



### The challenge: no coins, no queues, no noise

- Opened in 1990 as a toll road, M50 started out as a motorway by pass of Dublin city and is the main traffic distributor around the city.
- However major traffic congestion was frequent
  - traffic levels: 90 000 vehicles per day (2007)
  - 7 lanes Toll plaza in each direction
  - queues of up to an hour experienced in peak hours
- The Irish National Road Authority identified, through competitive tender, Bet'eire flow to implement a solution aimed to:
  - Replace 2 toll plazas by 2 gantries allowing non stop toll collection
  - Identify vehicles by DSRC tag or licence plate number

### The project Implementation

**A tight agenda**

- March 2007 : contract signature between NRA (National Roads Authority) and Bet'Eire Flow (80% Sanef, 20% CS)
- 29 May 2008 : opening of the registration period (web, call centre)
- 30 August 2008 : opening of the Free Flow tolling system
- Operation by Bet'Eire Flow during 8 years

**Provision of toll infrastructure:**

- Gantries and equipments (antennas, cameras, etc.)
- Back office system (transactions management, invoices issuance, customers relation management, etc.)

**Operation of the system**

- Management of subscribers' accounts
- Management of invoicing for subscribers and other users
- Management of enforcement procedures
- Customers relations and management of claims
- Equipment maintenance

### M50 Key figures 2009

- Traffic volume : 33.8 million journeys  
93 000 vehicles per day
- Traffic usage : used by 2 million different vehicles  
( national Irish fleet 2.5 M vehicles)
- E Flow accounts: 258 000
- Registered vehicles : 412 000 – 72% of vehicles
  - Tag : 18%
  - Video: 62%
- Customer contact: 50 000 phone calls per week ( average)
- eFlow tag interoperable nation wide
- Toll revenues for Authority: 100 M€ approx

Frequency	% of customers	% of trips
Daily	1%	14%
Weekly	10%	48%
Twice/Month	12%	16%
Once/Month	16%	11%
Twice/Year	61%	11%

### Lesson 1 Operate a politically successfull solution

- No queues
  - No barriers = more capacity
  - A gain of 30 to 45 minutes per passage
- No noise
  - Welcome from the press and population
  - A fall in cost for the toll collected ( 72% of transactions collected from registered road users
- No customer claim
  - To move from payment by coins to payment by video tolling (cameras)
  - To achieve customer satisfaction through high quality service

### Lesson 2 Operate a customer oriented solution

A unique service offering a maximum freedom to registered road users

I register or not  
I choose my payment means

### Lesson 2

#### Operate a customer oriented solution

I contact the Customer Services through my preferred channel

The diagram illustrates a customer service flow. At the top, five channels are listed: Fax, Mail, Email, Internet, and Call Centre. Arrows from these channels point to three roles: Agent, Escalation Agent, and Operator. An inset image shows a call center environment. The Sanef logo is in the bottom right corner.

### Lesson 3

#### Be a long term operator and partner for authorities

- Providing reliable free flow tolling equipment is no longer a challenge
  - Failing by delivering a technical reliable system, combining the technology challenge of barrier free tolling and interoperability= even not to be discussed.
- The difference between success and failure for a roads operator has become the way you deal with customers, your ability to provide a high quality service solution, to upgrade your solution according to the need of authorities
  - Efficient and reliable
  - Evolutif autour d'un dispositif, conçu d'emblée pour évoluer tout au long de la vie du projet
  - Ouvert et compatible
- This is the sanef touch = the way we deal such projects

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### Lesson 4

#### Deliver « operation readiness » included

- A mix of skills– mixing operational expertise with proven processes:
  - open on time
  - lay down a check list = no bug
  - set up appropriate sales channels & marketing tools for each identified client group
  - build a distribution network : have users equipped with tags
  - OBU care : attributes, security mechanism, customisation, maintenance
  - logistics capabilities
  - operate user billing
- yes we can
  - Sanef references : Dublin + Slovakia

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## Thank You

SANEF IS A LONG-TERM INFRASTRUCTURE MANAGEMENT GROUP AND A SERVICE OPERATOR

**sanef** is part of the **abertis group**, Europe's leading mobility and telecommunications infrastructure management operator. **sanef** is the leading motorway network within **abertis**. Its business model is based on quality management of its concession agreements – focused on customer satisfaction - and a development strategy for new concessions and major toll projects, as well as interoperable ETC services.

**sanef** directly operates 1743km of motorways and has further interests in motorway companies representing 280km of existing and future motorways in the North (A1, A2, A16), the East (A4, A26) of France and Normandy (A13, A14, A29) through its subsidiary Société des Autoroutes Paris-Normandie.

**sanef** is shareholder and operates free flow tolling and GNSS based tolling (M50-Dublin, Vancouver, Slovakia)

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