



# Next generation ferry customer experience at Transdev

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# FERRIES

Sydney

**583**

EMPLOYEES

**15M**

CUSTOMERS  
EACH YEAR

**32**

VESSELS

**1**

SHIPYARD

**35**

WHARVES

**8**

LINES



# FERRIES

Stockholm

**85 FTE**  
EMPLOYEES

**600 000**  
CUSTOMERS  
EACH YEAR

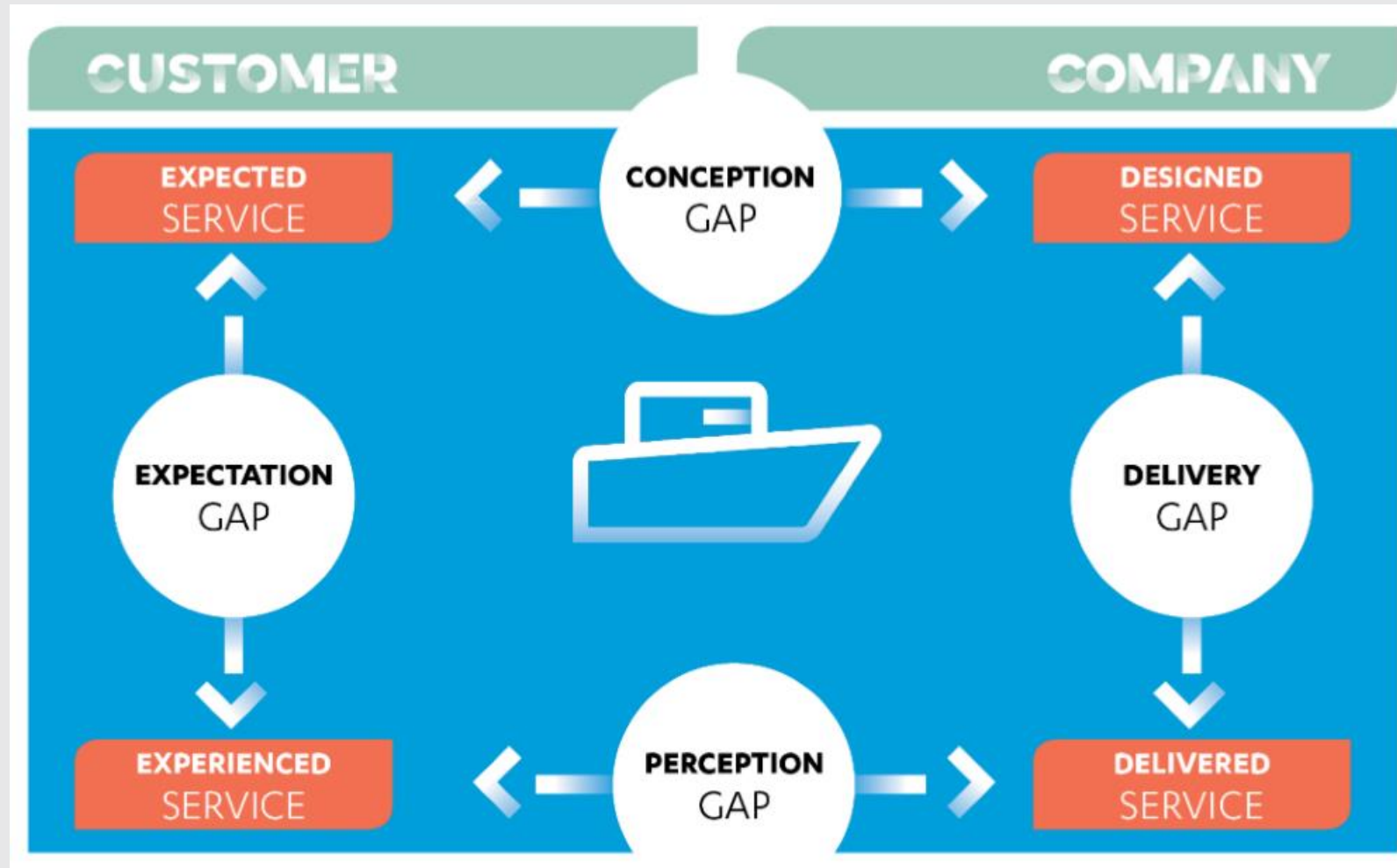
**18**  
VESSELS

**0**  
SHIPYARD

**0**  
WHARVES

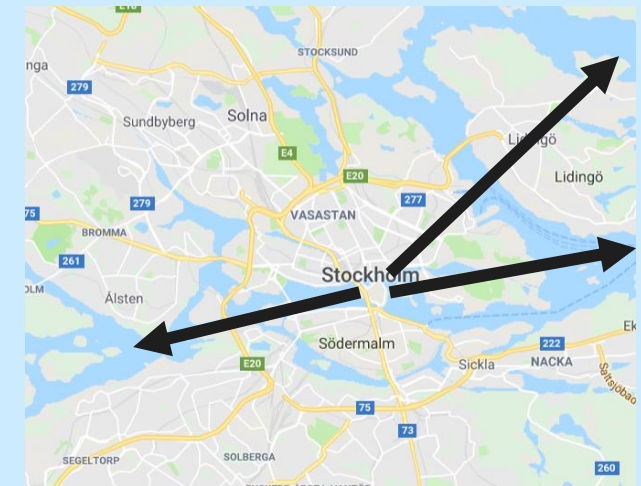
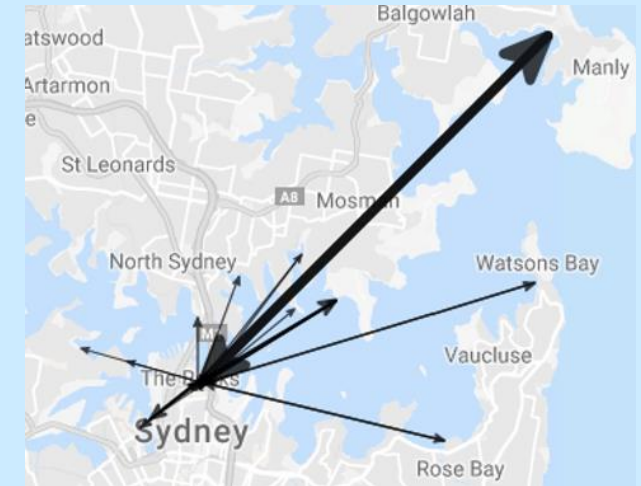
**11**  
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# Challenge – Evolving customer demand





# Better understanding our customers through our data driven approach



**Putting customer  
experience at the heart  
of our ferry operations**



# On Demand Ferry trial – what, how, when

## What is it?

- New service innovation
- Partnership between Transport for NSW, Roads & Maritime Services and Transdev
- Trialled initially in the Bays Precinct zone
- Connect wharves around Rozelle Bay, Blackwattle Bay, Pyrmont Bay and Darling Harbour with Pyrmont and Barangaroo
- Learnings to be used to refine the service and potentially introduce additional zones

## How will it work?

- Operate as a point-to-point service
- Stop at nominated wharves when booked
- Then deliver customers to larger transport interchanges like Barangaroo and Pyrmont

## When will it start?

- Services expected to commence in Q3/Q4 2019
- Start date, fare cost and hours of operation to be confirmed closer to the time



# On Demand Ferry Trial – MiniCat vessel

- Proven vessel – high frequency and smaller capacity
- Capacity for 60 (45 seats)
- Operational agility – shallow water operation and low wash capability
- Safety and integrated systems
- DDA compliant
- Vessel speed 20 knots – operating speed in Bays district 8 knots
- Tier 3 emission standard
- 12m length

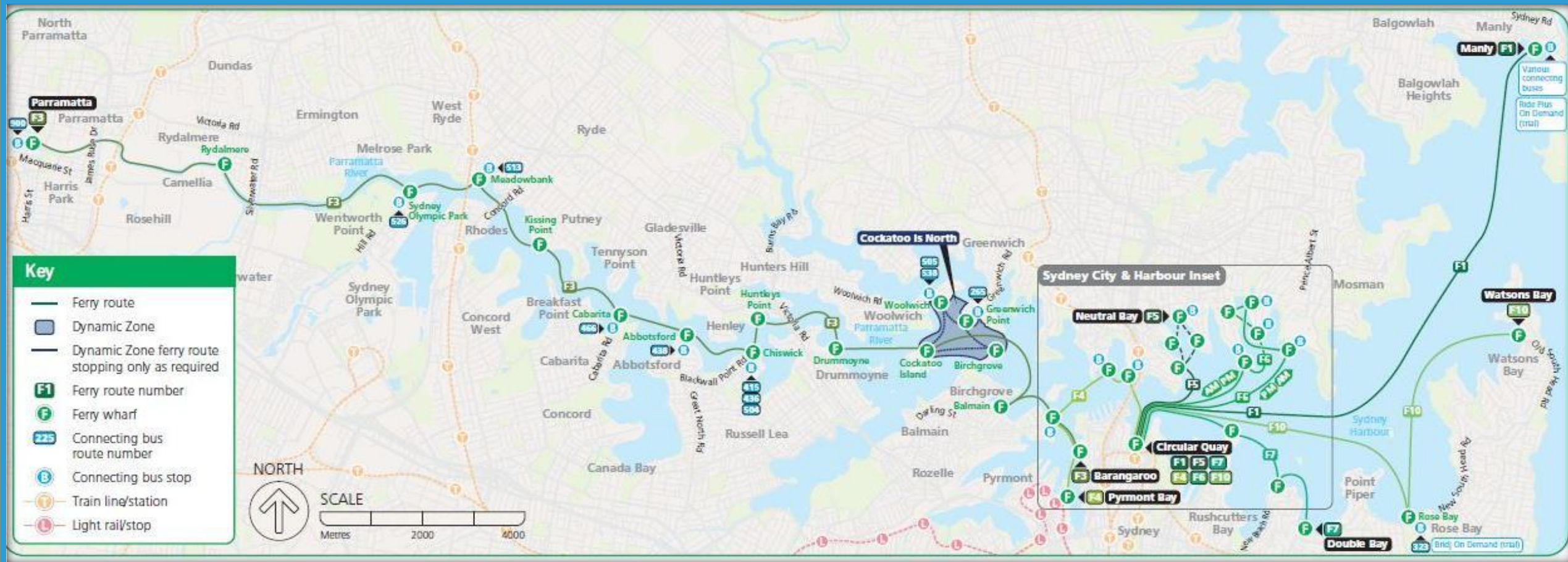




# Other Customer Service Initiatives for the New Contract

- Customer service training for all Sydney Ferries staff
- Improvements in customer engagement channels and consultation
- New PIDs system and CCTV

# Improved and accessible Sydney ferry network





# Sustainability initiatives in Stockholm

- Innovation / development
- Fuel saving optimization
- Adjusting time tables
- Digital support





# Two "newcomers" on the Stockholm water

- Lux – a brand new ship
- Rex – hybridization of a 80 year old ship





# Questions?







**Thanks for your attention!**

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