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Block III

The customers' perspective in quality management

Since 1999, the Verkehrsverbund Berlin-Brandenburg (VBB) coordinates public transport in Berlin and Brandenburg on behalf of the two regions. Its aim is to guarantee a high-quality supply of public transport in the whole region by using the available resources as efficiently as possible. The common fare system is the foundation of this work. The tasks of the VBB include the development of the VBB fare system, quality control in regional rail transport, tendering and contracting of transport services. In addition, the VBB informs passengers about their travel options through timetable booklets, leaflets, the multi-lingual web-based travel information www.vbbonline.de and his information centre. Its most important boards are the assembly of shareholders, the board of directors, and the advisory boards of shareholders and transport operators, now counting 44 members.

In spring 2005, the quality management system was extended together with the rail transport providers. Quality criteria regarding transport supply are monitored by specially-trained staff of an independent "third party" throughout the year. Twice a year, customer satisfaction is registered through surveys. These two forms of quality surveillance are analysed and disaggregated for sub-networks, vehicle journeys, user demand and the various contracts. The results are fed into the financial controlling system by means of a lean procedure, hence the objective and subjective quality assessment lead to a malus if they fail to meet the agreed targets. In this way the VBB fulfils its ambition to integrate the customers' perspective into quality management. The standardised procedure is both part of the controlling system and serves as a tool for quality management. It is also important to monitor not only the train-related parameters relevant for the service contract, but also those for infrastructure and transfer between rail and other forms of public transport. In addition, special analyses are undertaken if a criterion is rated negatively.

In June 2005 the VBB started with another module: Interested passengers were recruited as "quality scouts". During their journeys they observe the provision of the service and note suggestions for improvement. This programme is operated independently from traditional complaints handling of the VBB and the operators.

The focus is on the entire travel chain, the interfaces between the different providers within the VBB and customer information across the operators' boundaries. First results show that the "scouts" deliver qualified and constructive comments.

The results from the quality controlling system and the observations of the "quality scouts" are systematically analysed and updated. Quality control working groups meet regularly to decide on the necessary measures.

Hence the customers' expectations and perceptions on the quality of public transport are important for the VBB.



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Customer oriented quality management at the VBB

- Umbrella organisation of transport authorities, coordination of 44 transport operators in Berlin and Brandenburg
- Standards - Quality manual of the VBB
 - DIN EN 13816, (pr DIN 15140)
 - Focus Customer
- Quality management system for regional rail covering the whole process from tendering to controlling
- Integration of customer perspective from market research up to the controlling of contracts
- Quality management circle implemented

www.vbbonline.de

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Customer oriented quality management at the VBB

| <u>1st pillar:</u> Monitoring of objective criteria | <u>2nd pillar:</u> Monitoring of subjective criteria (users' perspective) | <u>3rd pillar:</u> Quality scouts |
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| <ul style="list-style-type: none"> • measured punctuality • operators' documentation • sample checks | <ul style="list-style-type: none"> • <u>regional rail:</u> „VBB-Modell“ • <u>S-Bahn:</u> „PSI-Modell“ • <u>other services:</u> 13 providers, partly open | <ul style="list-style-type: none"> • Monitoring along the complete travel chain • QualitätsScouts (interested passengers) • internal Scouts |
| <p>➤ Measures for quality management</p> | | |

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