

EUROPEAN PASSENGER FEDERATION CONFERENCE

MÁV-START Zrt. – improving service for our costumers



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▶ MÁV Group

MAIN ACTIVITIES OF MÁV GROUP

INFRASTRUCTURE
MANAGEMENT

PASSENGER TRANSPORT

ASSET MANAGEMENT

2013

2014

2015

- Preparation of the merge of former subsidiaries, MÁV-TRAKCIÓ, MÁV-GÉPÉSZET

- PSC for 10 years (2014-2023)

- Beginnig of the operation of the newly merged company

- Internal redistribution of tasks, lessons to learn

- Financial consolidation

- Less operational contribution from state

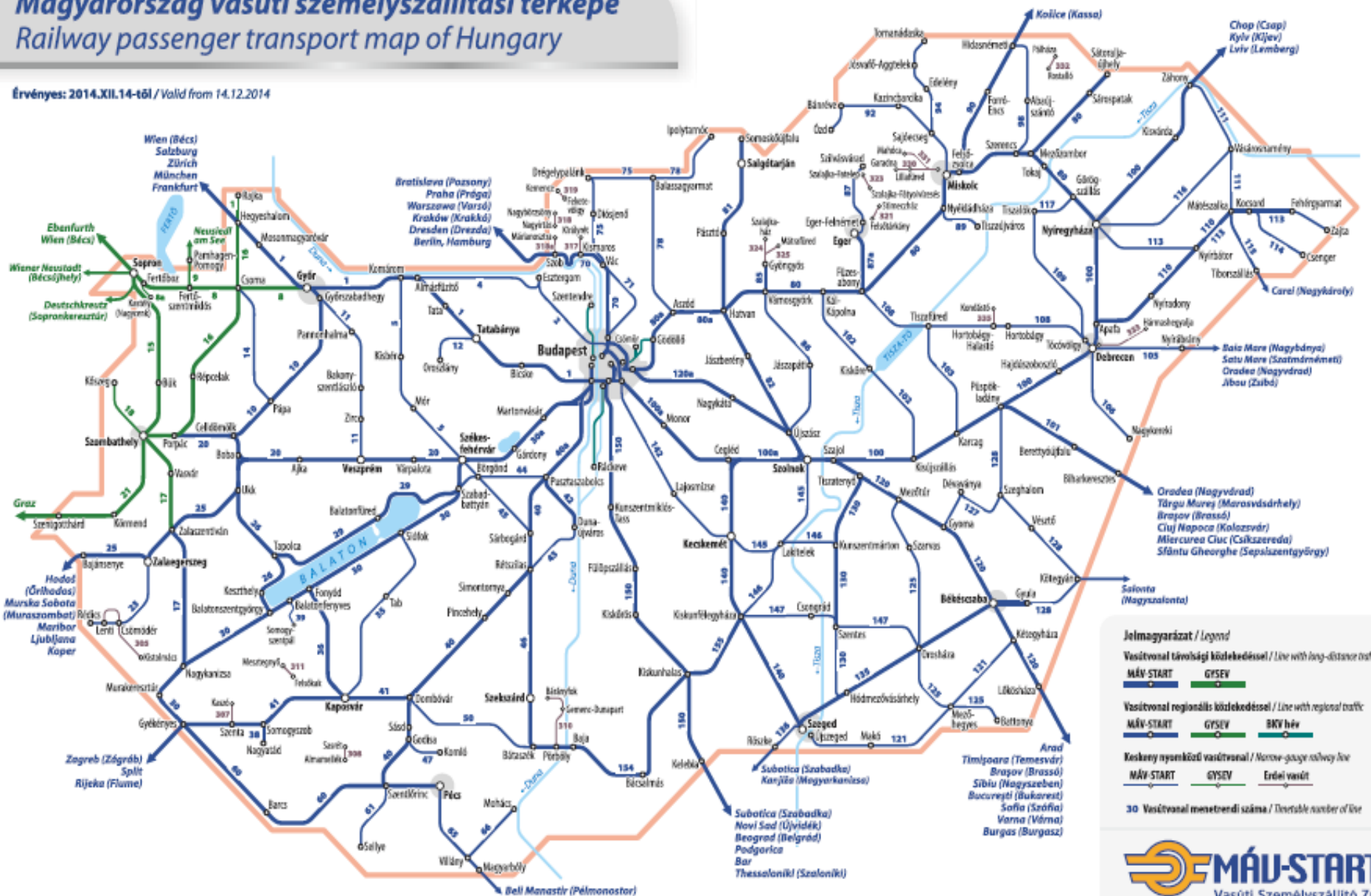
- Rolling stock from IM to RU

-
- ▶
 - ▶ **MÁV-START Passenger Transport Co.**

Magyarország vasúti személyszállítási térképe

Railway passenger transport map of Hungary

Érvényes: 2014.XII.14-től / Valid from 14.12.2014



- Jelmagyarázat / Legend**
- Vasútvonal távolsági közlekedéssel / Line with long-distance traffic
— MÁV-START — GYSEV
 - Vasútvonal regionális közlekedéssel / Line with regional traffic
— MÁV-START — GYSEV — BKV-hév
 - Kisnyomúságú vasútvonal / Narrow-gauge railway line
— MÁV-START — GYSEV — Erdélyi vasút
 - 30 Vasútvonal menetrendi száma / Timetable number of line



➤ www.mav-start.hu
 ➤ 06 (40) 49 49 49

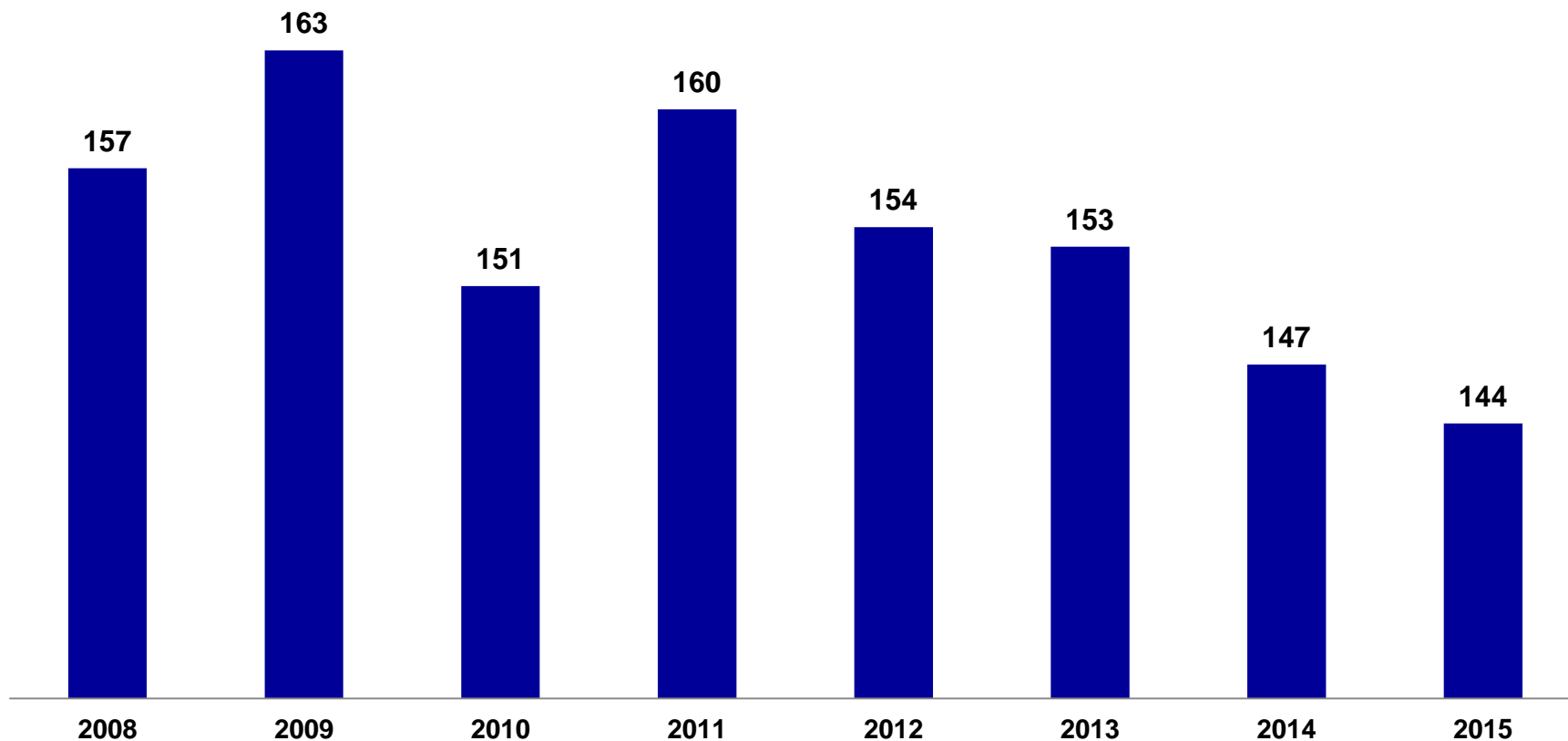
A térképen csak a főbb állomásokat jelöltük / Not all stations shown.

INDICATORS OF MÁV-START Co.

- **14300 employees**
- **7000 km of railway network**
- **3000 trains per day**
- **78 million train km**
- **Public service contract on the whole network**
- **138 million passengers per year**

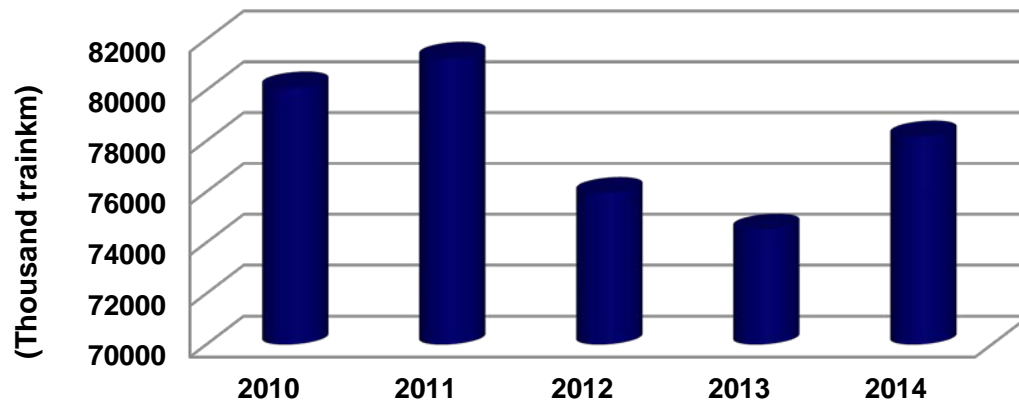
INDICATORS OF MÁV-START Co.

State contribution for passenger rail services [billion HUF]

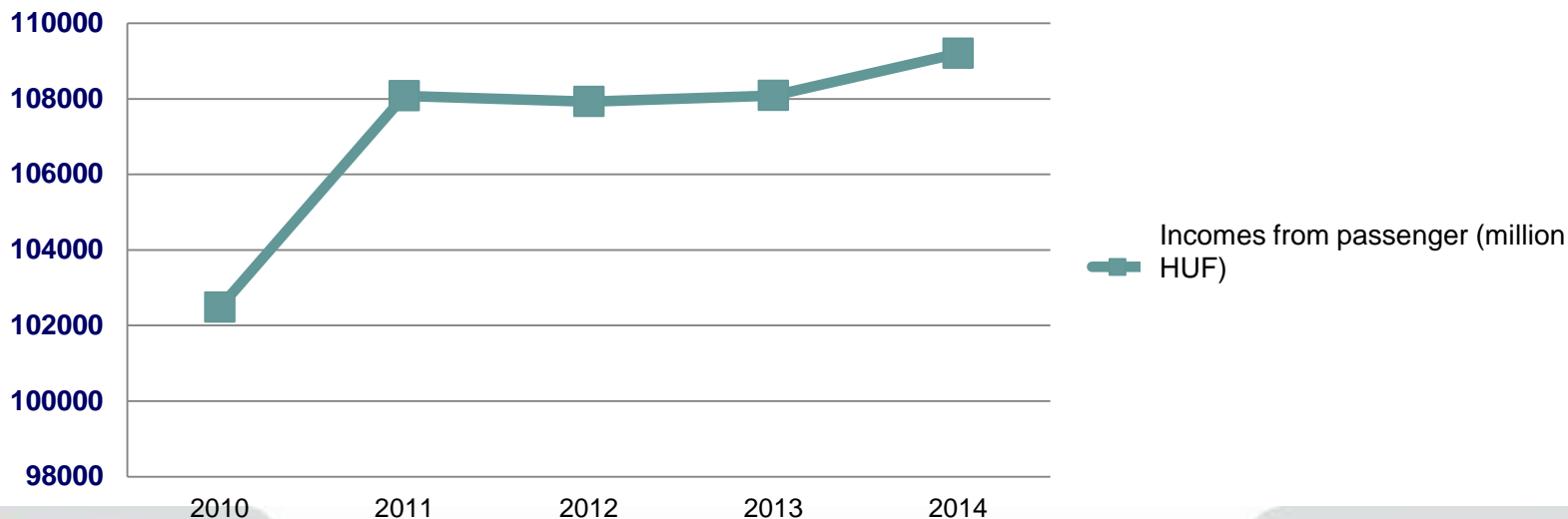


Service, passengers and revenue

Train services in trainkm



Ticket revenue

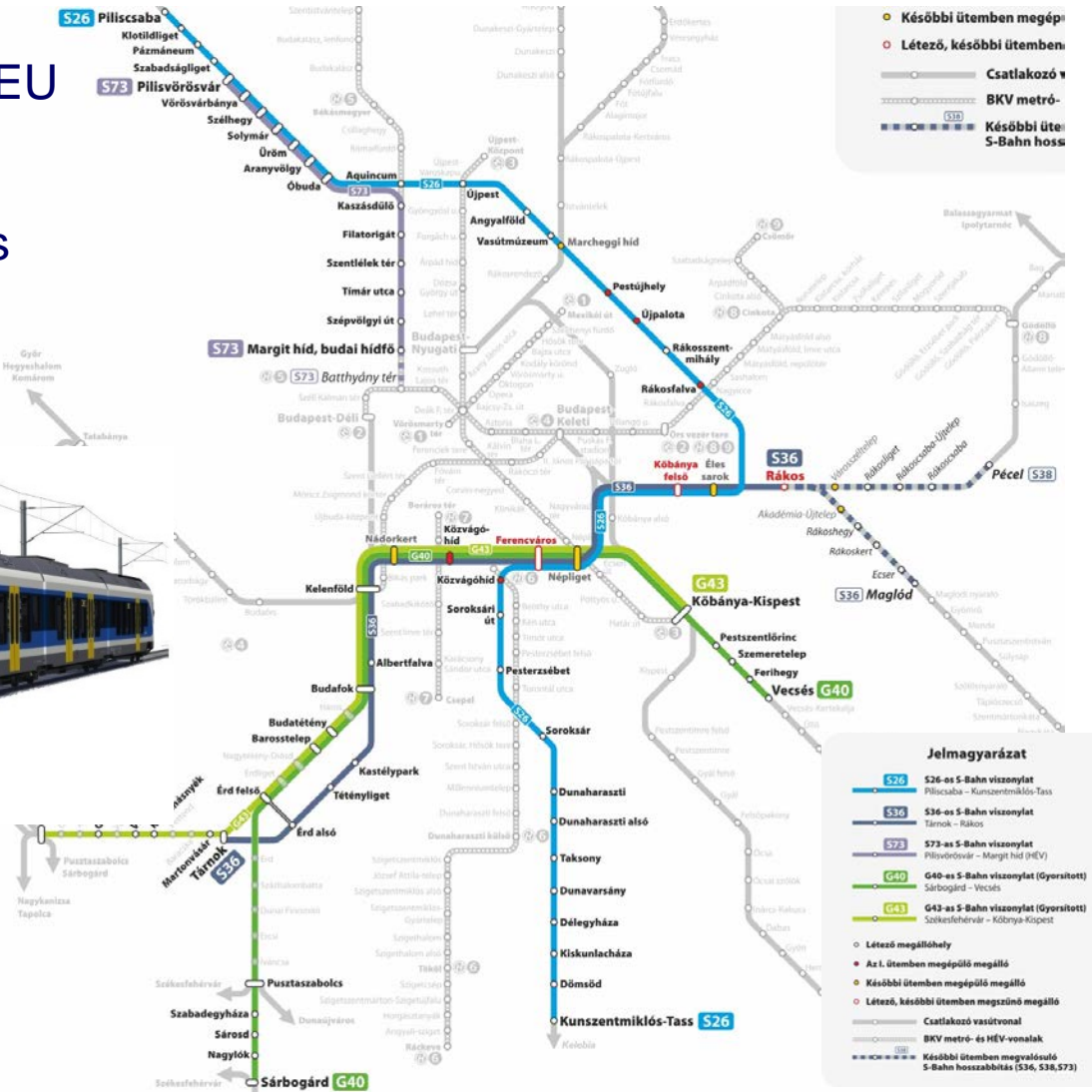




➤ **Developments in timetable**

Budapest suburban railway developments

- Infrastructure investments with EU co-financing
- New EMUs on modernised lines with EU co-financing





➤ **International business developments**

INTERNATIONAL BUSINESS



- Yearly 2.5 million passengers
- 25 % increasing since 2010
- Daily 33 pairs of trains
- 5 trains in Summer to Black Sea and Adriatic Sea
- Self operated restaurant wagons



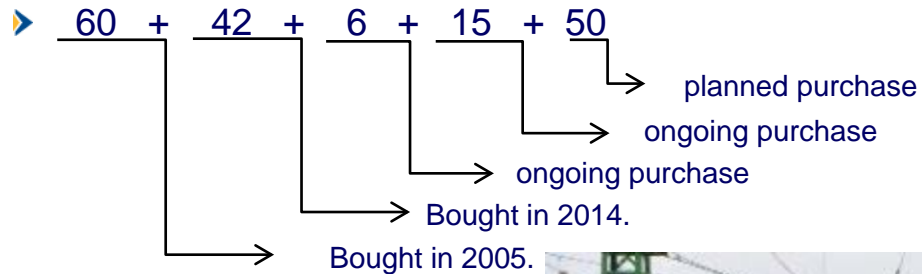


➤ **Development of rolling stock**

DEVELOPMENT OF ROLLING STOCK

► Purchase of new vehicles

► EMUs (FLIRT)



DEVELOPMENT OF ROLLING STOCK

➤ IC+ carriages

- 2 pieces of prototype are running
- Preparing of series production



➤ Purchase of used carriages



DEVELOPMENT OF ROLLING STOCK

➤ Interior modernisation



➤ Wireless internet service in 770 carriages



▶ **Customer service**

CALL CENTER

- From 2014 Call center is in the company's own operation
- Corporate customer line for support the front staff
- Number of calls: 620.000/year
- Service level: over 80 % (by staff picked up call within 30 seconds); 96 % answered
- E-mails:19.000, average response time 1day (23 % within 2 hours)



WRITTEN CUSTOMER SERVICE

- ▶ Number of requests: ~ **37.000 pcs**
- ▶ Average response time: 22 days
- ▶ Average response time (electronic customer service channels): 9 days

- ▶ Answering the transport authority investigations

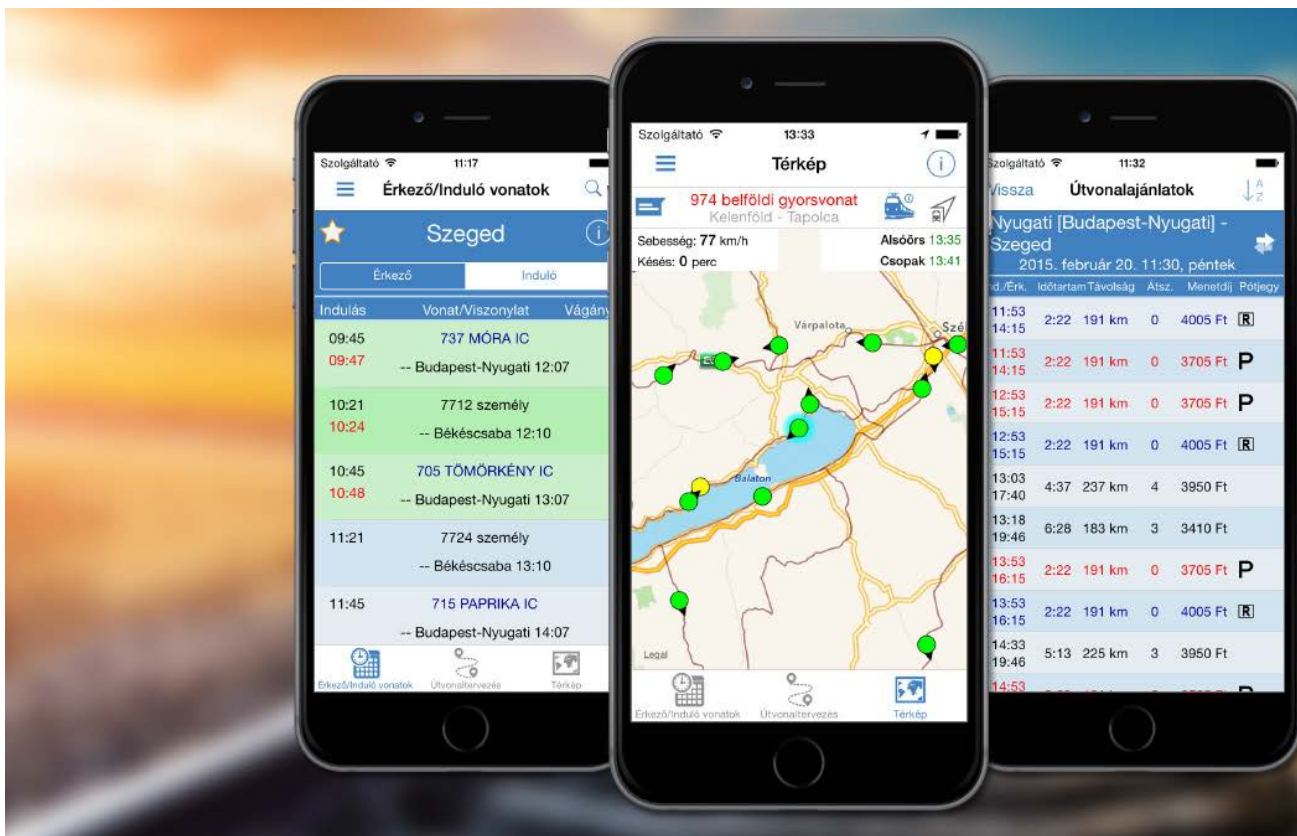


ONGOING CRM DEVELOPMENTS

- ▶ Integrating of present passenger's submission datas
- ▶ Integration of claim management datas
- ▶ Customer database cleaned in CRM
- ▶ Data summary, query interface for the customer service area
- ▶ Creating newsletter system and integrating into CRM database
- ▶ Creating system for group travel and purchase wholesale and integrating into CRM database

PASSENGER INFORMATION WITH NEW APP

- Route planning
- Real time information
- News, alerts
- Chat



➤ **Loyalty program**

START-Klub CARDS

- More than 15.000 cards
- Discounts for cardholders (on Saturdays a partner could travel too, touristic offers)

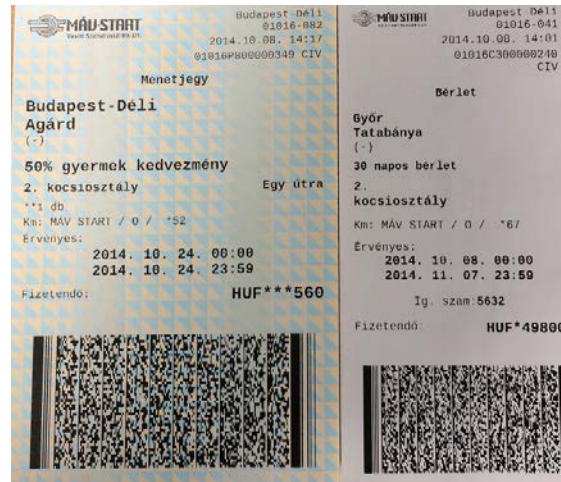
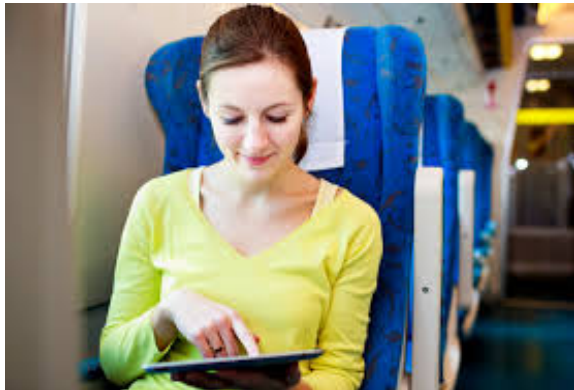


► Ticketing

NEW TICKETING SYSTEM

New ticketing system in 2015

- Own development and operation
- Closed system, based on slim client philosophy
- All tickets scanned on board, passenger counting.
- More distribution channels



Thank You for Your Attention!

