



STATIONS AS CUSTOMER ORIENTED MOBILITY HUBS

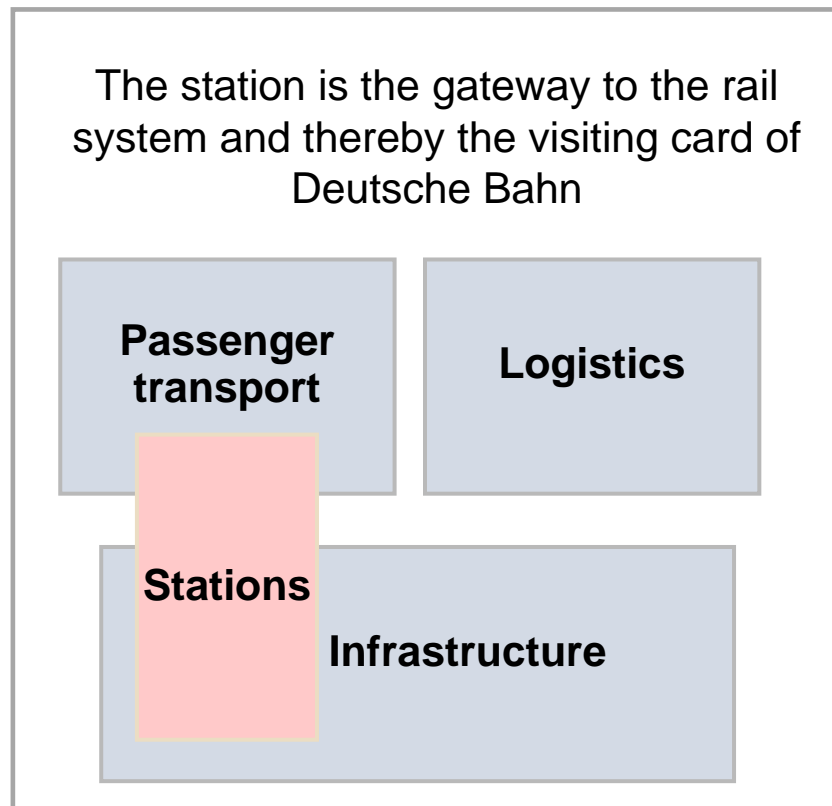
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Session 3-A "Operation and intermodality"

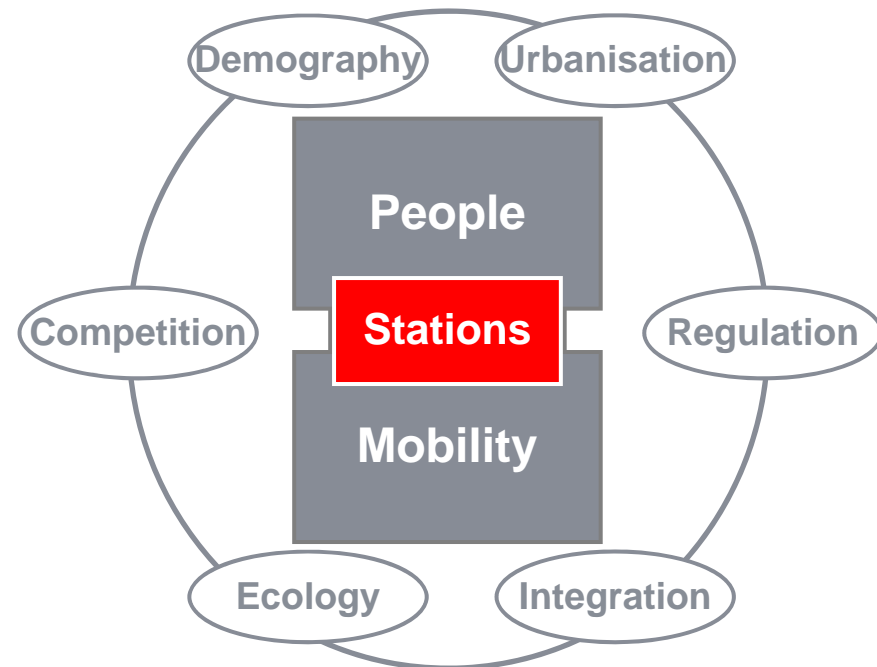
Our vision: train stations as hubs in an intermodal transportation system

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Today



Our Vision 2020



Stations connect people and mobility—
social trends affect customer
expectations and behavior

Focus on customer satisfaction as one of our four strategic targets

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Our Strategy

Focus on Customers and Quality

- Improve customer satisfaction
- Expand stations to intermodal hubs

Profitable Growth

- Limit cost increases
- Generate growth in retail

Cultural Change

- Improve employee retention and satisfaction

Efficient Use of Resources

- Become eco-pioneer through environmentally sustainable construction and operation

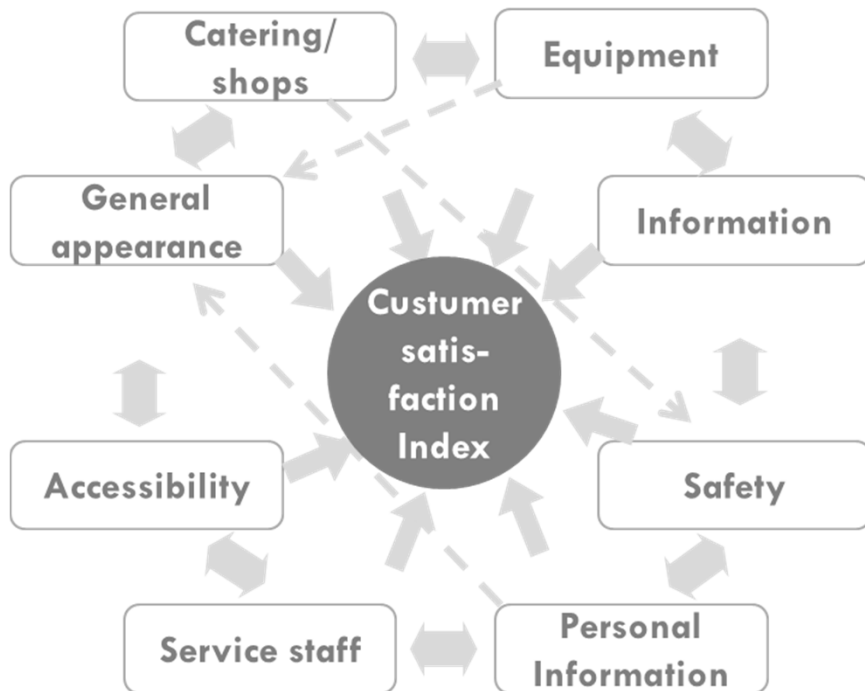


- **Customer satisfaction** is a main strategic focus
- Half-year customer satisfaction **survey** allows us to understand **drivers** to increase customer satisfaction
- Derivation of necessary **measures** is the main challenge

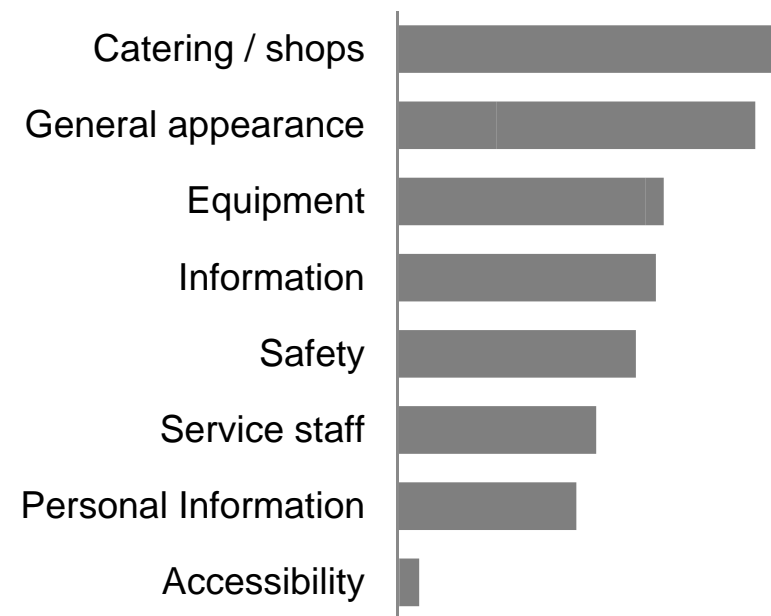
A systematic approach allows us to identify the main triggers to increase customer satisfaction

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We now understand causalities of customer satisfaction...

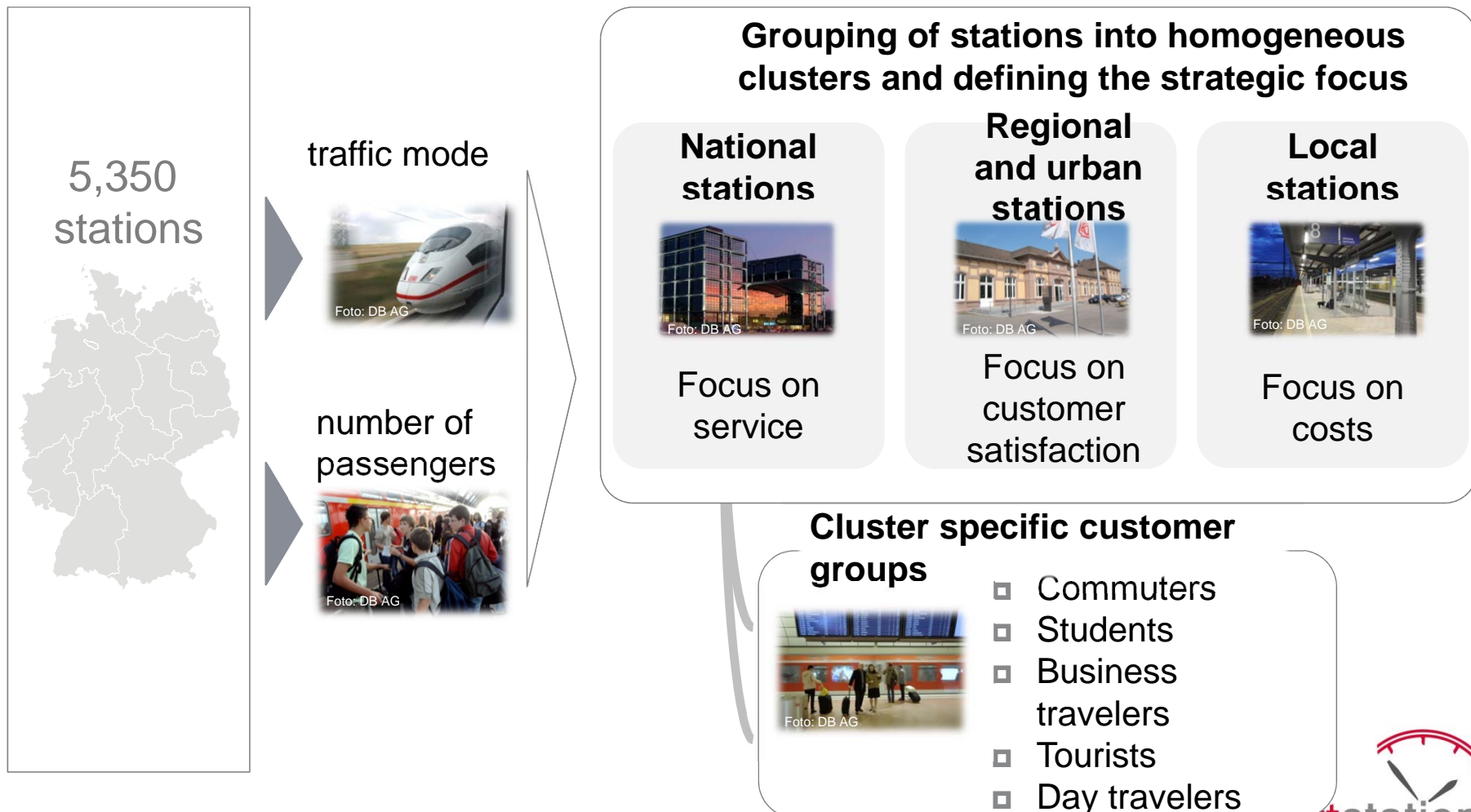


... and can identify the main triggers to increase it



We group the stations into homogenous clusters according to customer-relevant aspects

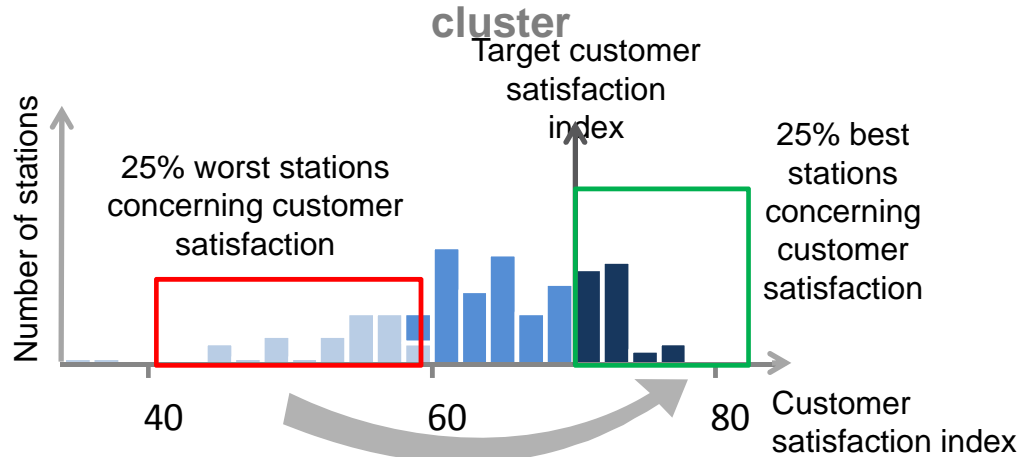
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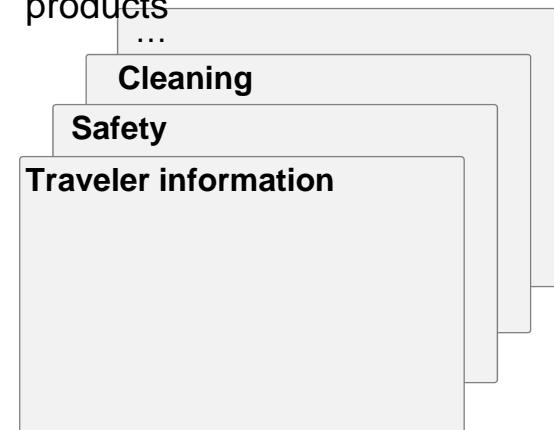
A “model station” defines the optimum of services and facilities for each cluster

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– Benchmarking - Definition of optimum for each cluster



Target configuration for each cluster with basic and premium products



Model Station

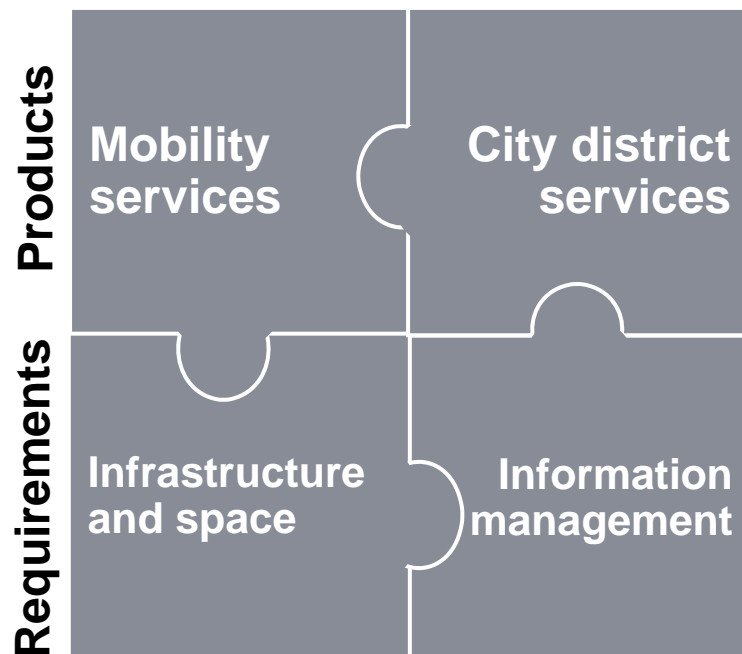


- ❑ Modell station for each cluster
- ❑ Basis for the definition of individual equipment and service elements

Stations today however are no longer only boarding points – they are mobility hubs and districts

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Tomorrow

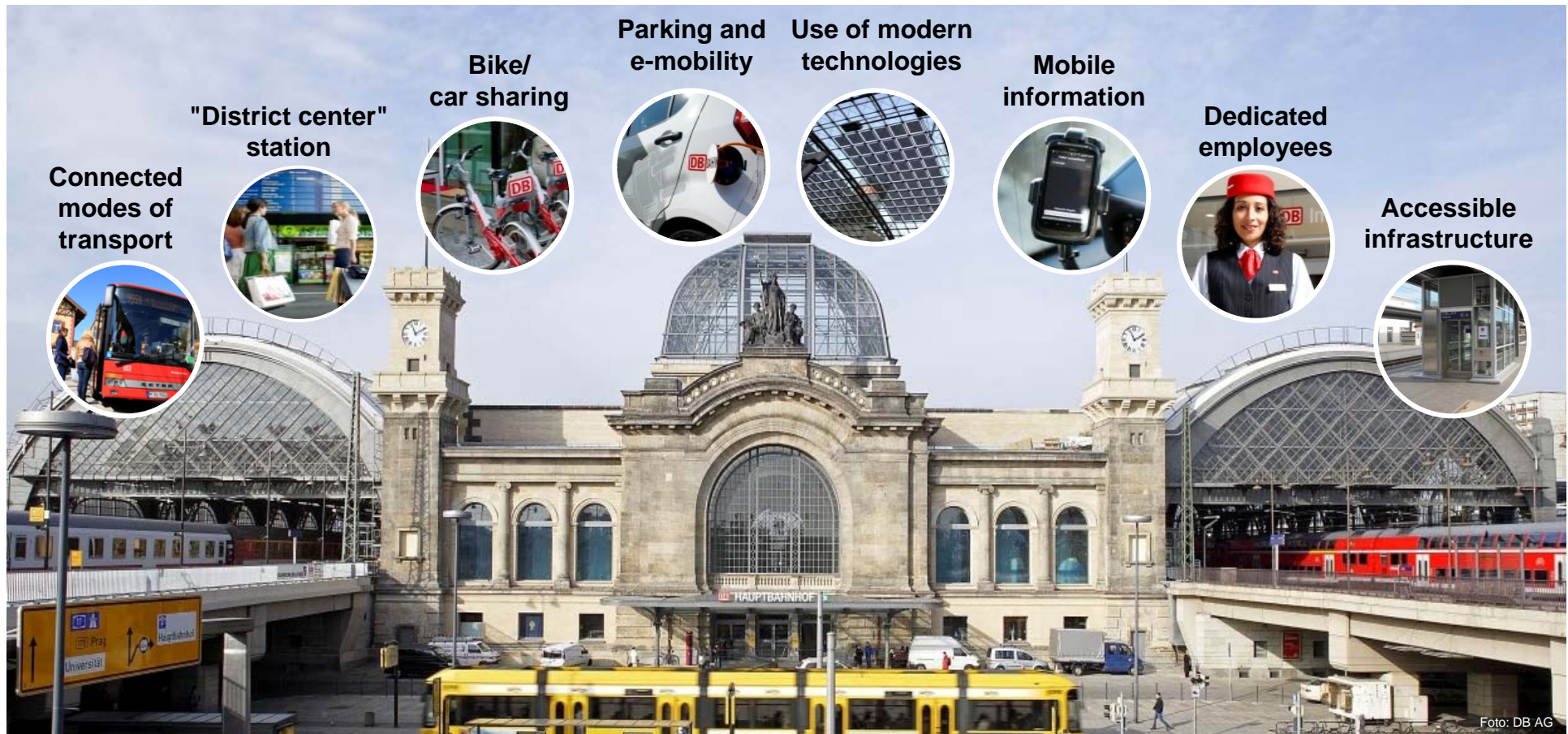


How do we define the optimum for tomorrow?

- ▣ Analyze the market to understand demands and requirements
- ▣ Examine the surrounding areas of the stations to define the status quo
- ▣ Identify causalities to understand what is important to the customers
- ▣ Draw picture of the future and define the required level of supply
- ▣ Develop a business model, test and evaluate it

DB Station&Service 2020: stations as focal points in the centre of an interconnected und mobile society

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...Thank you

for your kind attention

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