

From Fax to Social Media

The Evolution of Communication Strategy in Customer Relationship Management



A NEWS



*#Autovie
ForKids*

Zagreb 12 April 2019



LET'S TALK...

In order to answer the users questions, but mostly to explain what the Company does, direct dialogue is the best strategy

Traditional Communication Tools

- Press releases
- Radio and TV broadcasting; conventions, events focused on road safety



A-News, the Autovie Venete's house organ

*#Autovie
ForKids*

*Educational visits for primary schools;
the *AutovieForKids* website as a means of
communication with children*



TOWARDS COMMUNICATION 3.0

The web adds to paper and phone

Innovative Communication Tools



Social media activity started **in 2012** with the creation of a YouTube channel where, at present, **86 videos** have been loaded into the system



Two Twitter accounts have been activated **since 2014**: *@Infoviaggiando* and *@AutoviePress*.



The former aims at disseminating real-time traffic information, while the latter is a tool for actively discussing issues related to road conditions, safety, automotive and environment



TOWARDS COMMUNICATION 3.0

The web adds to paper and phone

Innovative Communication Tools



Launched in **2015**, the *QuiAutovie* magazine is a sort of blog that tells about the activity of the Road Operator and focuses on everything related to road conditions, new technologies and safety issues



In 2018, the Company created a Facebook page and an Instagram account



LET ME TELL YOU ABOUT THE MOTORWAY

Video and storytelling with employee testimonials

launched in **2018**, the **#laterzacorsiasifastrada** campaign has dual objectives:



- to describe the third lane widening works as well as the key players in this major project
- to improve road safety awareness, especially with regard to motorway stretches affected by major roadworks

The launch of FB, Instagram and **#laterzacorsiasifastrada** website has been supported by a 3-month AD campaign



LET ME TELL YOU ABOUT THE MOTORWAY

Video and storytelling with employee testimonials

[Link to Autovie Venete's YouTube video >>>](#)



A SUCCESSFUL AD CAMPAIGN: FACTS & FIGURES

#LATERZACORSIASIFASTRADA

The campaign results went far beyond expectations and the interactions continued even after the investigation period

- Period: from 3 July to 3 September 2018
- **142K clicks** from Facebook and Google Adwords
- Over **10 million** Facebook and Google Adwords **impressions**
- The VIDEO campaign got more than **900K views**
- Google Ads have been geo-targeted: Friuli Venezia Giulia and Veneto (Venice, Treviso, Rovigo, Padua, Belluno).
- The network campaign got **40K clicks from more than 119K impressions, seeing a 32,93% CTR**
- The display network campaign got **more than 38K from more than 4.5 million impressions**



FACEBOOK

the most “tricky” tool used for the AD campaign

Protocol Management



- Do not ban user comments
- In case of trolling, 3 answers at the most
- Always answer as quickly as possible (even on weekends)
- Always apologise when the user is right
- In case of users’ unfounded claims, always keep to the point
- Use clear and concise language, or rather informal
- Do not use technicalities

Impressions: 2,795,997

Active Users: 493,824

A Facebook Page with 16,761 fans



EVERYBODY HEARS THAT TWEETING

From the beginning Twitter turned out to be a valuable and high-potential tool. A perfect solution for dealing with crisis situations, Twitter is also ideal to get the updates

Editorial Policies

- A privileged target for journalists and stakeholders
- Messages with themed images
- To be used during crisis situations (queues, accidents, congestions, major roadworks)

@AutoviePress has 1,044 followers, with a monthly average of 50K views
The account sees slow but steady growth of followers

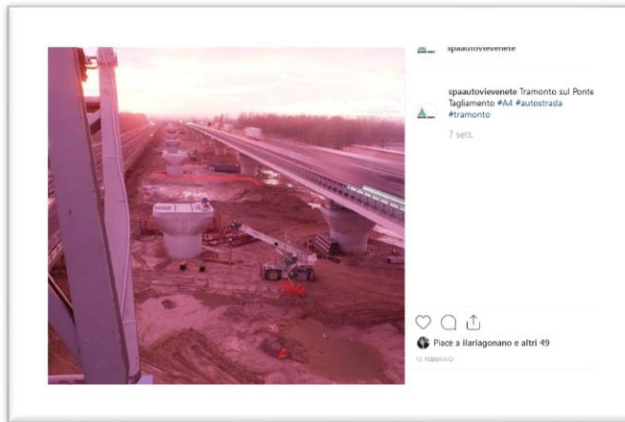


NOT JUST STORIES

The story in images that increases the value of the Company, from staff to any activity area



How It Is Used



- Hard to use for a Road Operator
- A rich and varied photo archive is essential
- Priority is given to people and environment
- It promotes the activity of road construction workers
- It rewards the employees involved in the process



IT IS PEOPLE WHO MAKE MAJOR INFRASTRUCTURE GREAT

A collection of videos that tell the key moments in the infrastructure construction process as well as the motorway staff's daily life



How It Is Used

- It is the most popular and «catchy» tool
- Professional video clips, quality and spectacularity is guaranteed
- All videos are uploaded on Twitter, Facebook and Instagram



The most watched video
got more than 41K views



KIDS. TOMORROW'S DRIVERS

Kids are drivers' ed ambassadors to their parents

How It Is Used

#Autovie
ForKids

- Kid-friendly information
- Micro areas adjacent to the motorway axis (see the *OltreCasello* guidebook)
- Pieces of advice for parents
- “Roads 101” for kids, crosswords, quiz and games

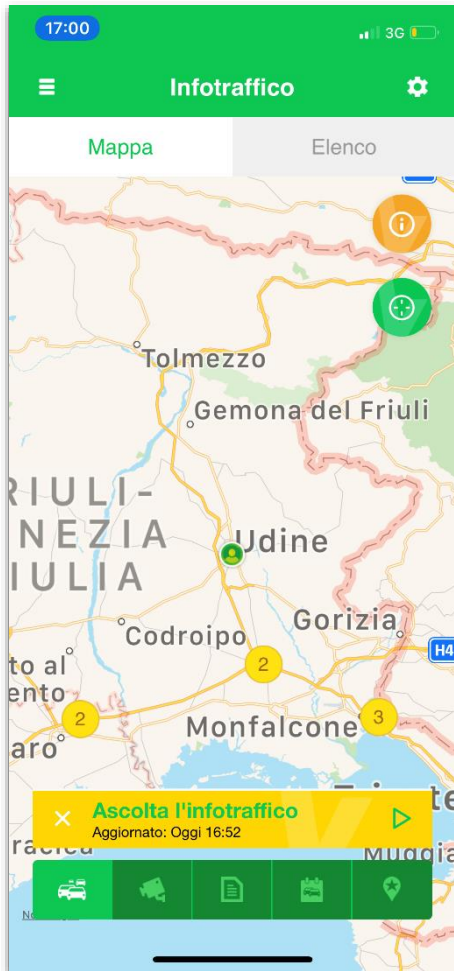


Reserved for a well-defined target, #AutovieForKids is a sort of “knowledge enhancer” as the site is visited by the kids with their parents who are offered the chance to get acquainted with the Company activities



FULL TRAFFIC INFORMATION A CLICK AWAY

Plan your journey: stay safe and comfortable while travelling



App Features

- Info on road conditions, closures, accidents and works on the Brescia-Trieste motorway section,
- Webcam checking, advices for travellers, traffic forecasts and driving bans
- Live Traffic News

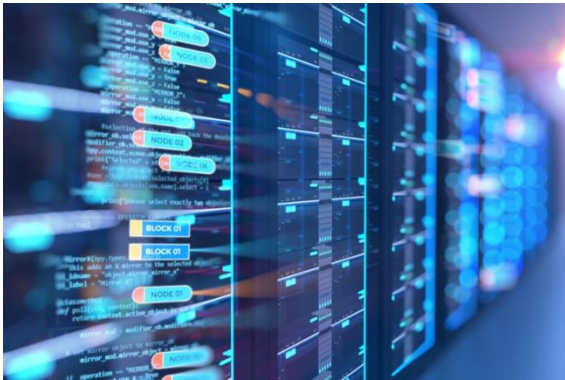
Facts & Figures

- Infoviaggiando App: 117,480 downloads (2018)
- User's sessions of the App: 2,345,321 (2018)



AUTOVIE AND THE WEB: FIGURES

The growing number of visitors to websites confirm the usefulness of corporate tools



Visits of the year 2018

- www.autovie.it : 374,618
- www.infoviaggiando.it: 708,236
- www.quiautovie.it: 16,840
- www.autovieforkids.it: 23,571

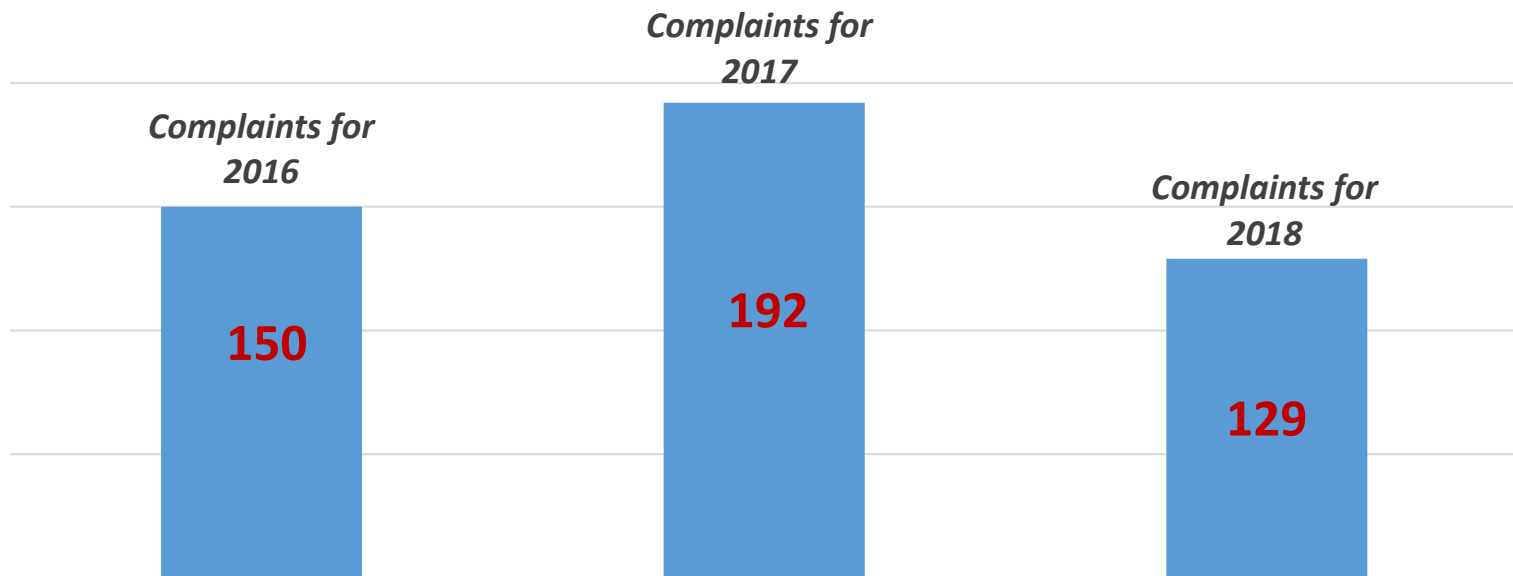
Over 1 million and 145 thousands of visits in one year



CUSTOMER SERVICE AND CUSTOMER SATISFACTION

Complaint Handling and Customer Satisfaction: these two elements are constantly monitored in order to provide a high quality service

Yearly Complaint Volume 2016-2017-2018



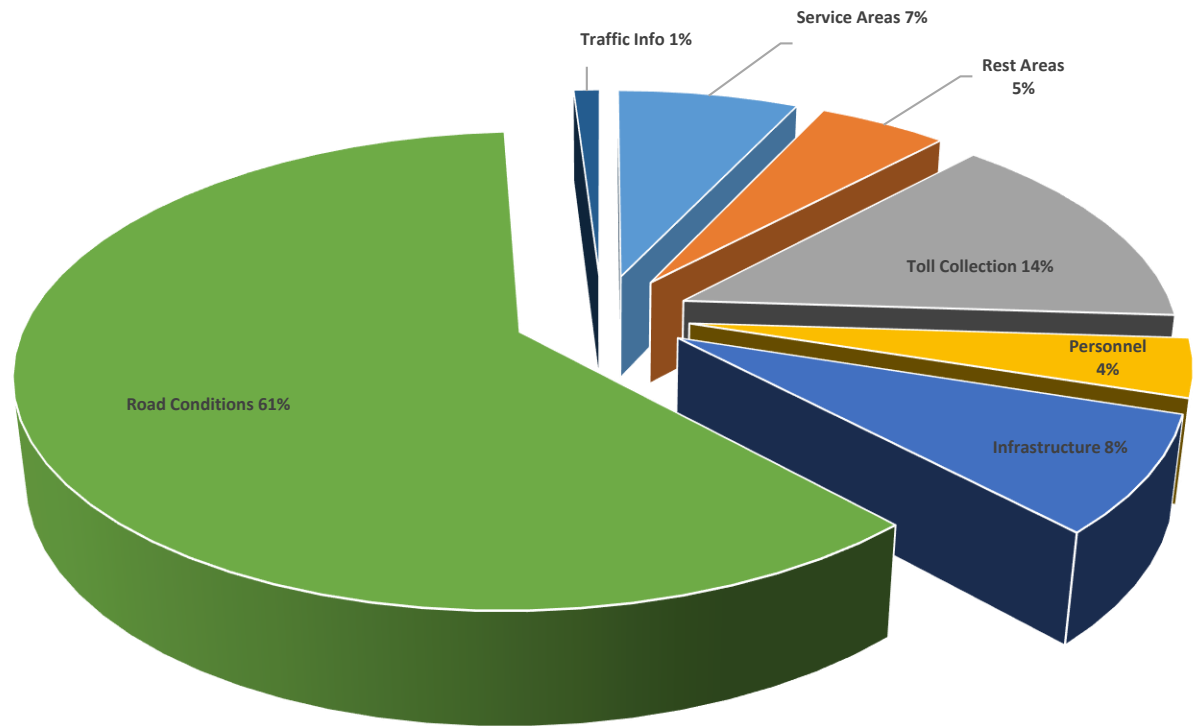


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Complaint Handling and Customer Satisfaction: these two elements are constantly monitored in order to provide a high quality service

Classification of Complaints for 2018

| Classification | % |
|-----------------|-------------|
| Service Areas | 7% |
| Rest Areas | 5% |
| Toll Collection | 14% |
| Personnel | 4% |
| Infrastructure | 8% |
| Road conditions | 61% |
| Traffic Info | 1% |
| Total | 100% |

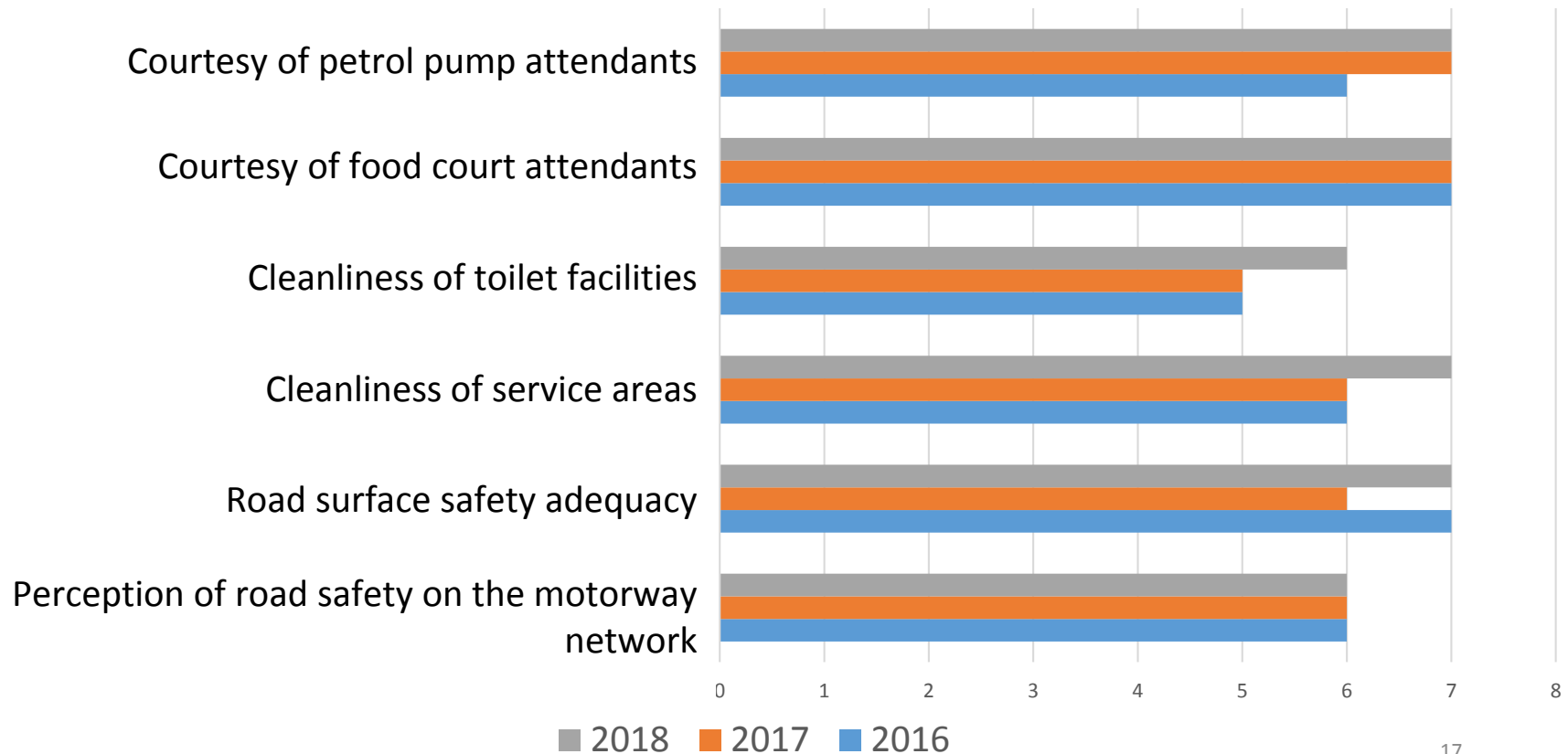




CUSTOMER SERVICE AND CUSTOMER SATISFACTION

Complaint Handling and Customer Satisfaction: these two elements are constantly monitored in order to provide a high quality service

Customer Satisfaction in 2018





THAT'S ALL....

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