

Customer satisfaction and the role of social media



DARS



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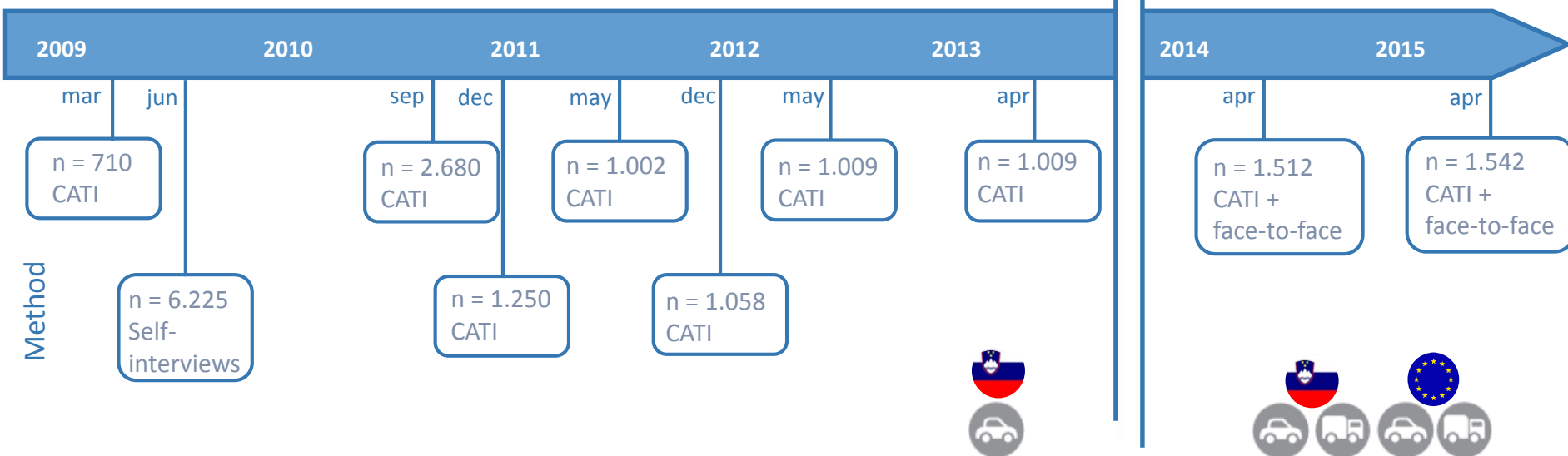
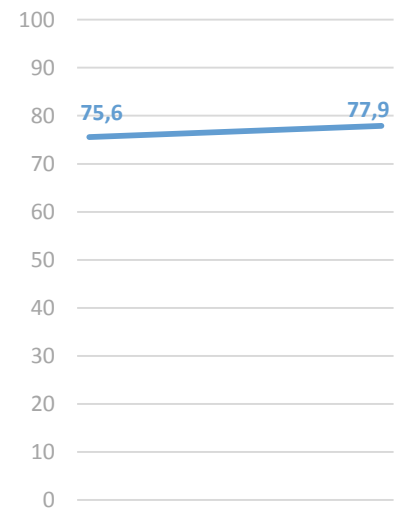
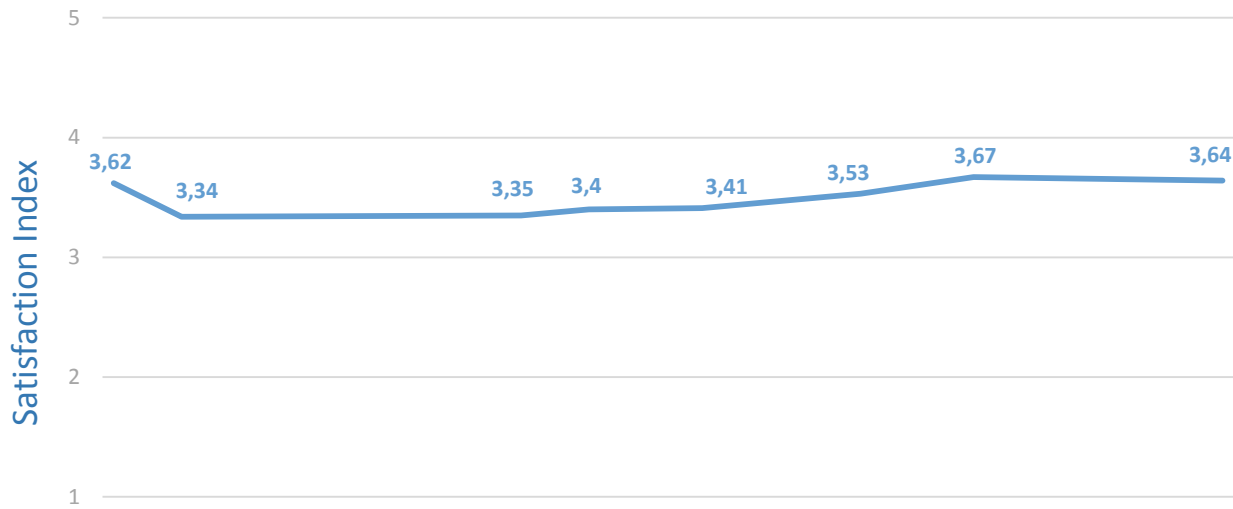
Content

1. Measuring satisfaction with motorways in Slovenia
2. The use of DARS social media

Measuring satisfaction from 2009

New methodology from 2014

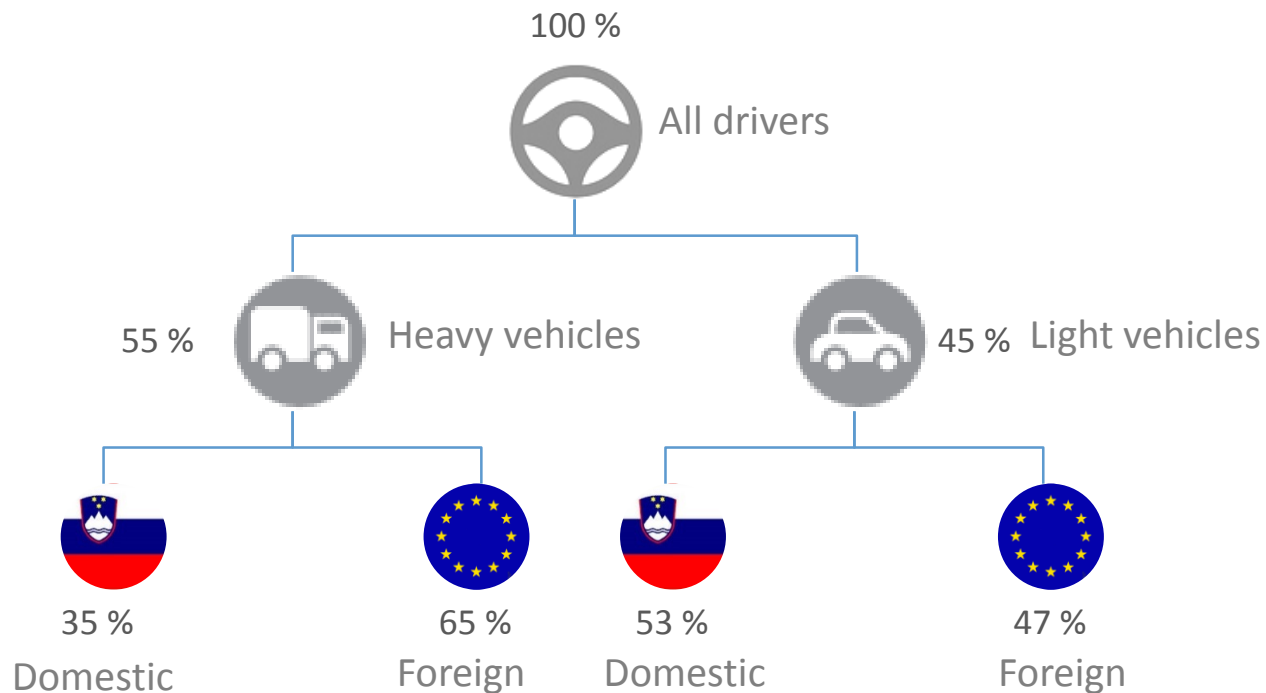
Change of methodology



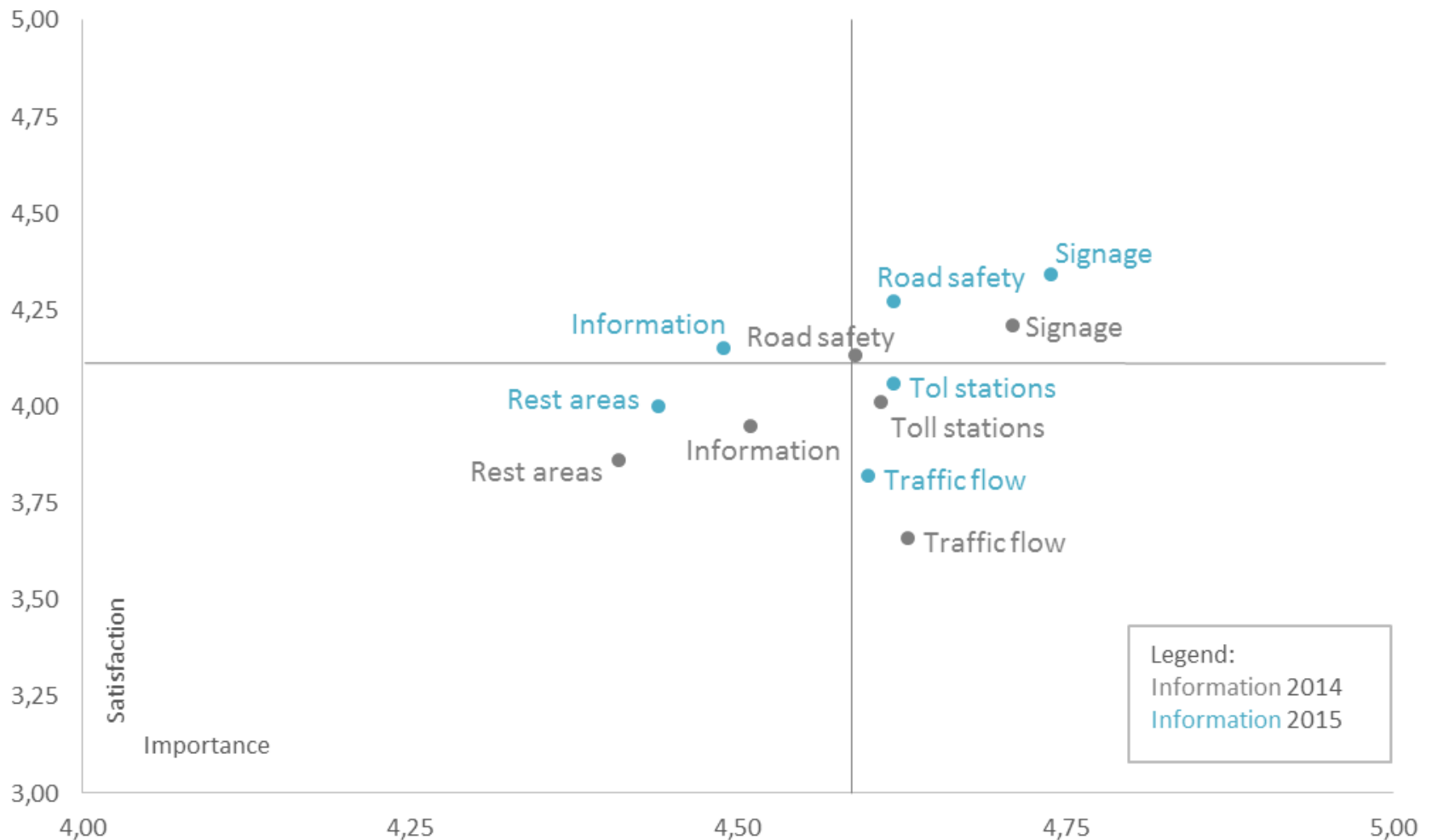
Sample in 2015 reflects the actual traffic on Slovenian motorways

Quotas for domestic / foreign drivers and light / heavy vehicles

Pre-defined quotas according to internal DARS data:



Increased satisfaction with all factors in 2015 compared to 2014

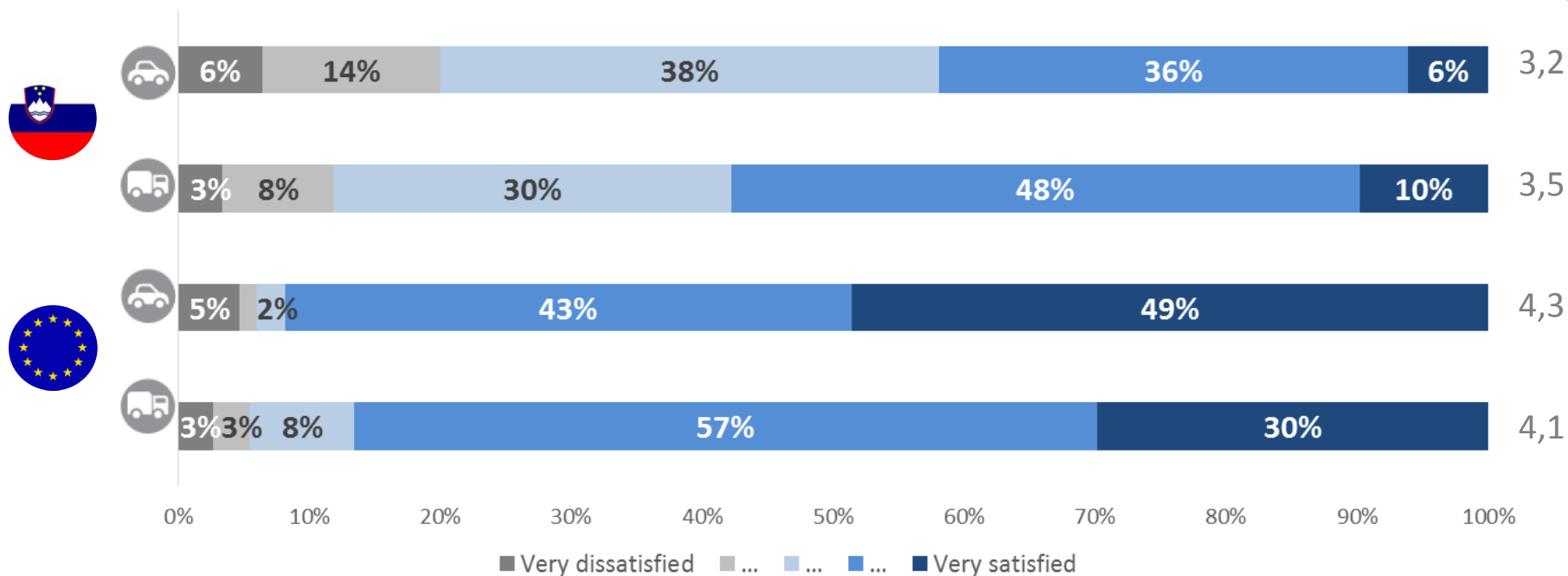


Foreign drivers are more satisfied with Slovenian motorways

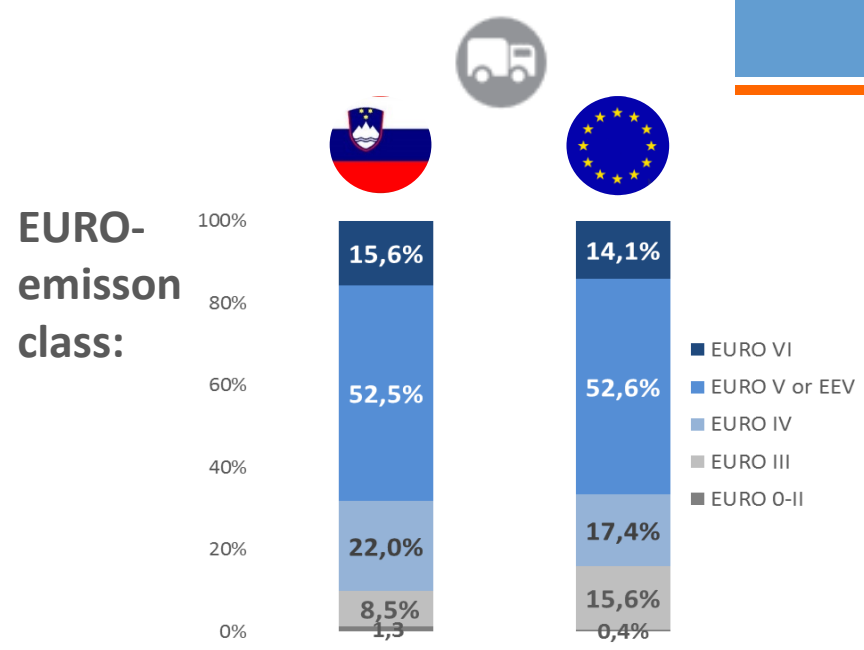
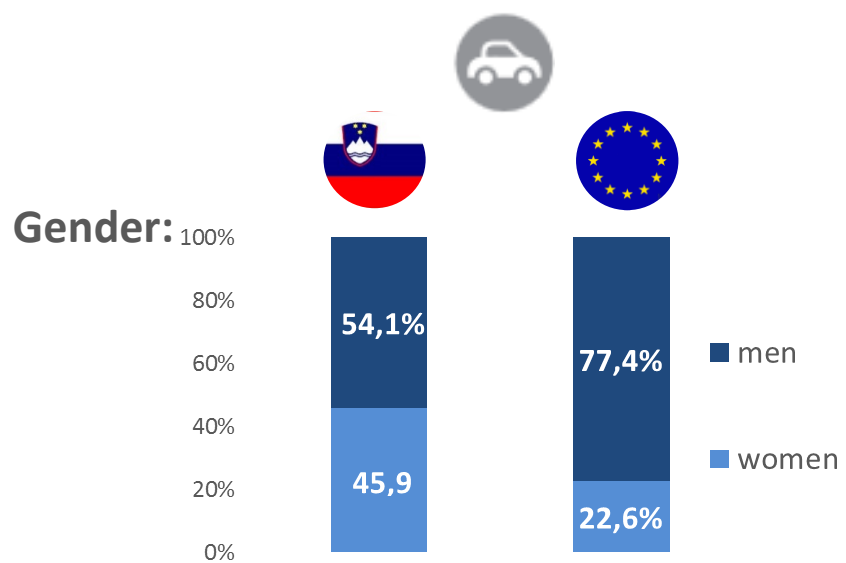
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General satisfaction with Slovenian motorways:

Average

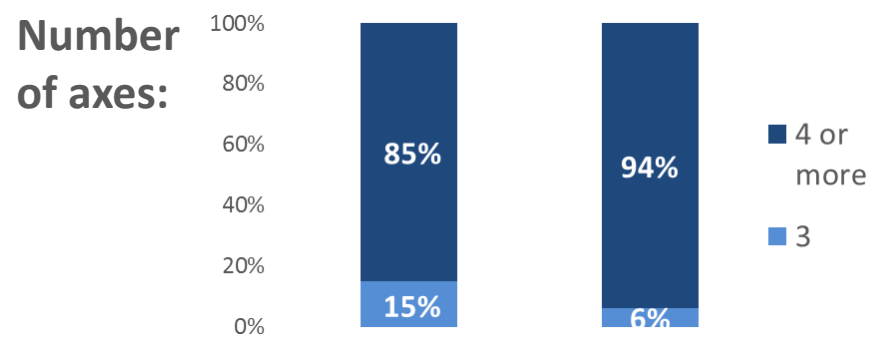


Who are regular users of Slovenian motorways?



Average drivers' age:

49 years 53 years



Average number of vehicle km per year:

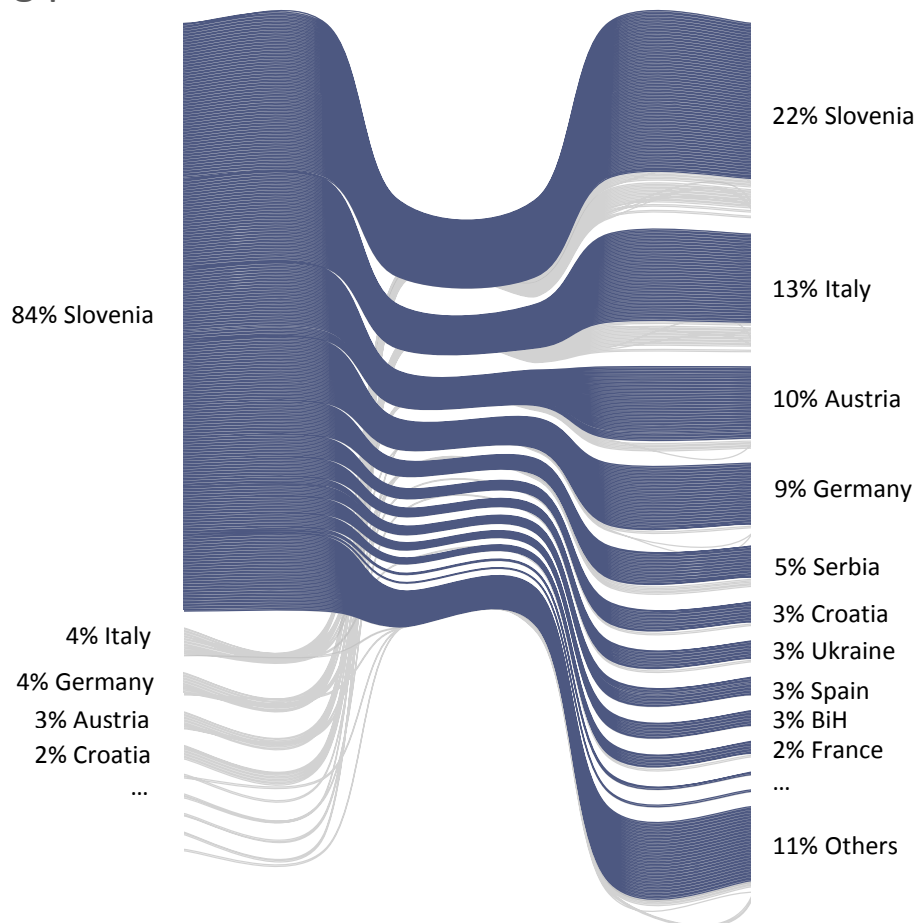
22.935 km / 113.730 km 120.404 km



Traffic ways of domestic drivers of heavy vehicles

Starting point:

Final destination:



■ Most of domestic drivers of heavy vehicles start their journey in Slovenia

■ Domestic drivers of heavy vehicles drive 52 % of all their journeys outside Slovenia

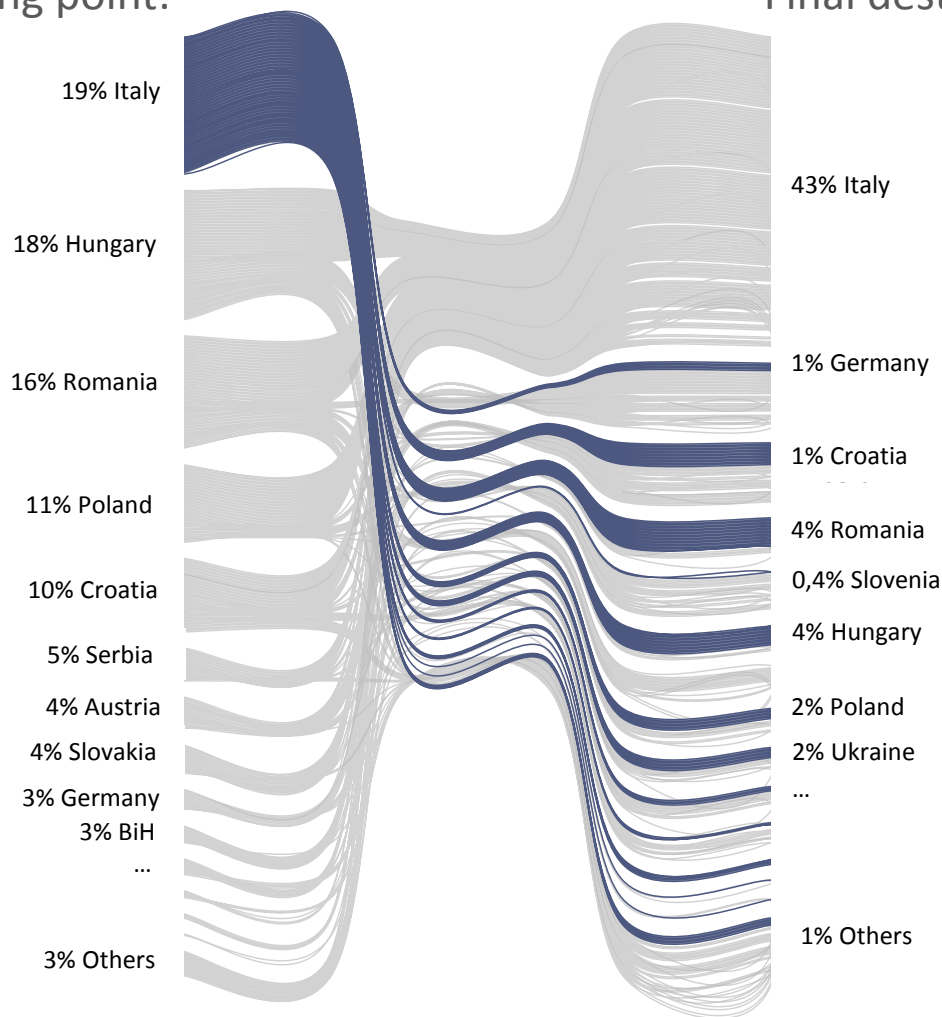
■ Average length per journey is 980 km; for journey Slovenia – Slovenia: 356 km, for journey Slovenia – outside Slovenia: 1.158 km



Traffic ways of foreign drivers of heavy vehicles

Starting point:

Final destination:



- Foreign drivers of heavy vehicles most often start their journey in Italy, Hungary and Romania, followed by Poland and Croatia

- Italy is final destination for most of foreign drivers of heavy vehicles from various starting countries

- Average length per journey is 1.697 km

What factors are more important for particular socio-demographic group?



- REST AREAS are more important to:

men, drivers between 35 and 64 years and employed



- SIGNAGE is more important to:

women, retired



- TRAFFIC FLOW is more important to:

women

Who are more satisfied drivers?



- **Men** and drivers **between 35 and 64 years** are more satisfied with **QUALITY OF CARRIAGEWAY**



- **Women** are more satisfied with **NUMBER OF REST AREAS.**



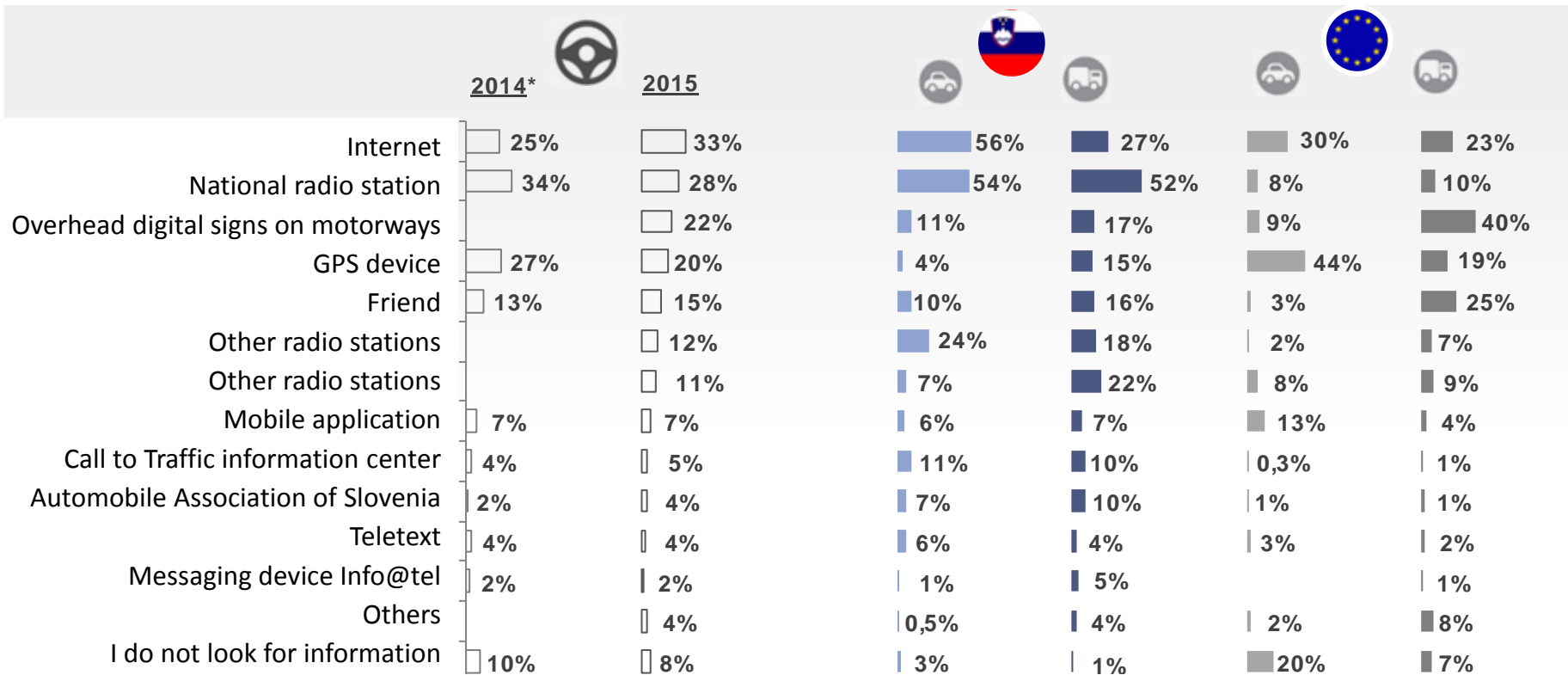
- Drivers **between 35 and 64 years** and **employed** are more satisfied with **TRAFFIC FLOW AT ROADWORKS**

Content

1. Measuring satisfaction with motorways in Slovenia
2. The use of DARS social media

Radio and internet are the most important sources of information

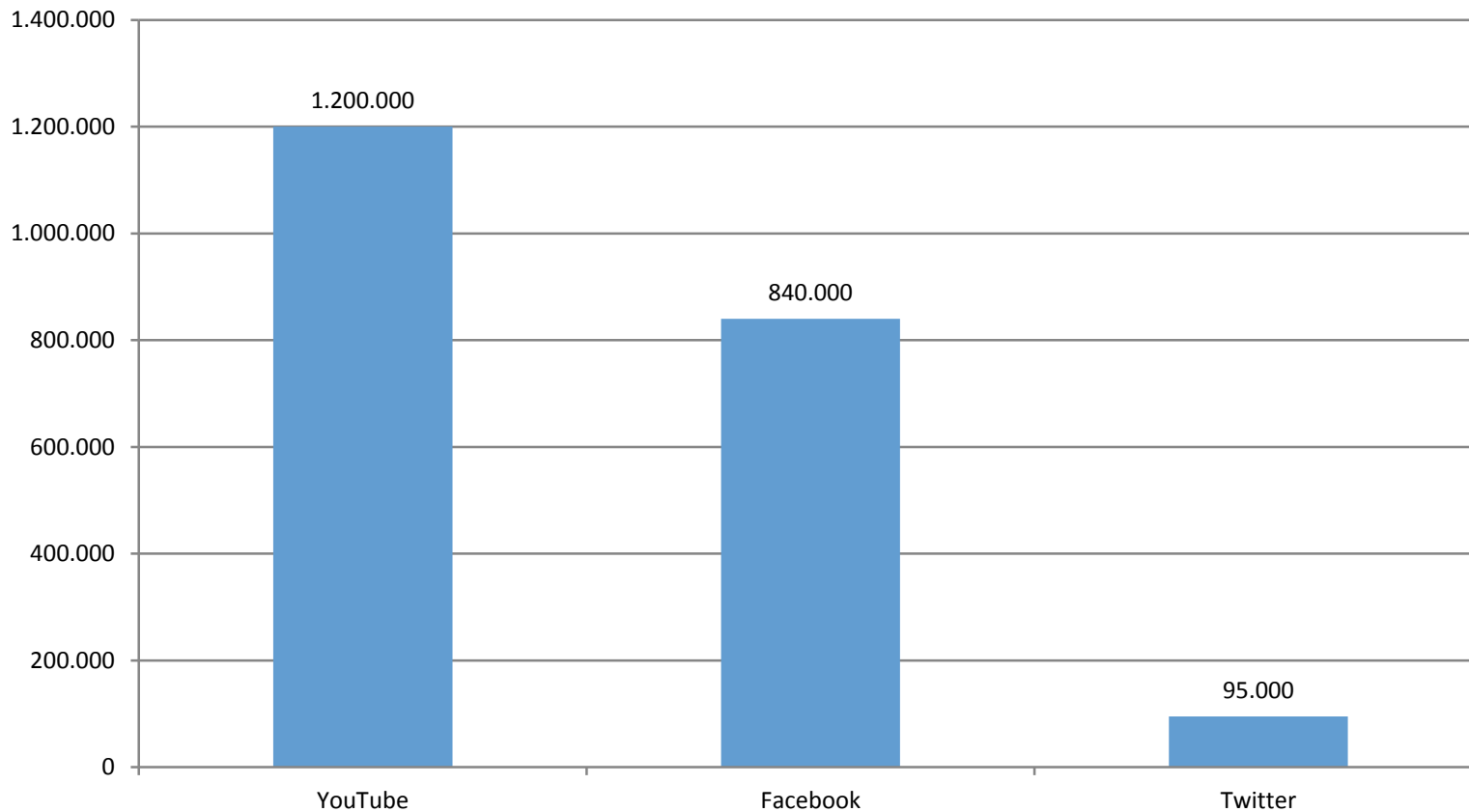
How do you get information on the conditions on motorways in Slovenia?



* Not all sources of information were asked in 2014

Number of users of social media in Slovenia

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DARS social media



Purpose

- direct, up-to-date and accurate information for users
- two-way communication with users

Objective

- providing information /Traffic info and raising awareness of the users (correct and safe use of motorways)
- increasing the company's reputation

YouTube: DARS d.d.

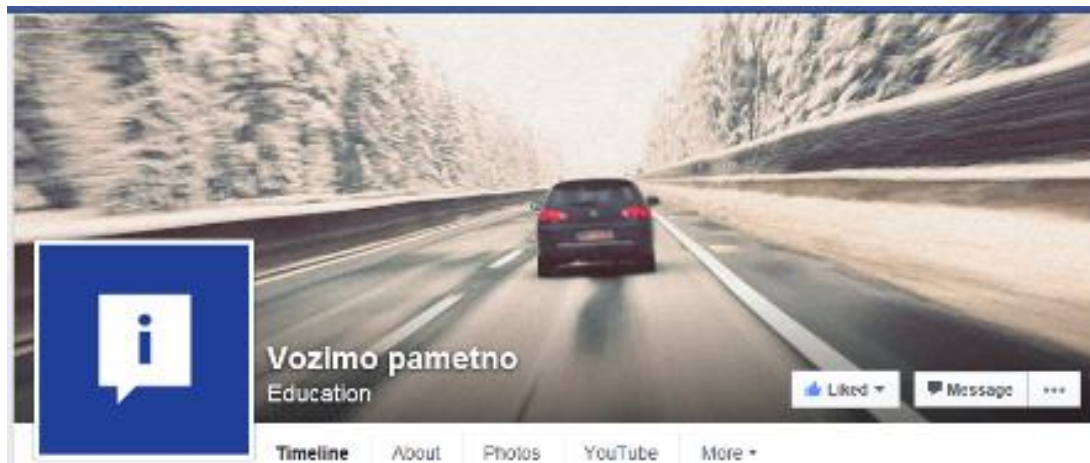
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- created end of 2013
- average of one video per month (mainly about work on the motorways, correct and safe use of motorway)
- videos are linked to Facebook, Twitter and web page (www.dars.si)



Facebook: Vozimo pametno

- created end of 2012
- primarily for posting news on the correct and safe use of motorways
- average 15 to 20 posts per month
- number of „likes“ : 30.226 (on 2.2.2016)



Twitter: @DARS_SI

DARS

- created in autumn 2012
- primarily for posting traffic information
- average 15 posts per day (mostly traffic, some corporative)
- 1.190 followers (as of 2.2.2016)



The most popular tweet



- Impressions: 11,446
- Link clicks: 81
- Likes: 77

DARS social media strategy for 2016



- two Twitter accounts: traffic vs. corporative
- Youtube Dars channel: more info on the reasons for road work and road closures, thereby increasing the understanding and tolerance of our presence on the motorways
- two Facebook accounts: traffic vs. corporative
- increasing the number of users, primarily internal public (DARS has 1,246 employees)



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Thank you
for your attention!