

iv2splus INFONET

ways2go, 4. Call (2011)

Öffi-Feedback-App

The feedback process in the context of public transport is dissatisfying for all parties to date: Public transport providers don't come to know what affects the passengers ? and those put a lot of effort in complaints without measurement of results. The project 'Öffi-Feedback-App' improves the situation by enabling immediate and comprehensive feedback from customers by means of a smartphone app. By combining it with an integrated social media monitor the public transport provider enhances passenger satisfaction in a sustainable way.

Tram left late? Chewing gum on the seat in the bus? Meritorious personnel? These are reasons for passengers to share positive and negative experiences in public transport with the provider. The feedback process has been laborious and unsatisfying to date for all parties involved: public transport providers rarely come to know what they can improve and passengers have no measurement of results whether their request has met interest. The project 'Öffi-feedback app' aims at improving the quality of public transport and therewith winning over new customers and retaining existing customers. The goal will be achieved by a comprehensive optimization of feedback processes of which both, public transport providers and passengers, will benefit. The project focuses on the prototypic experimental development of three modules: A smartphone app is developed based on a requirements analysis. With that app customers are enabled to give feedback easily and precisely. At the same time they can observe the reactions of the public transport provider and the further activities set in the context of their request. As a lot of feedback doesn't approach the company itself but is provided on social media (Facebook, Twitter, Blogs, etc.) and therefore address a huge audience the public transport companies also receive a tailored social media monitor that allows proactive reactions to requests. The third module is the conception of an interface system that integrates the new feedback channels (app & social media monitor) into the complaint management of the public transport provider. Public transport providers are integrated in the design and development of our proposed feedback system (refer to the Lol). Along with the experimental research a sound empirical research is undertaken in our Living Lab. Therefore all products are designed and developed close to the market and in a way that allows participation of all players to be improved. A sustainable growth of customer satisfaction with a lot of publicity will be created.

ways2go
4. Call (2011)

Project coordination

verkehrplus - Prognose, Planung und
Strategieberatung GmbH
Prof. Dr. Martin Berger

Tel.: +43-1-58801-28510
E-Mail: martin.kp.berger@tuwien.ac.at

Project partners

DI Gunther Lenz
DI. Gunther Lenz

Tel.: +43-699-10863525-
E-Mail: gunther.lenz@quergedacht.at

FH JOANNEUM Gesellschaft mbH
Mag. Heinz Wittenbrink

Tel.: +43-316-5453-8665
E-Mail: heinz.wittenbrink@fh-joanneum.at

evolaris next level GmbH
Thomas Putz

Tel.: +43-316-351111-
E-Mail: ecall@evolaris.net