



ASFINAG REST AREA CONCEPT

Introduction of innovative rest area cleaning – ASFINAGs new program
how to optimally serve customers

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Group of companies

ASFINAG was founded in 1982 and is 100 % owned by the Republic of Austria.



ASFINAG Road Network as of 1.1. 2017





The ASFINAG Rest Area Concept

**Rest Areas, Parking Areas and
Motorway Service Stations**

Take a Break: 240 Places to break the journey

Motorway Service Stations		Rest Areas		Parking Areas	
Existing facilities 2016	Planned 2020	Existing facilities 2016	Planned 2020	Existing facilities 2016	Planned 2020
86	~ 90	49	~ 60	106	~ 90

Full-Service

Standard-Service

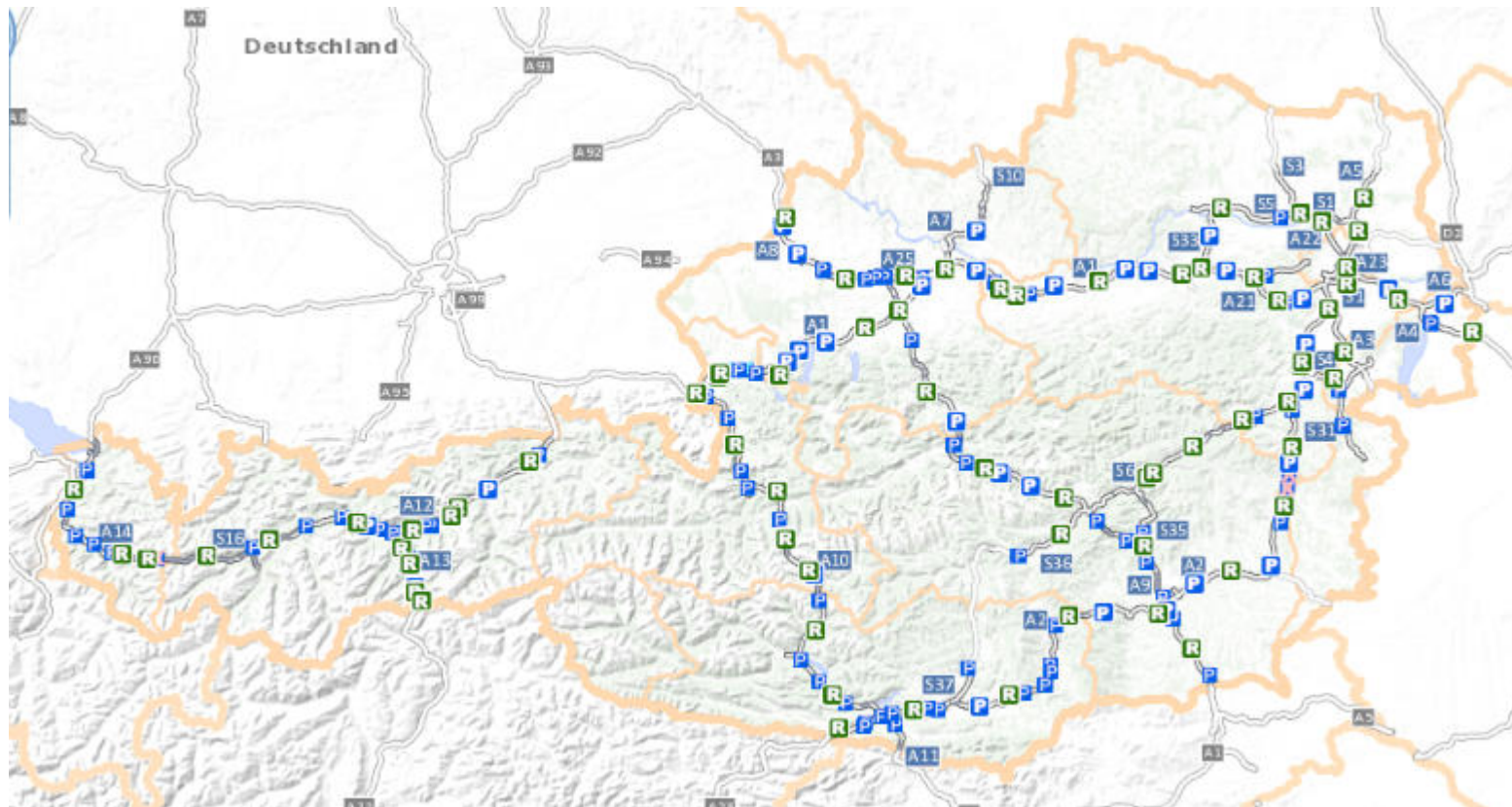
Basis-Service

Types of Rest Facilities

- **86 Motorway Service Stations**
with petrol stations and shopping area,
some with regular or fast food restaurants,
hotel and truck service centre
- **49 ASFINAG Rest Areas**
equipped with modern sanitary facilities,
generous parking spaces, seating areas,
beverage vending machines, emergency telephones,
video monitored and some with shop and playground
- **106 ASFINAG Parking Areas**
Basic facilities (restroom, partially lighting)



Distribution of rest areas over the ASFINAG network



Focus / ASFINAG Rest Areas



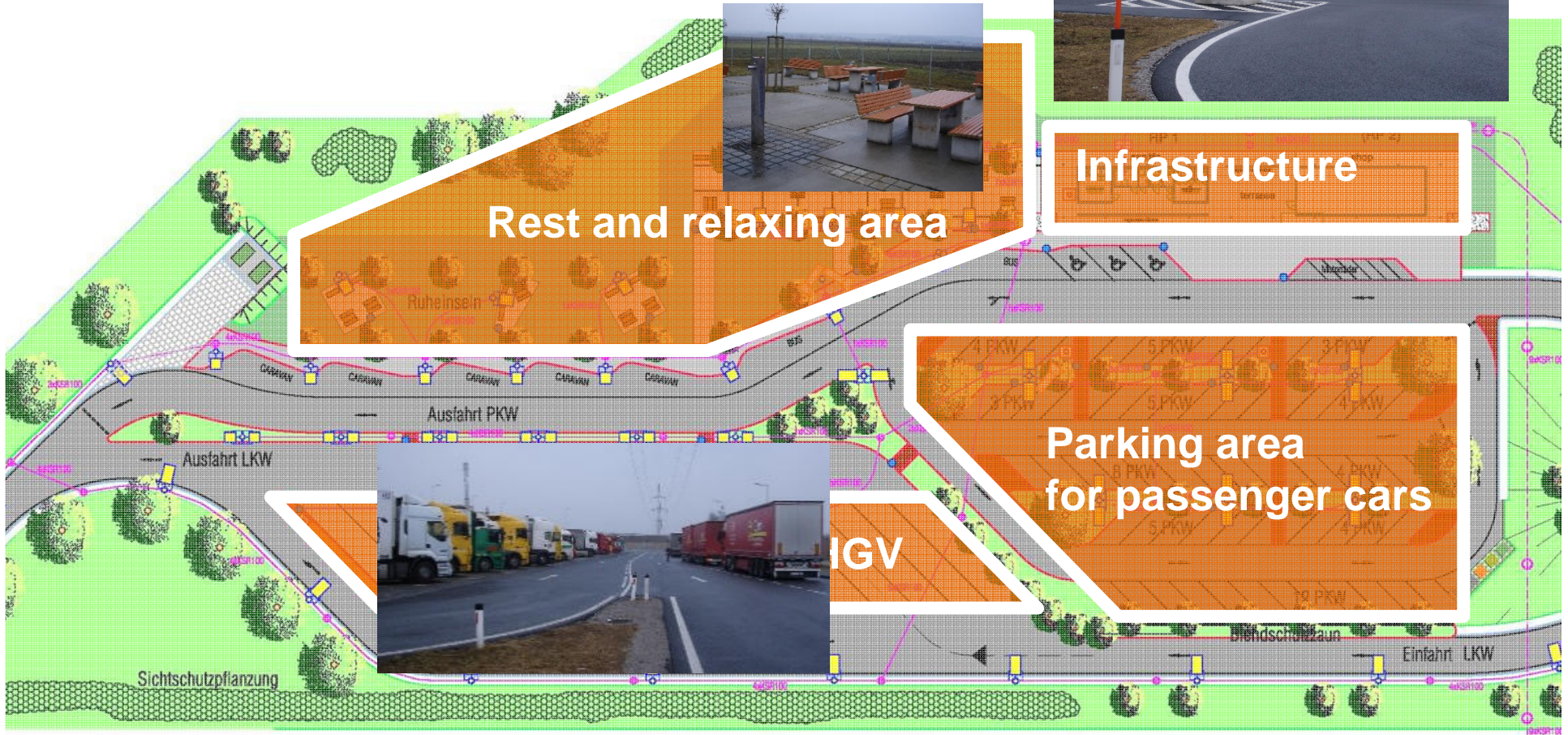
Infrastructure

Rest and relaxing area

Parking area for passenger cars



LKW



History and initial situation 2015

The good side:

- Increasing traffic volumes on Austrian highways
- Higher acceptance of ASFINAG rest areas by customers
 - Refurbishment already started
 - Increasing number of facilities
 - Increasing customers / high expectations on cleanliness
 - ASFINAG Branding for “toll free toilets“
- Continuously high rating of customer satisfaction index

➔ High frequency and acceptance causes challenges

Goals and definition of the project

“ASFINAG Rest Area Cleaning Concept“

- Evaluation of existing structures and how to improve and optimally serve our customers
- Project Start 19.11.2015
- Project End 31.03.2016
- Decision on implementation End of March 2016
- Implementation Mar – Dec 2016
- Start of new Rest Area Cleaning 01.01.2017



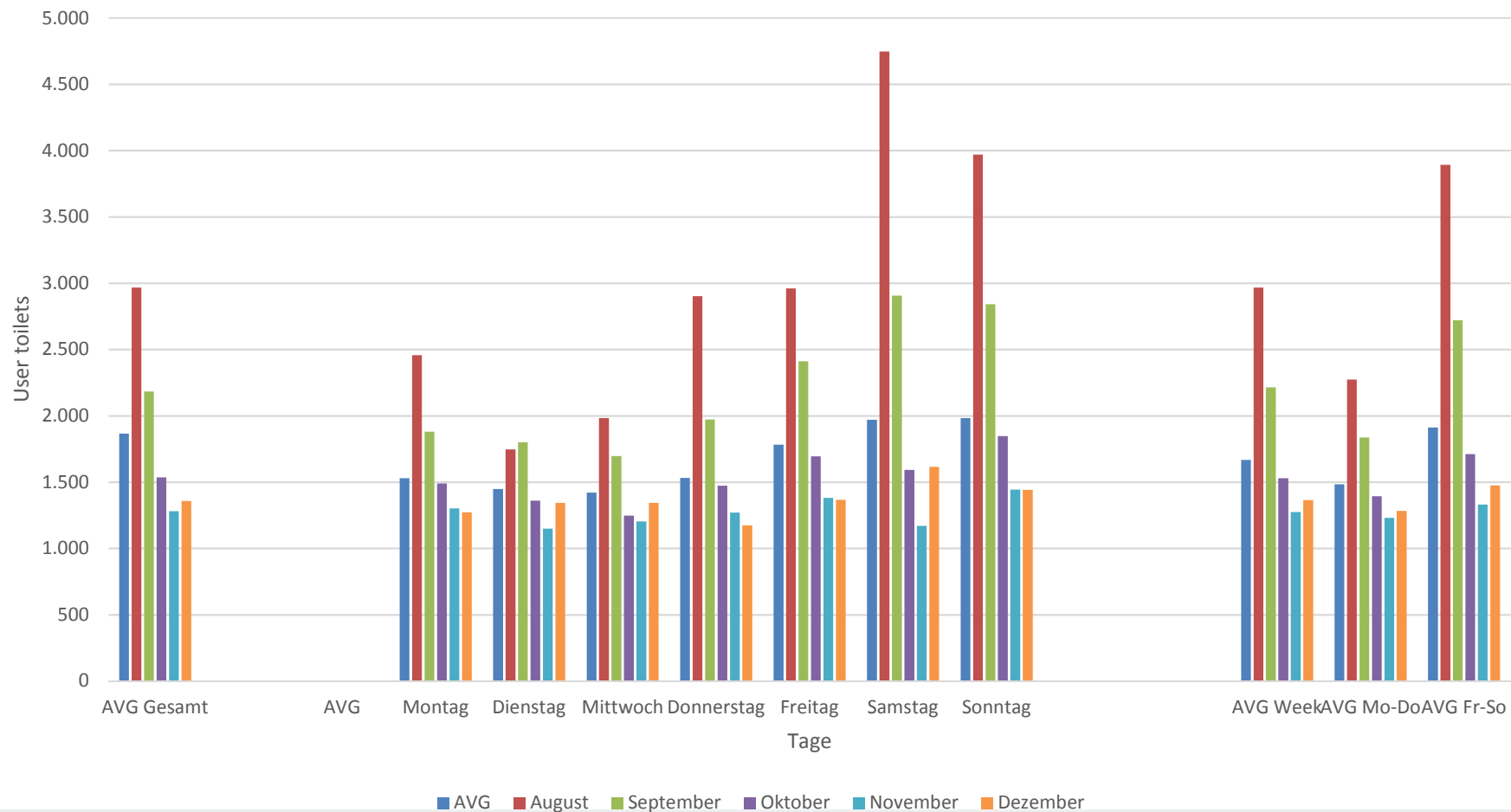
(Big) Data helpful structured:

- frequency of users
- intervals and frequency of cleaning
- number of users
- water consumption
- customer satisfaction index
- customer satisfaction ad hoc ratings

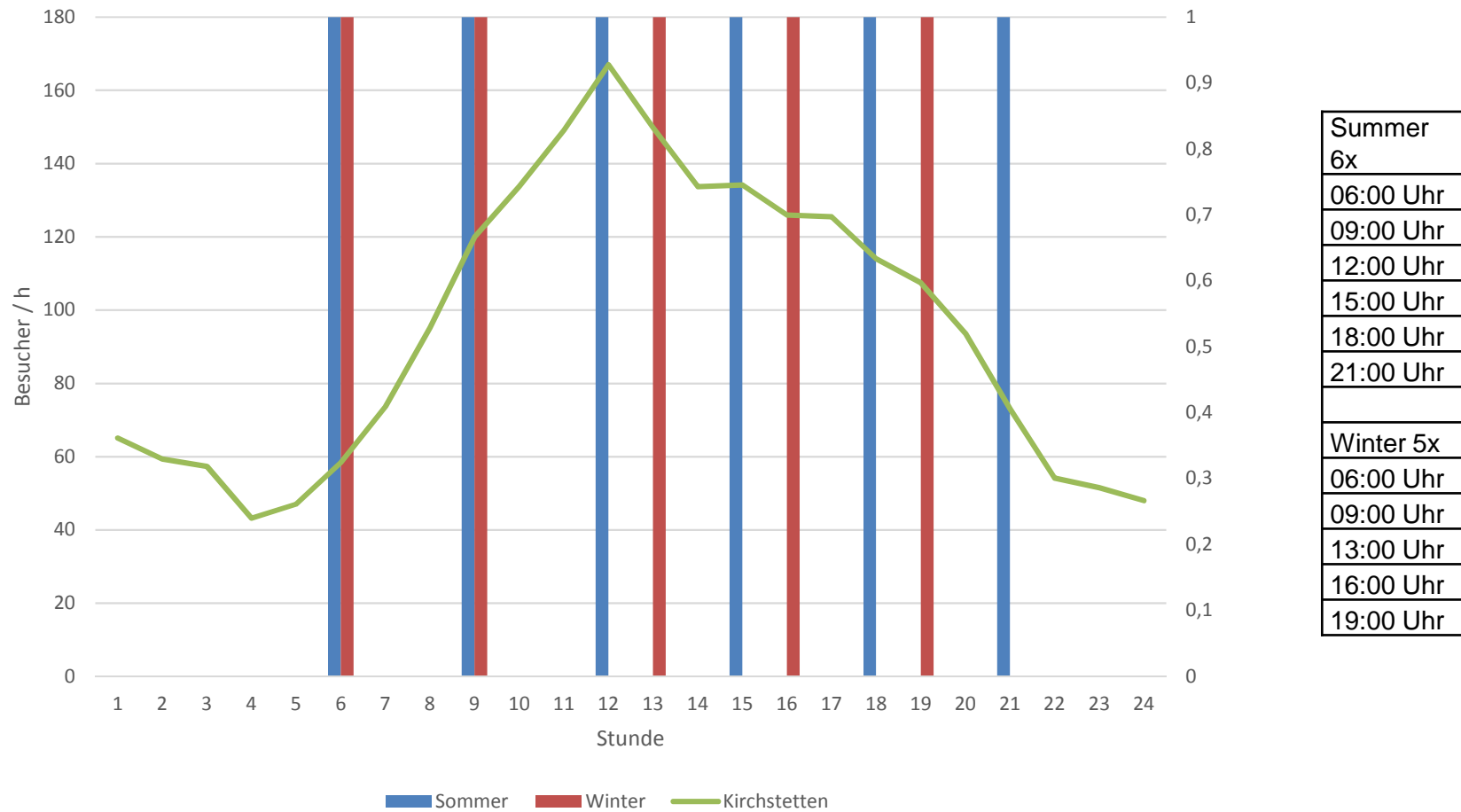
Data analysis

Example: Visitors of toilets

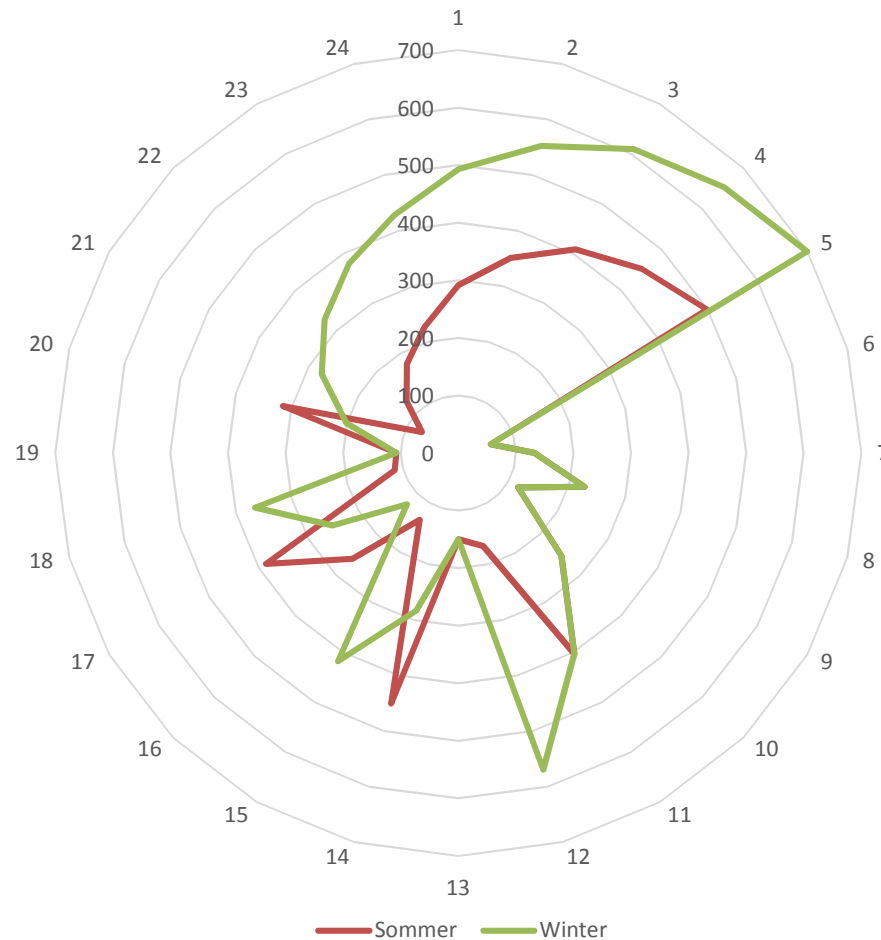
Visitors per Day / Average ASFINAG rest areas



Example rest area Kirchstetten: Frequency of users and intervals of cleaning



Example Rest Area Kirchstetten: Frequency of Users and Number of Users during Intervals of Cleaning



Results of the analysis (i)

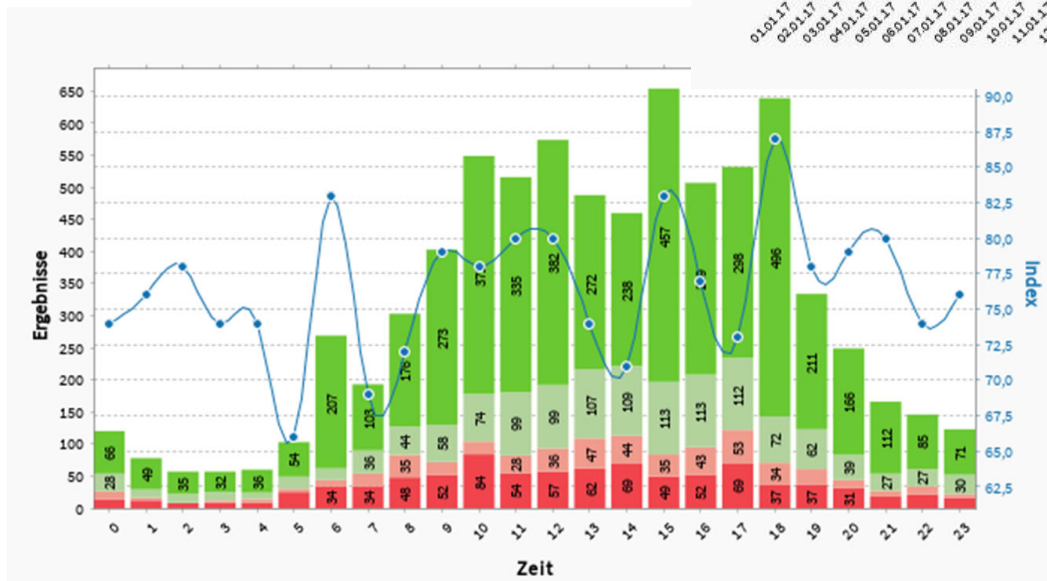
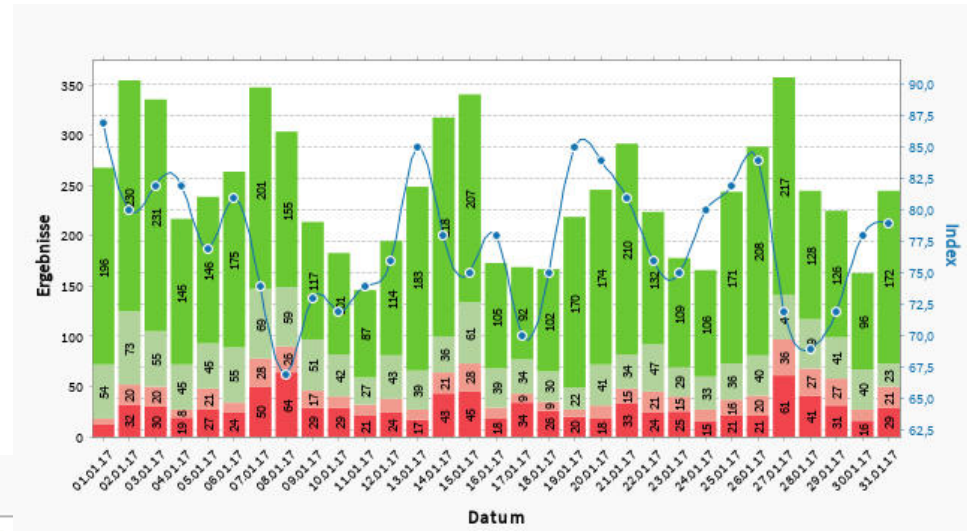
- New definition of cleaning categories
 - ASFINAG rest areas, parking areas mini / midi
 - No useful cleaning during high frequency of users
- New definition of cleaning intervals and types
 - “full service cleaning“ (2 times a day)
 - “cleaning of visible surfaces only” (1-4 times a day)
 - Cleaning upfront expected high usages
 - Cleaning after expected high usages

Results of the analysis (ii)

- Professional cleaning needs professional workers
 - Outsourcing: External specialized service provider
- Pilot with permanent cleaning workers
 - Take over of additional tasks (mowing, etc.)
- Continuation of frequency counters at rest areas
- Continuation of customer satisfaction surveys
 - Customer Satisfaction Index
 - ASFINAG Service Check
 - Happy Or Not
- Introduction of audits of the external service providers regarding cleaning quality, interval's etc.

Outlook and Example: Service Rating by Visitors

Happy or Not:
How do you rate the cleanliness of our toilets?



Thank you very much!



For any questions or further information I'm at your disposal.

David Kollenhofer, MBA
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RELIABILITY ALL THE WAY.