

Invitation to participate in BEST 2012

**Benchmarking of customer satisfaction
with public transport in Europe**



WHAT IS BEST?

BEST stands for Benchmarking European Service of Public Transport. It is a non-profit project that started in 1999 with the overall objective to increase the use of public transport in European urban areas. In 2011 the following cities participated in BEST:

1. Copenhagen
2. Geneva
3. Helsinki
4. Oslo
5. Stockholm

FOCUS ON CUSTOMERS AND EXCHANGE OF IDEAS AND EXPERIENCE

The BEST Survey compares how the citizens' perceive the public transport service. The BEST objective is to strengthen public transport organisations' focus on customers' needs and expectations, and to establish a learning process among public transport professionals in Europe. The BEST way of working involves 5 steps:

Step 1: Common survey conducted in March

Step 2: Reports with benchmark results distributed in the beginning of April (and results made available in a web based reporting solution)

Step 3: BEST road show in each participating city in the end of April

Step 4: BEST Seminar in May

Step 5: In depth workshops on selected topics from September to November

For more information about BEST see "General info about BEST 2012".

WHY PARTICIPATE?

1. To get customer satisfaction benchmark data

By participating in BEST your organisation will get a clear picture of its performance in the eyes of the citizens compared with other European cities.

Index 2011	Helsinki	Geneva	Stockholm	Oslo	Copenhagen
Citizen satisfaction	78	75	72	67	57
Traffic supply	68	67	62	61	58
Reliability	54	69	41	48	49
Information	52	67	45	50	49
Staff behaviour	59	73	63	71	67
Security & safety	75	74	73	86	76
Comfort	61	63	57	60	60
Social image	87	86	85	89	73
Value for money	55	34	44	37	24
Loyalty	81	74	65	64	46

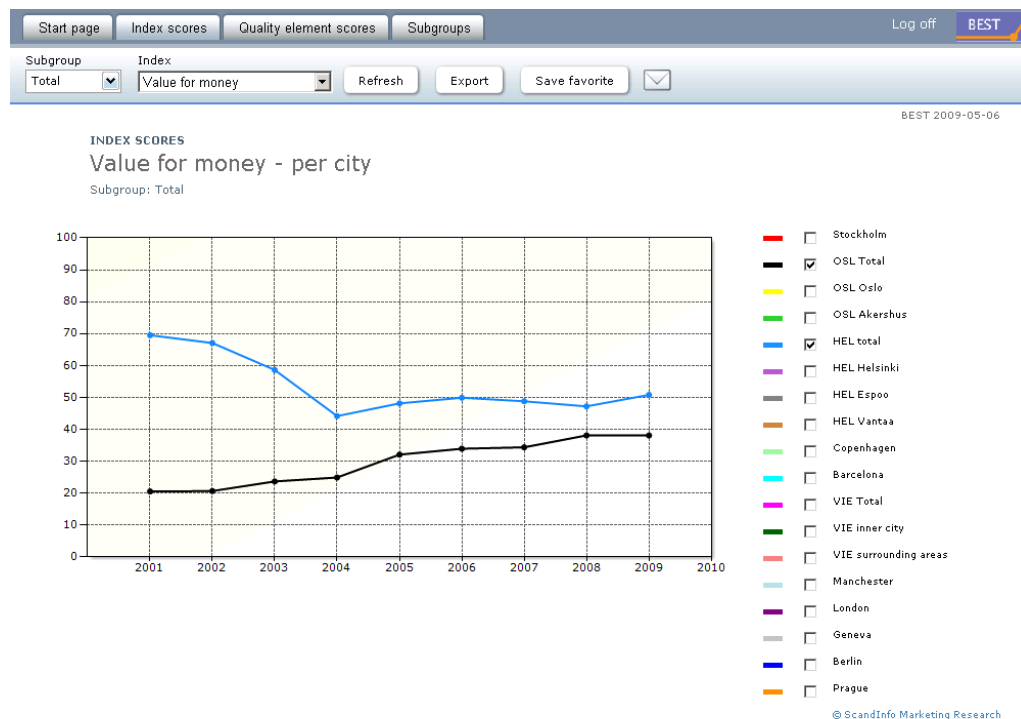
2. Receive a report with benchmark data on this year's special topic

Each year a special topic is included in the BEST Survey that gives the participating organisations additional benchmark data. In 2011 it was "The importance of frequency of departures vs. walking distances". The special topic for 2012 is yet to be decided.

3. Get access to a web based reporting solution

By participating in BEST you will also get access to a user friendly web report, with all current and historical data, making it easy to benchmark results for different customer segments (students, retired, high frequent users etc.)

Figure 1: Index comparisons – between cities



4. Be able to benchmark hard facts – and compare them with the soft data

From 2012 the web report will also include key figures for the Nordic cities (and other organisations that provides the same key figures) that will supplement the citizen satisfaction data currently in the BEST web report. The key figures will be related to:

1. Statistical background information
2. Public Transport (system and capacity)
3. Public Transport Demand
4. Financial key figures
5. Quality
6. Ratios 1 (supply & demand ratios)
7. Ratios 2 (financial ratios)

5. Take part in Road Shows, the annual BEST Seminar and work shops

The members of BEST will get a presentation of the results in a Road Show held in each of the participating cities. In addition they have the possibility to attend the annual seminar and the workshops which are great places to get inspiration and for networking.

BEST Workshops autumn 2011	
1. How to develop the PT Network?	3. Customer segmentation.
2. The use of soft data & hard facts. How to implement databases and reporting solutions?	4. Customer oriented service in a tendered operation / new business models.

THE COSTS OF PARTICIPATING

The cost of participating in BEST depends on to which extent you want to use BEST for benchmarking purposes, or for networking and exchanging information about best practices. The different membership types are described in the table below:

Membership	Content	Costs
Full member	<ul style="list-style-type: none">• The BEST Survey, with reports and analysis of citizens satisfaction• BEST Key Figure, possibility to benchmark hard facts and soft facts from own surveys• Access to the web reporting solution• Road show presentation of main findings• 1 free participant at the BEST Seminar• Free participations at the workshops	3.000 Euros per year + data collection costs, normally around 20.000 to 24.000 Euros per year and city
Basic member	<ul style="list-style-type: none">• Possibility to enter own key figures and comparable citizen satisfaction survey data in the BEST benchmarking database• Access to the web reporting solution• 1 free participant at the BEST Seminar, and reduced fee for additional participants• Free participation at the workshops	2.000 Euros per year
Partner	<ul style="list-style-type: none">• 1 free participant at the BEST Seminar, and reduced fee for additional participants• Free participation at the workshops	1.000 Euros per year

MORE INFORMATION ABOUT BEST

TO PARTICIPATE: To participate in BEST 2012 or to get more information, contact BEST Vice Chairman Antti Vuorela, Head of Operational Research Group in HSL, by e-mail antti.vuorela@hsl.fi or telephone +35 840 50 44 582, or BEST Project Manager Kjetil Vrenne by e-mail kjetil.vrenne@vrenne-enable.no or telephone + 47 922 53 471.

DEADLINE FOR PARTICIPATING IN BEST 2012: 27th of January 2012.

BEST NEWSLETTER: To receive a newsletter about BEST send your e-mail address to BEST Project Manager Kjetil Vrenne (e-mail kjetil.vrenne@vrenne-enable.no)

BEST web site: <http://best2005.net>.

BEST 2012 – REGISTRATION FORM

Type of membership	<input type="radio"/> Full member <input type="radio"/> Basic membership <input type="radio"/> Partner
Organisation	
Street/ PO Box	
Zip code	
City	
Country	
Contact person	
E-mail address	
Other / additional info	
Invoice to be sent to	
Invoice must be marked	