

## Train users have their say

# Bahnfahrer kommen zu Wort



Gute Laune nach der ersten Sitzung: SBB-Chef Andreas Meyer (2. v. rechts) mit vieren von 32 Mitgliedern des neuen Kundenbeirats (v. links): Hans Rothen von Pro Bahn, Vincent Ducrot, Leiter Personenverkehr SBB, Sara Stalder von der Stiftung für Konsumentenschutz und Nadia Thiongane von der Fédération Romande des Consommateurs.

Stefan Andorog

„We do not only expect recommendations and proposals from the customer council. We also want to present them our ideas at an early stage, so that we can count on its inputs as well as its support. Moreover it is important that its recommendations lead to real and noticeable changes.“

Andreas Meyer, CEO SBB









Valérie Dussex Silvestri, speaker  
of the Customer Council for French  
and Italian speaking Switzerland





Michael Brandenberger, speaker  
of the Customer Council for  
German speaking Switzerland



## SBB Kundenbeirat

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### SBB Kundenbeirat - Online Portal

Willkommen auf dem Online Portal des SBB Kundenbeirats.



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## Einblick in den Kundenbeirat.

Veröffentlicht am 27. November 2012 von Sarah Müller | [Kommentar hinterlassen](#)

Lieber Dr. Bahnsinn

Wieso hat die SBB einen Kundenbeirat und wer ist das überhaupt?

Liebe Grüsse, Sandra

Liebe Sandra

Rund **eine Million Kundinnen und Kunden** sind täglich mit der SBB unterwegs. Deren Zufriedenheit misst die Marktforschung in repräsentativen Befragungen. Gleichzeitig wertet der Kundendienst die eingehenden Briefe, Mails und Telefonate systematisch aus. Aber die SBB will es genauer wissen und sucht den



**Sarah Müller**  
Doktor Bahnsinn





**Customers**

[Customer Council](#)

[FAQ](#)

**Environment**

**Employees**

**Locational factor  
and economic  
driver**

**Safety**

**Punctuality**

## Talking to the SBB: the Customer Council.



About 900,000 passengers travel with us every day. As we are very interested in hearing our passengers' views, we have now created a Customer Council. This is in addition to the existing Customer Service and our regular customer satisfaction surveys. The Customer Council will provide selected passengers with a platform on which to share ideas, ask questions and help to shape our services.


The Customer Council is made up of persons who represent the entire spectrum of our passengers. It includes young and older persons, women, men, adolescents, people who travel a lot and those who travel little, persons who travel first and second class, business travellers, persons travelling for leisure and persons with special needs.


The first meeting was held on 18 September 2009. Members hold office for three years.

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## Topics the customer council dealt with

- Pricing and product line
- Sales and distribution
- Services
- Security
- Transport policy
- Announcements on board of trains
- Communication
- Third-party business
- Customer satisfaction
- International traffic

- How does the SBB benefit from the customer council's work?
- How does the customer council judge its own achievements?
- Study trips







## The Customer Council - a laboratory for ideas

- Simplify pricing and offer of products
- No fees for ticket sales at counters and on the phone
- Same ticket vending machines for all transport companies
- Concentrate on core business

- Attendants also on late night trains
- Look for different social and working time models in order to ease the demand during peak commuting times
- Announcements on trains: relevant and understandable
- The open communication that is typical for the relation between the SBB and the customer council should be shown towards third parties as well

- Stations are basically there for the train travelers (and not for shoppers etc)
- Handle promotions and advertising for other companies with restraint
- It's not enough to discuss the friendliness and the competences of the employees at the counters. Waiting times should be a topic as well – among other things
- International trains that run through several countries, without having to change at borders





We are not a complaints management. We deal with the topics that are – according to our experience – important for the customers of public transport in Switzerland.



**Thank you for  
your attention!**