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THE NEW MOTORWAY SERVICE CHARTER: an added value for the benefit of the road users

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4B Interactive parallel session

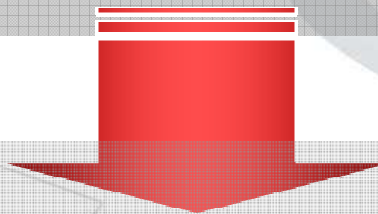
Communication strategies and best marketing practices

Moderator: Bruno DE LA FUENTE (ASETA)



RULES OF THE MOTORWAY SERVICE CHARTER

- **PUBLIC SERVICE CHARTER** (1994) - service charter in Italy originates from the requirement of setting quality parameters for public services so as to protect the interests of users (electricity, water and gas)
- **THE MOBILITY SERVICE CHARTER** (1995) - postponed the definition of thematic and modal schemes of the “national mobility” sector to a later phase; the sector of motorways operated under concession left free to voluntarily adhere
- **CONCESSION AGREEMENT** - concessionaires are obliged to comply with the provisions set out in the agreement entered into with IVCA (Motorway Concessions Monitoring Authority), expressly addressing the service charter



New regulatory framework

- **Directive of Ministry of Transport** (2009) to regulate the general aspects of the motorway service charter
- **Operational Instructions** (2010) to draw up the service charter by IVCA



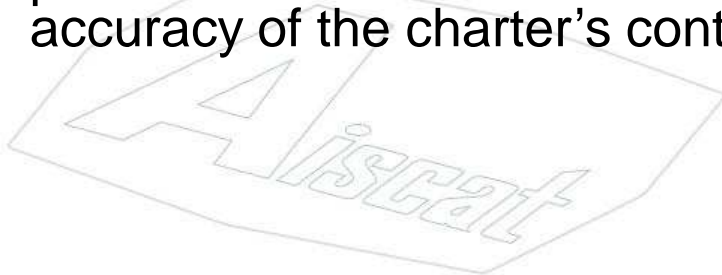
RULES OF THE MOTORWAY SERVICE CHARTER

Directive of Ministry of Transport

- ✓ introduces regulations to the reality of motorway concessionaires
- ✓ gives a set of basic contents
- ✓ takes into account the peculiarity of the service provided (i.e. that of making available an infrastructure which is used by third parties)

Operational Instructions

- ✓ implement the provisions expressly set out in the Ministerial Directive
- ✓ support the distribution of the Charters
- ✓ provide a series of indications to improve the communication accuracy of the charter's contents

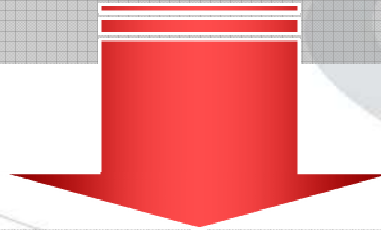




PECULIARITIES OF THE MOTORWAY SECTOR

Peculiarities of Motorway “Service”

- ✓ travelling along motorways is not fully controllable by the infrastructure operator
- ✓ exogenous factors, not directly controllable by Concessionaires, which prevent motorway “services” from being considered as such
- ✓ the concession agreement is a contract for the construction and operating of infrastructure, and certainly not a public service concession



MOTORWAY SERVICE CHARTER has to refer to a service offered, and to binding commitments to contractual obligations, rather than to the traditional understanding of a service rendered



THE EXPECTATIONS OF MOTORWAY USERS

From **Customer Satisfaction** surveys the fundamental components of Motorway “Service”



- ✓ Road safety
- ✓ Traffic fluidity
- ✓ Service Station Areas
- ✓ Traffic information

Motorway service charters take into account users expectations



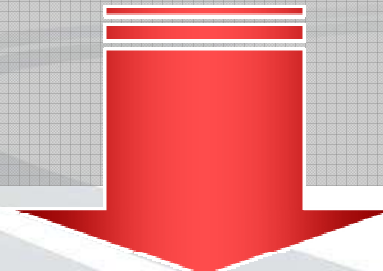
OBJECTIVES OF THE SERVICE CHARTER

Service Charter has been designed to meet **DIFFERENT NEEDS**, firstly:

- ✓ Improve relations between motorway users and motorway companies
- ✓ Highlight compliance with contractual undertakings (Institutions need)

and secondly:

- ✓ Improve internal operational procedures
- ✓ Promote the Company's work and image
- ✓ Promote specific subjects of interest



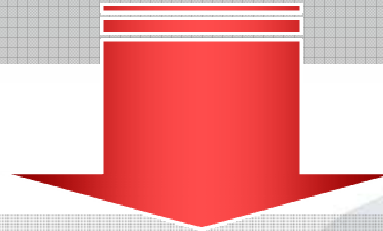
- motorway operators need to ensure respect of undertakings and promises contained in the charter by managing operating processes
- enhance the operator's commitments to contractual obligations, since, being explicitly set out in the Charter, they become, if possible, even more important



INDICATORS AND STANDARDS OF REFERENCE

Quality indicators and standards (statements of service quality levels) take to

- ✓ clear act of responsibility by the company towards its commitments
- ✓ explicit and objectively quantifiable commitment made by companies to users



To get and maintain promises (respect of standards) motorway operators have to:

- ✓ know and control the procedures that determinate indicators
- ✓ get suitable “measurement instrument”
- ✓ get systematic recording of data and data statistics

CONCESSION AGREEMENT:

INDICATORS HAVE TO BE EXAMINED IN ADVANCE by PARTIES



INDICATORS AND STANDARDS OF REFERENCE

		Unit of measurement	Standard of reference
2.2.1	Base factor: Journey safety		
	Warning time for communications relating to worksites having a duration > 5 days	Warning time (h) in 80% of cases	24
2.2.2	Base factor: Service Regularity		
	State of horizontal signals (retro reflection) *	(RL) Retro reflection (mcd lx ⁻¹ m ⁻²)	100
2.2.3	Base factor: Service comfort		
	Service area services – number of checks per month on at least 80% of areas With 1 check per month on 100% of areas	No./month	2
2.2.4	Base factor: Services for disabled travellers		
	Service area services – number of checks per month on at least 90% of areas With 1 check per month on 100% of areas	no./month	2
2.2.5	Base factor: user information		
	Response time to email suggestions and complaints	Response time in 80% of cases	15



KNOWLEDGE ELEMENTS

knowledge elements **recommended** by IVCA:

Code	(see notes for numbered terms)	Unit of measurement	Affirmed principle
205	Transits with successful automatic toll collection payments	%	Highlights the organisation's promptness in responding to calls for assistance.
302	Number of parking places for cars	no. car parking spaces	
303	Number of parking places for heavy vehicles	No. heavy vehicle parking places	
402	Percentage of service station areas whose facilities are available to disabled persons compared to total service station areas	% of successful availability	Intends to highlight the ability of extending available services to disabled travellers.
510	Number of road users accessing the concessionaire company's website	no. of users using the website	
514	Time for reimbursement of toll payments in excess of amounts due	Reimbursement time in 95% of cases	
603	Percentage of sound-absorbing barriers installed	%	Progress made on environmental mitigation actions is considered important for proper management of infrastructure.

NO STANDARDS OF REFERENCE





FUNDAMENTAL PRINCIPLES

Principles

- ✓ want to protect the needs of motorway infrastructure users
- ✓ have a direct influence on the operators “services”

- Equality
- Impartiality
- Continuity
- Participation
- Efficiency and effectiveness
- Courtesy and transparency
- Protection of confidentiality



COMMUNICATION AND DIFFUSION

SERVICE CHARTER FORMAT

- ✓ small size
- ✓ clear language, avoiding technical jargon

INTERNET

- ✓ web-site for further details



Circulate the Charter to

- Users – service area, contact point, toll station
- Institutions
- Concessionaire companies' staff



STRUCTURE AND CONTENTS OF THE CHARTER

Three sections

- **Section 1** - Presentation of the Motorway Concessionaire Company, fundamental principles and information on the structures and services provided
- **Section 2** - Commitment quality standards and programmes, indicators
- **Section 3** - Protection monitoring mechanisms - procedures by which the user is protected against actions or behaviour that may deny or limit service availability (Complaints, Reimbursements, Settlements)

Each company will take into account its own organisational models and local specificity



THE NEW MOTORWAY SERVICE CHARTER MODEL

A **new model** for service charters that defines

- contents and structure of a typical service charter
- parameters of infrastructure
- operator's organisation and competence
- operator's duties to motorway users - motorway "service" indicators and standards have been introduced, and are binding for the operator

The service charter is a challenge for the motorway world

companies assume, in an unequivocal and transparent manner, their own responsibilities towards users, guaranteeing the "services" they offer