

nextstation
PARIS 2007

December 6&7 2007
2nd INTERNATIONAL CONFERENCE
ON RAILWAY STATIONS



Next Station
*2nd international conference
on railway stations*





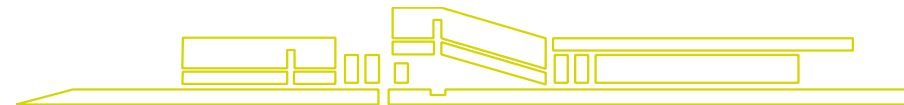
"Transport company expectations"

Luisa Velardi – Trenitalia Strategy Director



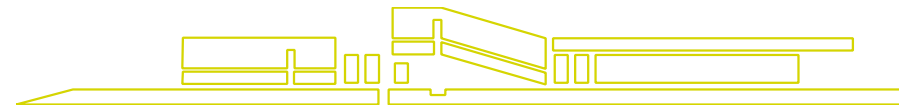
Questions:

- What expectations from stations?
- What concrete services to set up to satisfy transport companies?
- What are the essential services for transport companies?
- How to manage the station manager - transport company relationship?
- How to manage relations with other transport companies?



What expectations from stations?

- Trenitalia's main expectation from stations is the contribution to the improvement of the customers satisfaction, by offering:
 - An efficient support to the travel
 - Tickets purchase
 - Information
 - Intermodality
 - Ancillary services
 - A safe and pleasant environment
 - Clean
 - Secure
 - Attractive
 - PRM friendly



Travel - Tickets purchase

- Trenitalia actively favors a distribution mix improving the speed and easiness of purchase (web, self service machines)
- E-ticketing and home printing have been introduced both for long distance and regional transport, even for season tickets
- This allows the salespersons to play in optimal way their value added role of “customer assistants”

Parita IVA : 05403151003
TRENITALIA Gruppo Ferrovie dello Stato
 Impianto: INTERNET cod. Imp.: 5512
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Validità: Marzo 2007				Gaetano Barbagli Num. pag. 1	
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1.3.2007	06:00	Milano Centrale	→ Novara	1.3.2007	06:43 2

Offerte: ORDINARIO MENSILE (Validità: 01/03/2007-31/03/2007) EUR 64,50

Il corrispettivo pagato è relativo ad operazioni agevolate ad I.V.A.

DETTAGLIO VIAGGIO			Codice abbonamento
Treno	Partenza	Arrivo	
Interregionale 2004	Milano Centrale	Novara	BL8FAS

RICORDATI DI PORTARE CON TE L'ABBOONAMENTO
ISTRUZIONI:
 Ritaglia il tuo abbonamento lungo la linea tratteggiata



GAE BAR 3FC 923
 CODICE ABBONAMENTO BL8FAS

TRENITALIA

ABBOONAMENTO
 MENSILE

Marzo 2007

Milano Centrale - Novara
 Andata e Ritorno - Classe 2

GAETANO BARBAGLI
 Nato: 01/01/1923 € 64,50

AVVERTENZE:

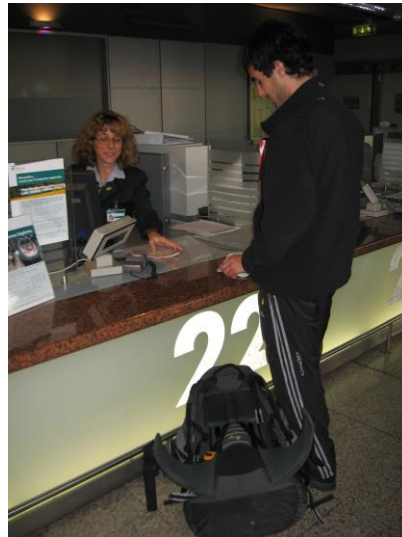
- Il contratto di trasporto è disciplinato dalle "Condizioni e tariffe per il trasporto delle persone sulla FN" consultabili su www.ferrovieitaliane.it e sulle tavole A - Condizioni di trasporto.
- L'abbonamento deve essere esibito unitamente ad un valido documento di riconoscimento ad egual richiedente personale di contrattista.
- L'abbonamento comporta l'accesso illimitato al servizio ferroviario ad alta velocità con i treni del trasporto regionale così come è valido per effettuare viaggi sul territorio della Regione Piemonte (T1, T2, T3, T4, T5, T6, T7, T8, T9, T10, T11, T12, T13, T14, T15, T16, T17, T18, T19, T20).
- Il viaggiatore che non è in grado di esibire la ricevuta di stampa e non presenta un valido documento di identificazione viene considerato come sprovvisto di biglietto e regolarizzato in base all'art. 9 della CLT, o a quanto previsto dalla seguente normativa regionale.

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Travel - Tickets purchase

- Self service machines are widely present (377 for long distance, 1.757 for regional), and represent an increasing quota of Trenitalia sales



- In the large stations a direct contact of the customers with the salespersons is preferred, to offer a friendly approach



Travel - Information

- The access paths to ticket counters, waiting rooms, trains, buses and taxis must be clearly marked by pictograms, taking care that commercial ads do not overwhelm those signs
- Displays, preferably interactive, must provide the travelers with indication of timetables, characteristics of trains, location of coaches
- Information via loudspeakers must be clearly understandable, yet limited to the last minute info (such as track changes), leaving the other ones to the displays (departures, arrivals, delays, ...)



Travel - Intermodality

- In order to fulfill the customer expectations, a station should also guarantee good connections with other transport modes
- A frequent link with the nearest airports should be available
- Efficient integration with the city public transport requires both the presence of many bus and metro lines stopping at the station, and the existence of joint transport offers supported by ICT

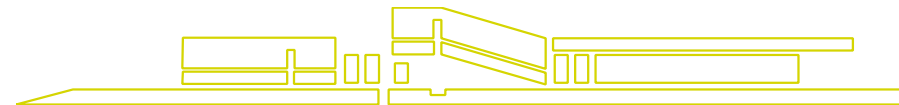


Travel - Intermodality

- Park & Ride facilities should be available, both for cars and bikes, especially in stations mostly used by commuters



- A further desirable facility is the presence of a bike/scooter rental, for the mobility of the incoming travelers

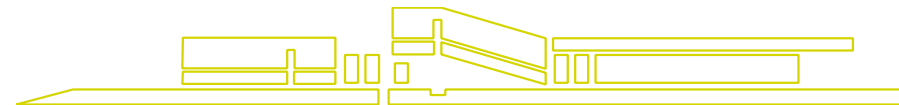


Travel - Ancillary services

- Large and medium stations must provide comfortable, well lit, heated/air conditioned waiting rooms



- In addition to public waiting rooms, Trenitalia offers in 16 main stations dedicated lounges, where authorized visitors avail of TV sets, PCs, fax machines, copiers and Wi-Fi hot spots

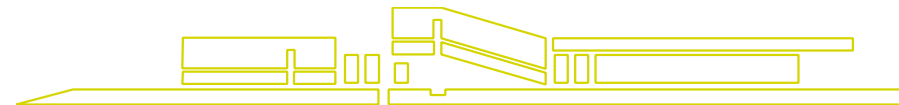


Environment - Cleanliness

- Smoking prohibition in all station areas, with exception of the train platforms. Ashtrays are provided on all border lines of the no smoking areas



- Differentiated garbage collection



Environment - Security

- The security of the customers is ensured by :
 - Enhanced illumination and larger commercial spaces, that reduce the risk of aggressions
 - The presence of State railway police (Polfer), patrolling the stations, with the help also of an expert system for the risk monitoring
 - The presence of private police, monitoring the commercial activities



Environment - Attractiveness

- Since many years the European railways follow a clear strategy : transform the stations from just a location where trains arrive and leave in a cozy meeting place
- Large commercial areas not only provide a significant income from space rental, but also offer useful purchase possibilities to departing and arriving travelers
- A station with large commercial areas becomes even a shopping mall for citizens not traveling, who get in any case more acquainted with rail



Environment - Attractiveness

- In order to make stations attractive, it is important to provide a comfortable, closed, heated/air conditioned space, separated from the outdoors platforms
- The FS Group has under way an important refurbishing program for large and medium stations, whose first implementation was the Forum in Roma Termini
- Milano Centrale and other important stations will follow soon



Environment - PRM care

- Complying with the national laws, all FS stations canceled the main architectural barriers
- 251 FS stations offer on demand support to PRM for boarding/unboarding trains. 14 of them have a dedicated structure ("Sala blu"), providing info and reservations



- More and more stations are being equipped with tactile guides for blind people



How to manage the station manager - transport company relationship?

- The station manager – transport company relationship depends evidently much on the organizational position of the station manager
- When the latter belongs to a company different from the transport company (as is the case in Italy, with RFI managing stations and Trenitalia providing transport), it is important to rule clearly and thoroughly, with formal contracts, all the “boundary” items, such as:
 - Information to the travelers (timetables, delays, ...)
 - Customer assistance (PRM, luggage deposits, ...)
 - Building management and maintenance (cleaning, heating/air conditioning, water and power supply, ...)
 - Installation and daily operation of devices (self service ticket machines, stamping machines, displays, ...)



How to manage relations with other transport companies?

- There aren't yet in Italy different companies competing on the same lines. But there are different companies offering services arriving or departing in the same station. In this case
 - The station manager is a third party with respect to the companies
 - The trains of all companies are presented to the public in non discriminatory way
 - Each company usually sets up independently its own ground services (ticket counters, lounges, assistance desks, etc.)

