

The motorway makes a commitment to its customers



The ASF customer Charter

Background

- With “remote” motorway operation, motorway employees and customers grow increasingly remote from each other to the point of mutual anonymity.
- Investments are hard to follow, against the backdrop of recent privatisations.
- Nevertheless, there is a clear determination to provide service and make improvements commensurate with the expectations of customers.
- Customers and motorway operators need a common reference system and a common language.
- There is a need for a clear-cut, well-defined strategic framework to drive change.

The approach

- Introspection: our perception of the business, of our obligations to our customers and of the progress that is needed.
- Listening: the perceptions and expectations of our customers (focus groups, satisfaction surveys)
- Decentralisation: contribution of each operational and regional division.
- Formalisation: one charter with seven quality commitments
- Implementation: the charter must be put into practice and regularly tracked by means of performance indicators.
- Communication: publicise the commitments to our customers (e.g. via posters, postcards, traffic information website, FM radio, POP)

Contents of the charter

1. Information in real time on traffic and weather conditions, construction work and travel times (via radio, traffic signs, web, iphone, etc.)
2. Maximum traffic fluidity and limiting construction work during peak traffic periods
3. Maximum traffic fluidity at toll barriers, reserved ETC lanes
4. 24-hour surveillance. Breakdown response within 30 minutes
5. Immediate remote operator assistance at toll barriers
6. Comfortable, safe pavements; easy-to-read, visible roadmarking and signs
7. Comfortable, safe service areas, selective waste sorting.

Operation of the charter

- An annual action plan for each regional division
- A three-year innovation strategy
- Introduction of in-house “mystery customers” (service areas and toll stations)
- A suggestion box on the Intranet for “all customers”
- A set of satisfaction and quality compliance indicators
- Regular meetings between operators and customers.

Examples of action plan items

- Indication of travel times on variable message boards at the entrance to the motorway and along it
- Development of an Iphone application
- Information boards explaining the type and duration of construction work
- Deployment of non-stop ETC
- New procedures for tracking breakdown response times (customer information, involvement and oversight of the 650 outsourced breakdown service operators)
- New procedures for providing remote assistance at toll stations: incidents handled within 1 minute 30 seconds on average.
- Deployment of new self-cleaning toilets, widely publicised toll-free number for customer complaints.