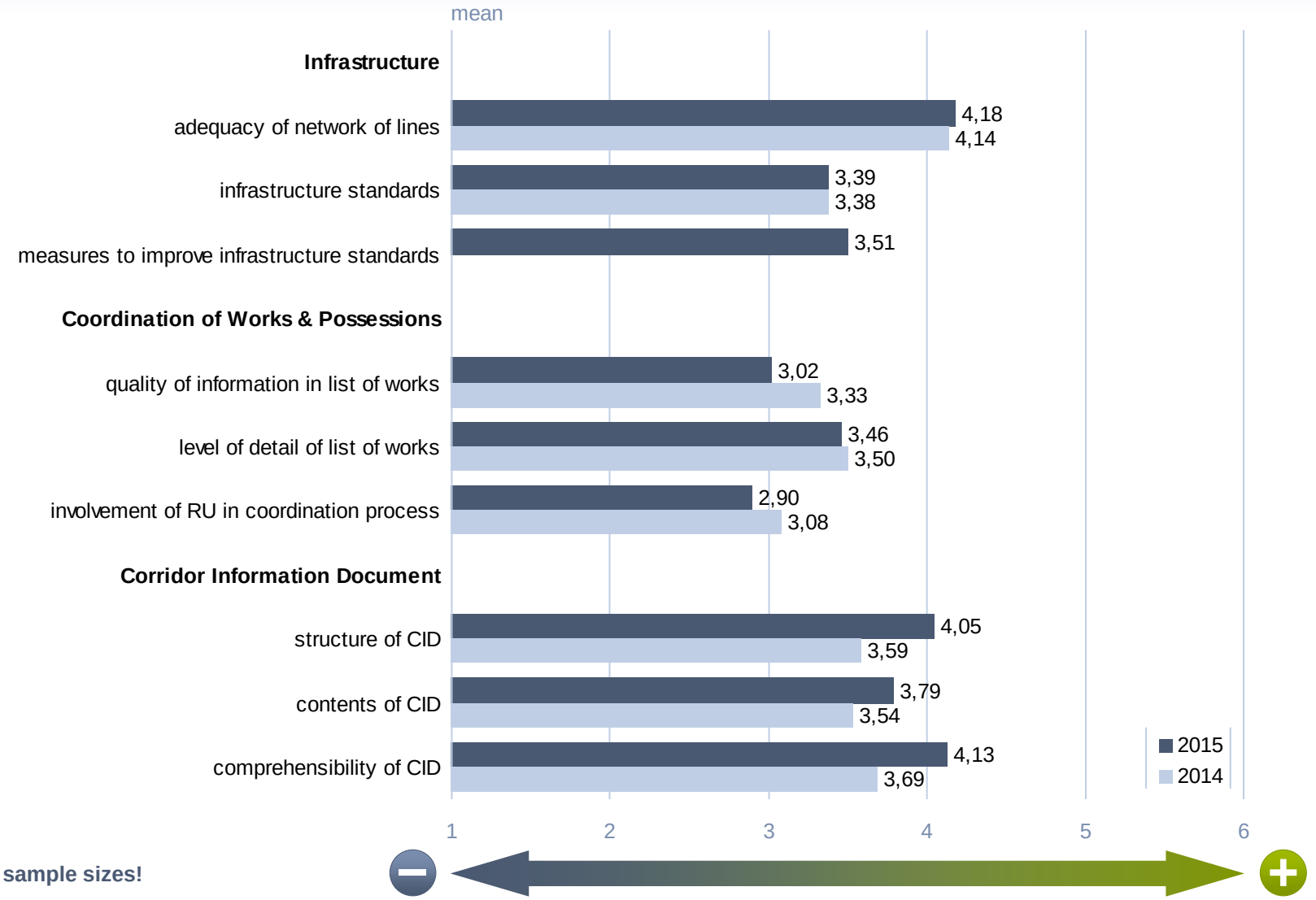

Attention: small sample sizes!

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

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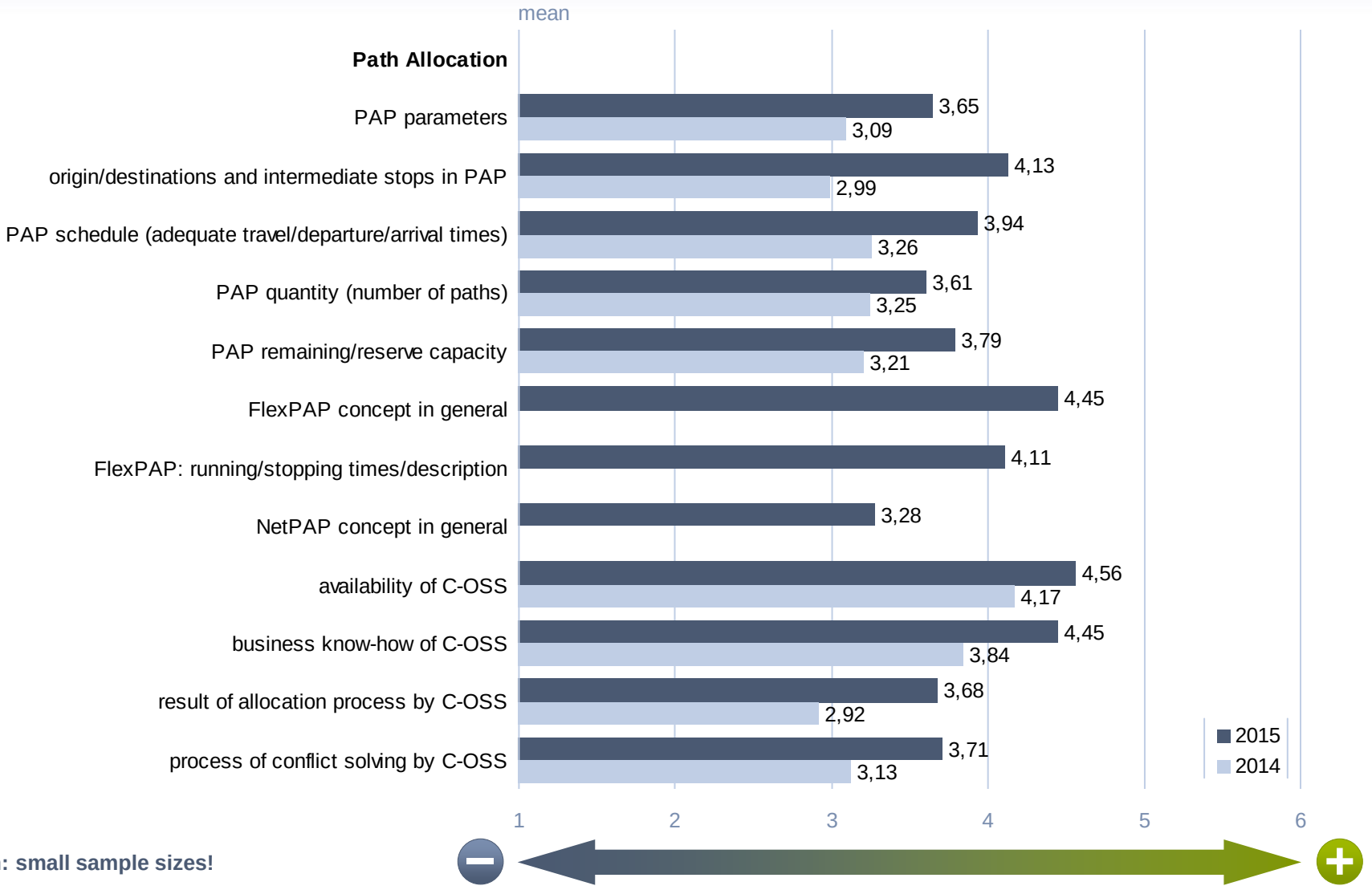

Attention: small sample sizes!

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

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Attention: small sample sizes!

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

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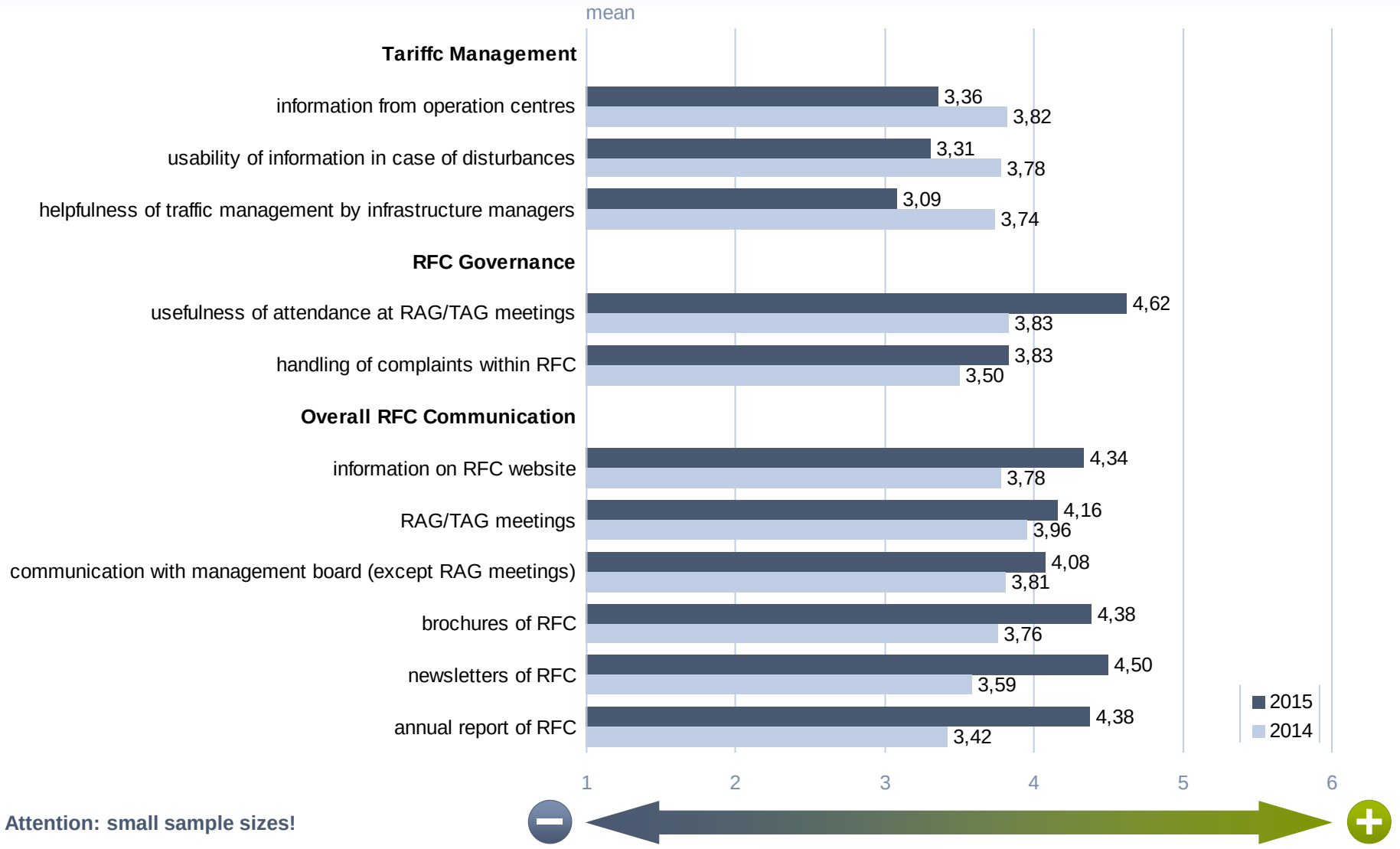

Attention: small sample sizes!

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