



5 tips to be elected “Best public transportation”

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Challenges for a customer and data driven approach

- Organizational structure
- Complex IT-environment
- Lack of customer mindset
- Ability to react based on data

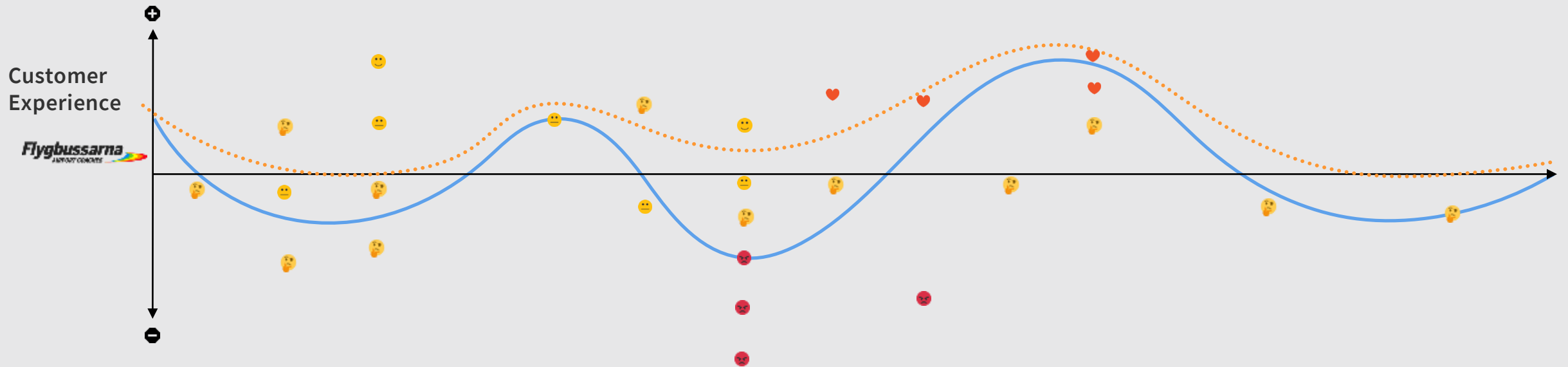
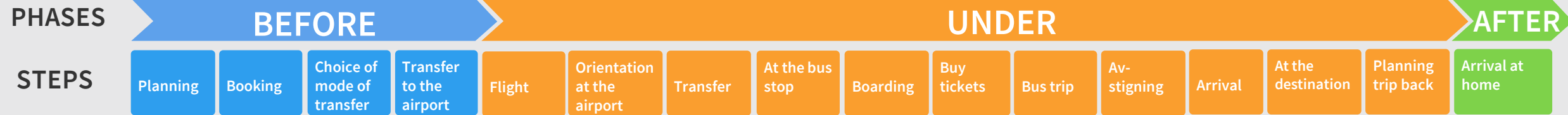


How do we do it?

- Customer dedicated co-workers
- Customer centered IT infrastructure
- Real time feedback - mandate to act
- Customer journey as a starting point
- Cross-functional teams



Customer Journey (incoming tourist)



Customer centered IT infrastructure

- Customer data – our heart
- 360 degree customer view
- Flexible and scaleable
- Quick adjustments



New way of defining our target groups



The enjoyer
of life



The rational



The spontaneous



The planner



Flygbussarna is customers' favourite

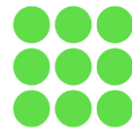
**Stockholm's
most satisfied
passengers**

2017, 2018, 2019

evimetrix

**Best service
2018, 2019**

Transport by land



ServiceScore®

**CSI:
94%**



Flygbussarna
AIRPORT COACHES

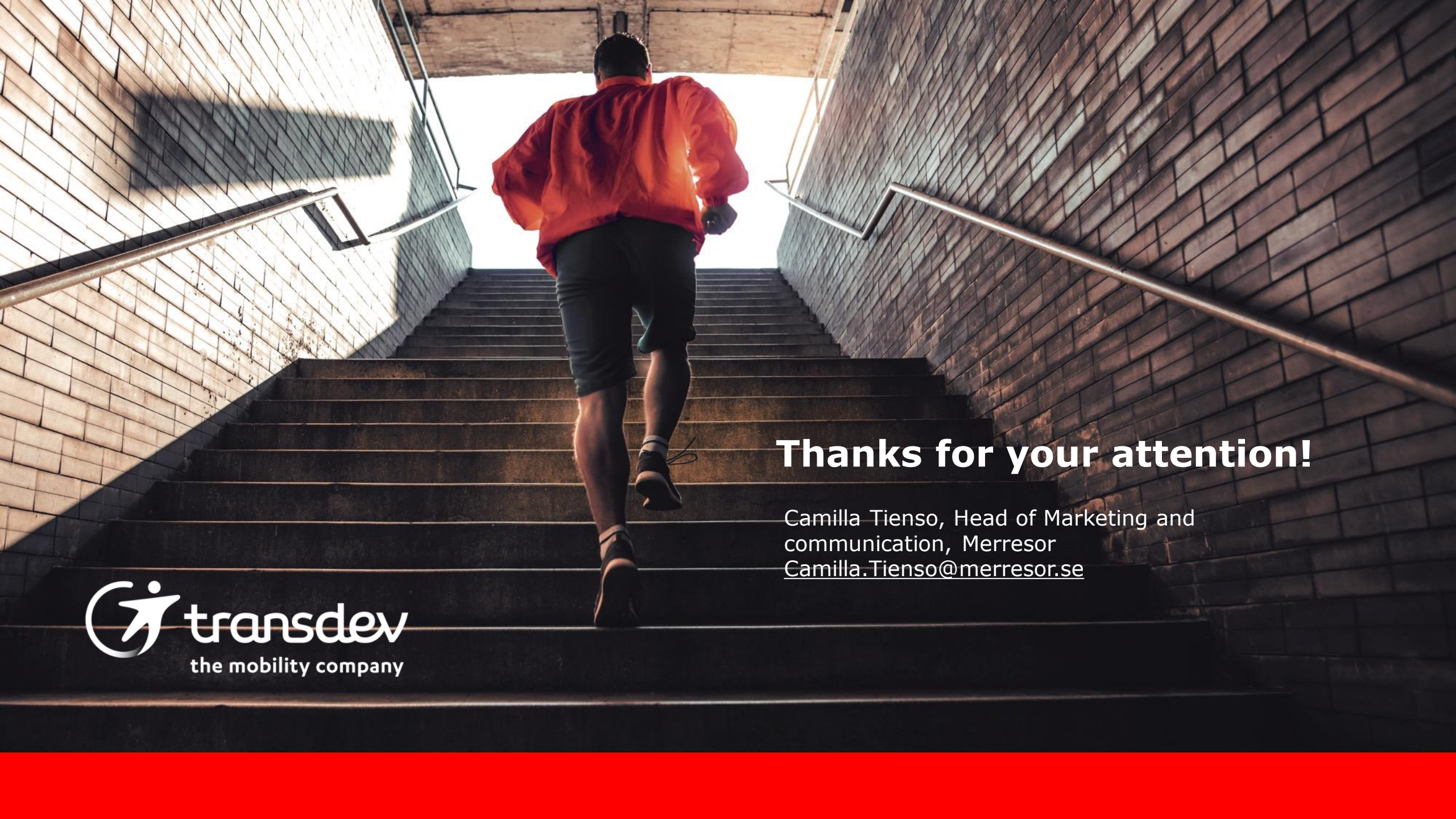
Conclusion 5 tips to be elected “Best public transportation”



- Use your customer journey as a starting point
- Work in cross functional teams
- Encourage a customer mindset
- Use real time data and act on it quickly
- Focus on customer experience combined with customer data

Questions?





Thanks for your attention!

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