



# A customer oriented Regional Railway Company

EPF – Milano – 15 marzo 2014





## LOMBARDY ON THE RAIL

**Trenord was established on 3<sup>rd</sup> of May 2011** merging the experience, know-how and facilities of Trenitalia (Regional Division for Lombardy) and FNM Group (LeNord) in order to streamline and optimize the rail service in Lombardy.

It's the unique company in Italy exclusively dedicated to the public rail transport of an entire region, the most "mobile" in the country (670,000 passengers a day, about 180 million a year along 420 stations).

**1.920 KM RAILWAY NETWORK**

**2.300 TRAINS/DAY**

**39 LINES**

**10 SUBURBAN LINES**

**48 REGIONAL LINES**

**2 LINEE DI COLLEGAMENTO  
AEROPORTUALE**



# SHAREHOLDERS







# FIGURES

## OF A COMPANY

**4.208 EMPLOYEES**

**OVER 300 TRAINS**

(130 locomotors and 1.800 wagons)

**6 MAINTENANCE FACILITIES:**

Fiorenza, Novate, Camnago, Lecco, Iseo and Cremona

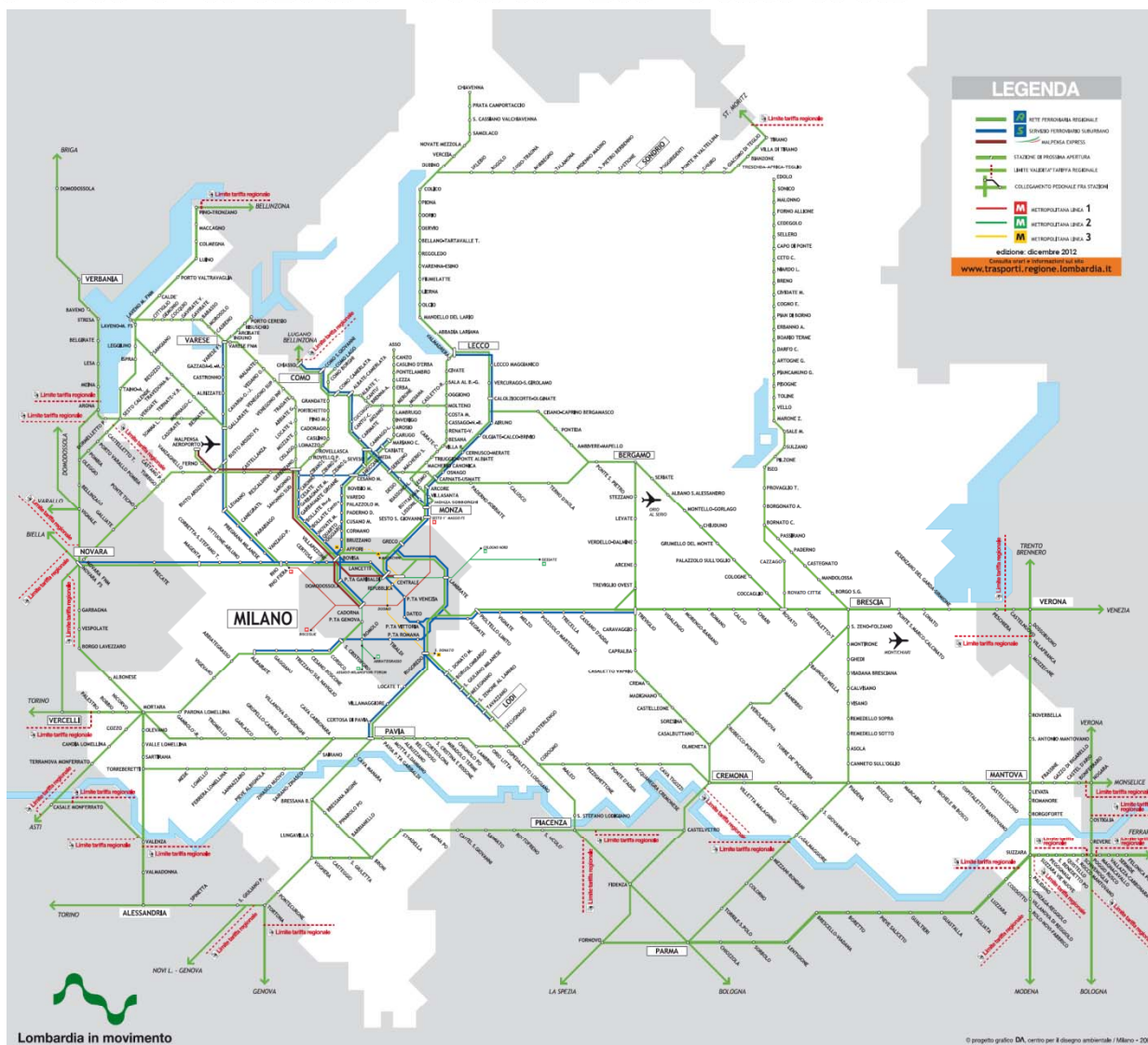
**Over 670.000 passengers/day**

**2.300 journeys/day**

**39.300.000 TRAIN/KM a YEAR**



# THE REGIONAL RAIL NETWORK





# CUSTOMER FIRST

---

Customers are the first recipients of Trenord communication.

Trenord Business Plan contains an explicit reference to the CENTRALITY OF THE CUSTOMER: the Customer is at the heart of process decisions.

«Customer First» means that the company is engaged in its whole organization, at every level: each employee is called to operate in the perspective of THE best customer service and towards the best way to answer customer's needs.





# SHORTEN THE DISTANCES

---

- Ensuring information (accessibility)
- Generate relationship (take care)
- Build trust (loyalty value)





## TOOLS

---

- *Carta della Mobilità*-Mobility Act and Conditions of Carriage
- Information:
  - A new social approach
  - A network issued from the Control Room
- Assistance and Relationship
  - On line & Social: Twitter
  - My Link Staff
  - Listening to the Commuters representatives (Basecamp)
  - Commercial and institutional Agreement between Trenord and municipalities
- Services:
  - New Electronical Ticketing System (SBE)
  - Rolling stock renewal and brand new trains (63 new trains arriving by 2015)





# TRENORD AND JOINT SETTLEMENTS

Since February 2013, according to the recent European legislation, Trenord has began a joint settlement procedure that allows the company to establish with Consumers a continuous relationship based on dialogue and collaboration. The company is called to solve at extrajudicial level disputes arising between the customers and itself.

## BENEFITS

- Meet the needs and satisfaction of customers
- Discourages the use of legal proceedings, that are very expensive for consumers
- It is possible to reach a settlement agreement in a much shorter time than resorting to legal proceedings
- Create synergies between the company and the consumer associations
- It 'a good practice that meets Customers needs and centrality of the Consumers





# TRENORD AND THE CARTA DELLA MOBILITÀ – THE MOBILITY ACT

## WHAT IS THE SERVICE ACT (CARTA DEI SERVIZI)

***«The document that rules the relationship between public services companies and citizens.»***

*«The Service Act is the document through which customers may consult, immediately and clearly, Trenord commitments; i.e. the fundamental principles that lead the company to its activities execution, the offered services and the goals to be reached.*

***In collaboration with the Consumers Associations,  
Trenord has started to work on the new version of  
the Mobility Act that will be ready  
by 2014.***





### Intelligent

Our presence inside the Web social world will be perceived as a **challenge** due to the negative *sentiment* that everyone may find on the web against our company. We need to be very smart, exploring an idea that will lead our choices and change it into an **opportunity**.

### Honest

NO impossible promises to anyone! Web communities loves honesty.

We are on the web in order to grow thanks to the collaboration, the **stimulus** and also the objections of everyone. To be in web social world is an important **commitment** for all of us because it's useful for all!

### Advantageous

To be “social” will allow us to:

- find out criticism earlier
- anticipate negative news
- organize the best actions against crisis
- receive less complaints by traditional channels



# TOOLS

## From Control Room to CCS

CCS in **Greco Pirelli** and **Saronno** (Customers Information Coordinators )

TWITTER

INTERNET SITE

On BOARD  
Information  
Sistem

SMS

Train  
Guards

MY LINK-STAFF

MY LINK- POINT  
(Customer Care-Contact Office)

TRENORD Ticket Offices

Gates' Guards

Train  
Guards

Customers

## Assistance and Relationship

Web site [www.trenord.it](http://www.trenord.it)



Downloaded pages:

38 million in 2012

57.240.439 million in 2013

9.412.345 in 2014 (02/28/2014)

Visits:

1 million di visitors/month

4,7 million downloaded pages/month

Web site mobile access  
Over 300.000/month



Twitter  
20.000 follower  
(+ 500 /month)



Call Center  
25.000 calls/month



Trenord meets and listens to  
Customers by:

- Web site
- Twitter
- Call Center
- My Link Points
- My Link Staff
- Gates' guards...

Assistance on the field ...



**TRENORD**  
**ASSISTENZA**  
**ALLA CLIENTELA**





# TOOLS – TWITTER TRENORD

Trenord  
Account

The screenshot displays the Twitter profile of TRENORD\_treVA (@TRENORD\_treVA). The profile picture is a green and red logo. The bio states: "Segui gli alert della direttrice Treviglio-Varese, sarai informato con un tweet. Per informazioni sui treni chiama il numero verde 800.500.005 trenord.it". The statistics show 4,053 tweets, 0 following, and 2,120 followers. The "Segui" button is visible. The "Tweet" section shows four tweets, all mentioning train delays or arrivals. The left sidebar includes navigation links (Home, Connetti, Scopri, Account), a search bar, and a list of accounts followed by TRENORD\_treVA, including Team Novo Nordisk, Ian Corless, and Stefano Baldini. The bottom of the page shows a Windows taskbar with various open applications and the system clock indicating 15:48 on 10/03/2014.

**TRENORD\_treVA**  
@TRENORD\_treVA

Segui gli alert della direttrice Treviglio-Varese, sarai informato con un tweet. Per informazioni sui treni chiama il numero verde 800.500.005 trenord.it

TWEET 4.053 FOLLOWING 0 FOLLOWER 2.120 [Segui](#)

**Tweet**

**TRENORD\_treVA** @TRENORD\_treVA · 7 h  
Il treno S5 23010 (Treviglio 8:10 - Varese 10:17) viaggia con 10 minuti di ritardo.  
[bit.ly/Q2a1dX](#)  
Espandi

**TRENORD\_treVA** @TRENORD\_treVA · 7 h  
Il treno S6 10660 (Treviglio 7:55 - Novara 9:42) viaggia 20 minuti di ritardo.  
[bit.ly/Q2a1dX](#)  
Espandi

**TRENORD\_treVA** @TRENORD\_treVA · 7 h  
Il treno S5 23010 (Treviglio 8:10 - Varese 10:17) è fermo a Milano Porta Vittoria.  
[bit.ly/Q2a1dX](#)  
Espandi

**TRENORD\_treVA** @TRENORD\_treVA · 7 h  
Il treno S6 10660 (Treviglio 7:55 - Novara 9:42) è fermo a Milano Dateo.  
[bit.ly/Q2a1dX](#)  
Espandi

**Chi seguire** · Aggiorna · Visualizza tutto

**Team Novo Nordisk** @tea...  
[Segui](#)

**Ian Corless** @Talkultra  
[Segui](#)

**Stefano Baldini** @Stefano\_...  
[Segui](#)

Account popolari · Trova amici

**Tendenze** · Modifica

#SXSW  
#NRLCroGld  
#ВсеПроституткиРФ  
#AFC  
#AkBelediyeIerMutluMus  
Justin Bieber Kewawa  
OGT  
YesOrNo  
Ya Allah  
#DahilSaAlak



# TOOLS – TWITTER TRENORD

Trenord  
*Followers's*  
Account

The screenshot displays a Twitter feed with the following tweets:

- Utenti e Consumatori @utenti · 20 min**  
Ammissa azione di classe nei confronti di **Trenord** [ift.tt/Pk0WPb](http://ift.tt/Pk0WPb)  
Espandi [Rispondi](#) [Retweet](#) [Preferito](#) [Altro](#)
- TRENORD\_bsPR @TRENORD\_bsPR · 2 h**  
Il treno 24188 (Parma 14:22 - Brescia 16:12) sta viaggiando con 20 minuti di ritardo per incroci [bit.ly/O3t5Tv](http://bit.ly/O3t5Tv)  
Espandi [Rispondi](#) [Retweet](#) [Preferito](#) [Altro](#)
- TRENORD\_bsPR @TRENORD\_bsPR · 4 h**  
Tr.24184(Parma 12:22 Brescia 14:12)ha 18 minuti di ritardo per un guasto ad un passaggio a livello [bit.ly/O3t5Tv](http://bit.ly/O3t5Tv)  
Espandi [Rispondi](#) [Retweet](#) [Preferito](#) [Altro](#)
- TRENORD\_vcPV @TRENORD\_vcPV · 9 h**  
Tr.4657 (Vercelli 8:02 Pavia 9:29) viaggia con 20 minuti di ritardo per un passaggio a livello guasto [bit.ly/NDaOdC](http://bit.ly/NDaOdC)  
Espandi [Rispondi](#) [Retweet](#) [Preferito](#) [Altro](#)
- Ritwittato 14 volte**  
**Altroconsumo @Altroconsumo · 4 mar**  
La Corte d'Appello di Milano ammette la class action Altroconsumo contro #Trenord [bit.ly/1fEhmog](http://bit.ly/1fEhmog)  
Espandi [Rispondi](#) [Retweet](#) [Preferito](#) [Altro](#)
- TRENORD\_vcPV @TRENORD\_vcPV · 9 h**  
Per un guasto ad un passaggio a livello nella stazione di Garlasco,previsti ritardi fino a 20 minuti. [bit.ly/NDaOdC](http://bit.ly/NDaOdC)  
Espandi [Rispondi](#) [Retweet](#) [Preferito](#) [Altro](#)
- Valtellina Turismo @valtellinatweet · 9 h**  
Venerdì 14 marzo sciopero del personale Trenord e Ferrovie Stato [valtellinamobile.it/venerdi-14-mar...](http://valtellinamobile.it/venerdi-14-mar...) [pio.twitter.com/FFjAyXhJrC](https://twitter.com/FFjAyXhJrC)  
[Foto](#) [Rispondi](#) [Retweet](#) [Preferito](#) [Altro](#)
- TRENORD\_vcPV @TRENORD\_vcPV · 10 h**  
Il treno 4652 (Pavia 6:38 - Vercelli 8:00) viaggia con 21 minuti di ritardo per guasto ad un passaggio a livello [bit.ly/NDaOdC](http://bit.ly/NDaOdC)  
Espandi [Rispondi](#) [Retweet](#) [Preferito](#) [Altro](#)



## TOOLS – Basecamp Platform

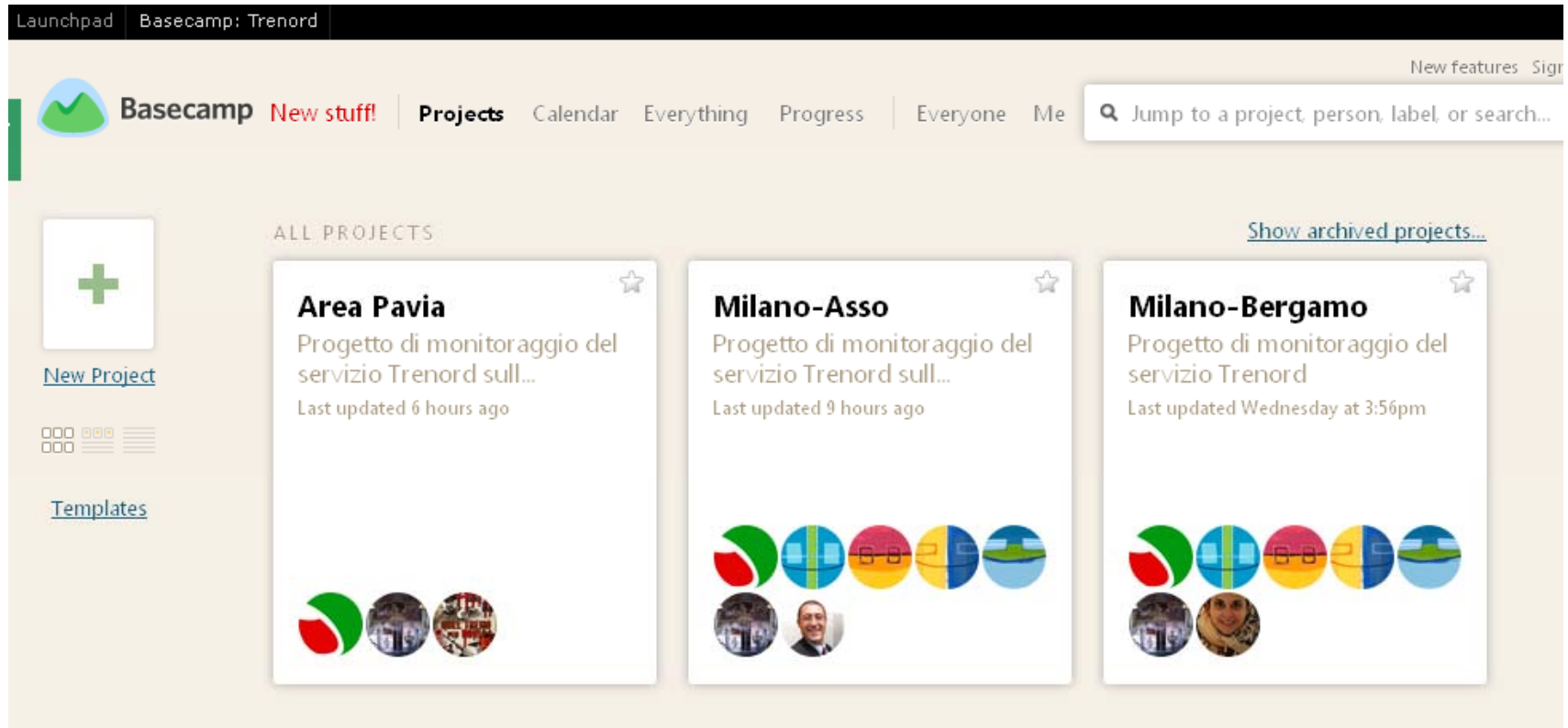
The goal of this project is to build a continuous **relationship** with all commuter associations representatives in order to:

- Increase customers' **satisfaction** and **commitment** by joint actions;
- Invite all citizens to **use the train** and get them to having a better perception of Trenord and of the improving actions of the company, thanks to specific projects set up with municipalities' representatives
- Organize **suggestions and reports** received from customers and their associations;
- Direct all operative actions aimed to **improve** Trenord service level





# TOOLS – Basecamp Platform



«Basecamp» Projects already on air for some «specific areas» of Trenord network: Milano-Asso, Milano-Bergamo, Milano-Pavia .

Each Commuter Association Representative sees and works only on his own “project” called with the name of the area he’s responsible for. We decided to set up a behavioural **policy** and to **personalize** each single project.



# TOOLS – Basecamp Platform

Basecamp

New stuff!

Projects

Calendar

Everything

Progress

Area Pavia

Progetto di monitoraggio del servizio Trenord sulle direttrici d

2 Discussions

1 File

Add the first: [To-do list](#) [Text document](#) [Event](#)

Latest project updates

10:57am

Segnala commented on [Vercelli-Mortara-Pavia: ritardi](#).

8:01am

Armando A. posted a message: [Vercelli-Mortara-Pavia: ritardi](#)

Mar 7

Armando A. posted a message: [Grazie per l'accesso](#).

[See all updates](#)

Discussions

Post a new message

Segnala

[Vercelli-Mortara-Pavia: ritardi](#). - Buongiorno dott. [Assunto](#), grazie mille p

Abbiamo provveduto a far avere anche ai responsabili di RFI dell'area pave

Armando A.

[Grazie per l'accesso](#). - Buongiorno a tutti, grazie per l'accesso che ci avete

piattaforma sperimentale, i presupposti sono molto interessanti, speriamo

Files

Add files

PDF

Segnala - Policy di utilizzo.pdf

Added by Segnala on Mar 7 - 272 KB

Label

Launchpad

Basecamp: Trenord

New features

Sign

Basecamp

New stuff!

Projects

Calendar

Everything

Progress

Everyone

Me

Jump to a project, person, label, or search...

Milano-Bergamo

Discussions

Post a new message

Lucia R.

[giorno 3 marzo: soppressione navette...](#) - Buongiorno, dalla nostra pagina, ci segnalano che nel giorno 3 marzo sono stati soppressi ben 13 treni sulla direttrice Bergamo-Treviglio Centrale Ci sapete spiegare il

Mar 5

Lucia R.

[Treno 2615 da MiCentrale delle 11.10 per BG -...](#) - ciao a tutti, questa fotografia che invio a voi ma che poi invierò anche alla stampa e alle istituzioni bergamasche è stata ritrovata a bordo treno il 25

Mar 2

Lucia R.

Lucia R.

Lucia R.

Lucia R.

Milano-Asso

Progetto di monitoraggio del servizio Trenord sulla direttrice Milano-Asso

49 Discussions

18 To-dos

54 Files

Events

Add the first: [Text document](#)

Latest project updates

8:03am

Matteo M. commented on [S2 22620](#)

8:02am

Matteo M. changed a to-do from 'Treno 22620' to 'S2 22620': [S2 22620](#)

8:01am

Matteo M. commented on [R 615](#)

[See all updates](#)

Discussions

Post a new message

Matteo M.

[S2 22620](#) - Da una settimana è esercito con 8 casse, se è confermata la composizione in turno ringrazio e si può chiudere il To Do.

8:03am

2

Matteo M.

[R 615](#) - Attualmente TSR3, valutare possibilità di sostituzione con TAF o 750 (4 pezzi anziché 3)

8:01am

1

Matteo M.

[Finestrino rotto \(vandalizzato\) su EB 710.107...](#) - Già messo in sicurezza dal personale, ma da sostituire. A prima vista la causa sembra essere una sassata dall'esterno.

7:35am

1

Matteo M.

[Teleindicatore di Carugo parzialmente guasto](#) - Ottimo, allora è stato riparato! :-)) Grazie!

Mar 6

3

Matteo M.

[CS guasto su EB 980.04](#) - Tutta la composizione va a batterie, in scaricamento.

Mar 4

1

[44 more discussions](#)





**TOOLS**

## Valorise the Territory

Trenord aims to be **closer** to Municipalities crossed by the railway network in order to get nearer of passengers needs and to promote new offers and service improvements. Objectives:

- Convey awareness of the **value** that the railway gives to the territory and find local sponsors able to arouse a change in customers perception of the railway service (commercial information, work in progress, immediate improvement perspectives);
- Listen and carry the local needs, making clear that Trenord **answers** to its commitments and to the local daily drawbacks;
- Find useful local sponsorships to **promote** the railway service in order to increase weekly and week end passengers taking advantage of the municipalities and local associations **network**.



**SERVICE**

## A new Electronic Ticketing System

A new electronic ticketing system (SBE) that aims to optimize the relationships between public transport operators:

- Electronic
- Integrated
- Unique
- Safe
- Simple
- Multi-device

**SBE = several transportation means in only 1 ticket.**





**SERVICE**

## **A new Electronic Ticketing System**

### **SIMPLE**

+ only 1 ticket, available everywhere, for all transportation means

### **RAPID**

- Less time for buying, stamping and recharging

### **FLEXIBLE**

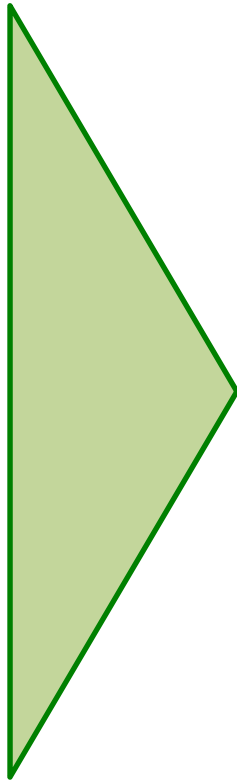
+ more integration for added value services (loyalty services, etc.)

### **SAFE**

+ reliability for each purchase

### **MULTI-DEVICES**

+ integration with new payment systems (NFC, Chip on paper, QRCode)





**SERVICE**

## **New rolling stock**

---

By the end of 2015, Trenord rolling fleet will be completed with 63 brand **new** trains.

Older trains will be set aside and others will be **restyled** in order to improve the passengers **comfort** and the trains **performance**.

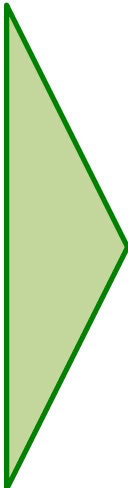
Thanks to the studies on the demand and the relationships built over time with customers, Trenord directs the use of the fleet by type of service (number of passengers, hourly requirements, local types, etc..).

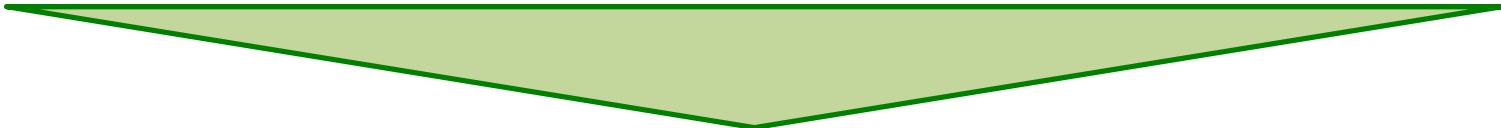




# REPUTATION AND TRUST

---

- 
- ✓ Assistance and Relationship
  - ✓ Information
  - ✓ Relationships with local administrations
  - ✓ New Ticketing System
  - ✓ New services and new trains



A Reputation  
that increases in concrete relationships with  
passengers

**Trust**

Measurement of Customer satisfaction and  
positioning values

