



CUSTOMER JOURNEY 2.0 – DIGITAL VIGNETTE

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Welcome to
ASFINAG.

Tolling of vehicles $>3,5t$ and $<3,5t$
Toll sticker „vignette“ since 1997





Households
AT

88%

ASF:INAIG's
Customer
Satisfaction
Survey-program.

16%

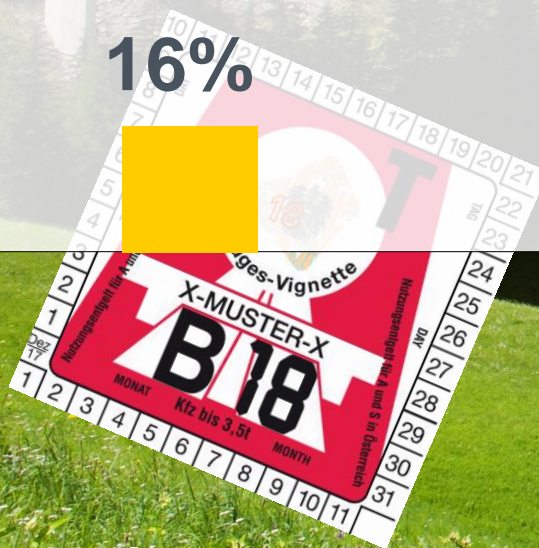


15%



3%

NO
VIGNETTE



10 days

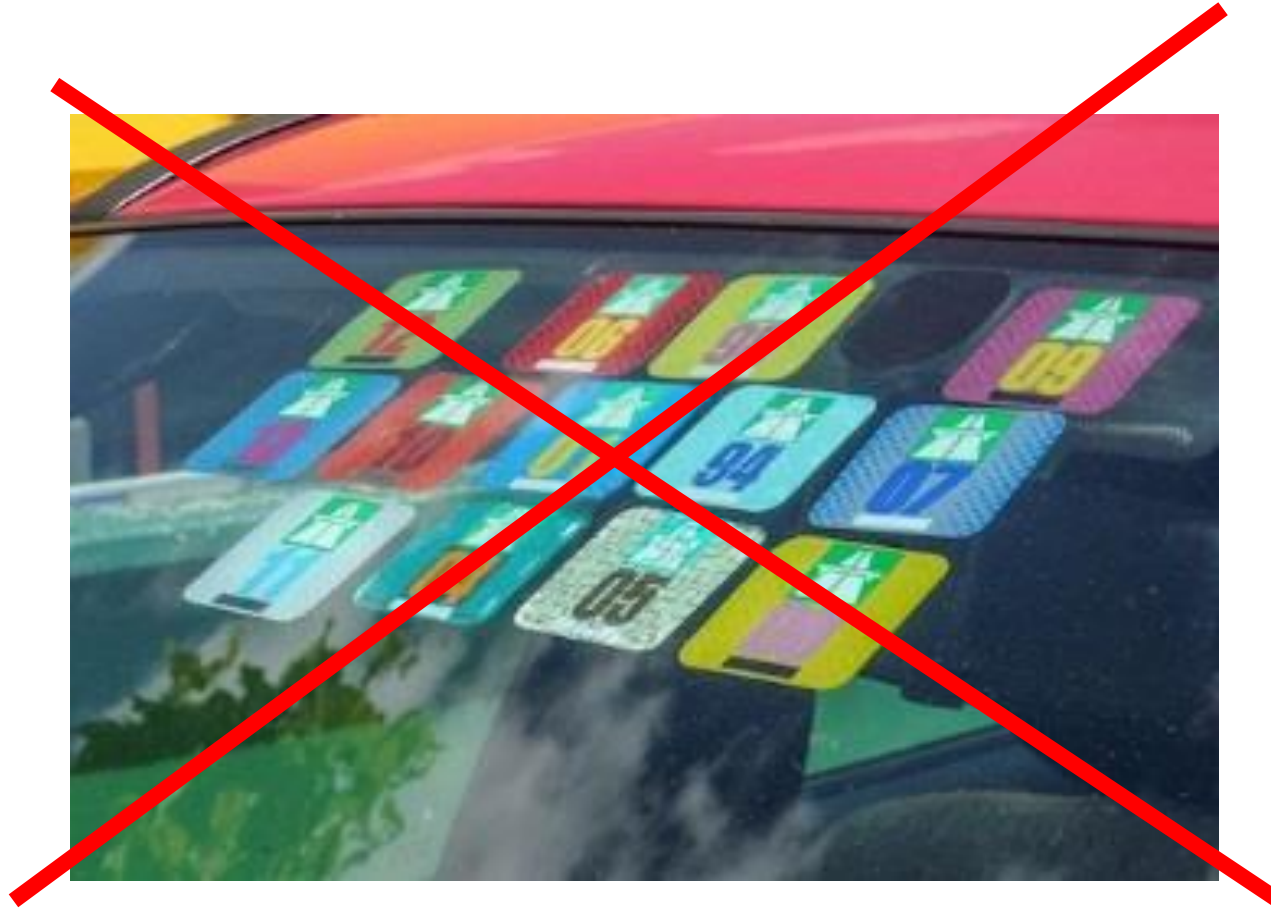


2 months

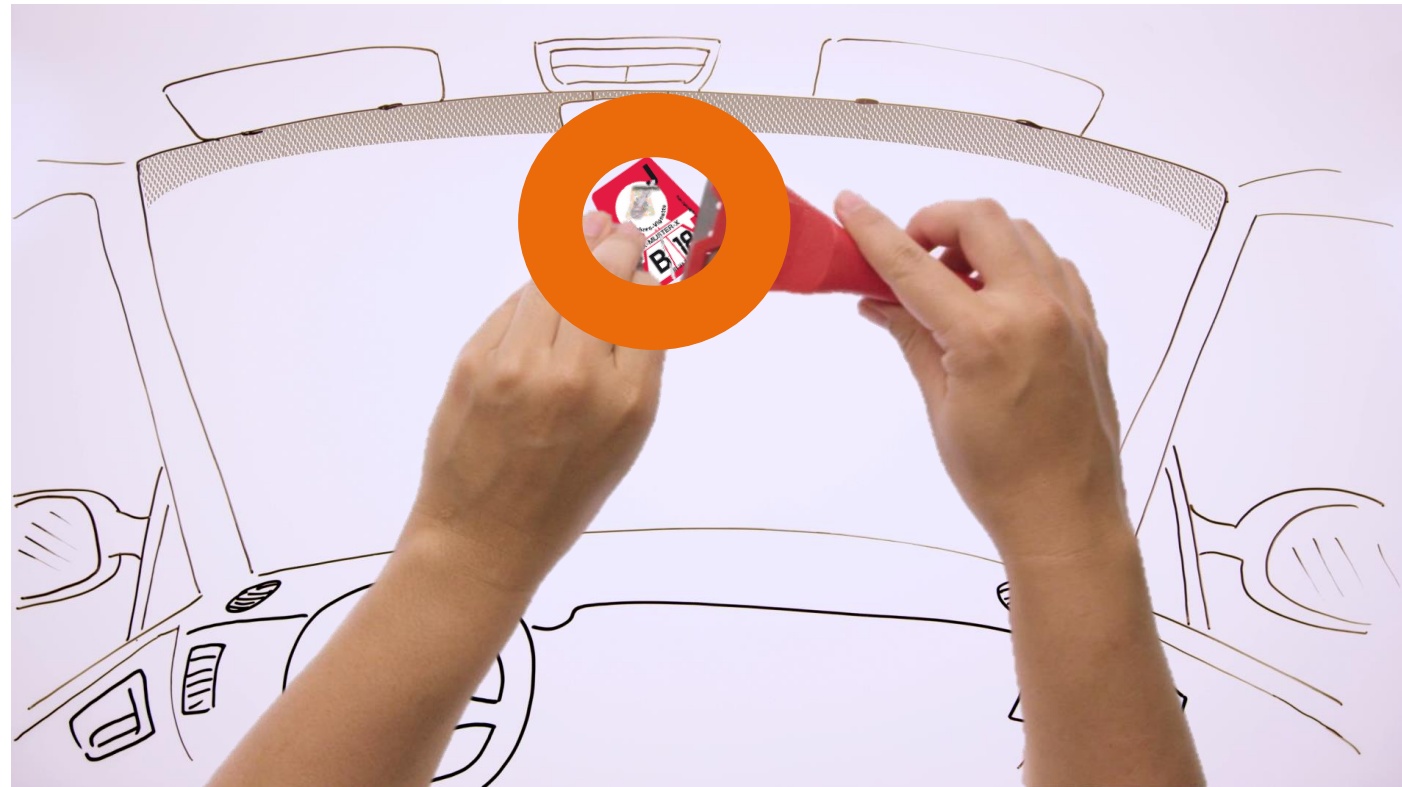


1 year





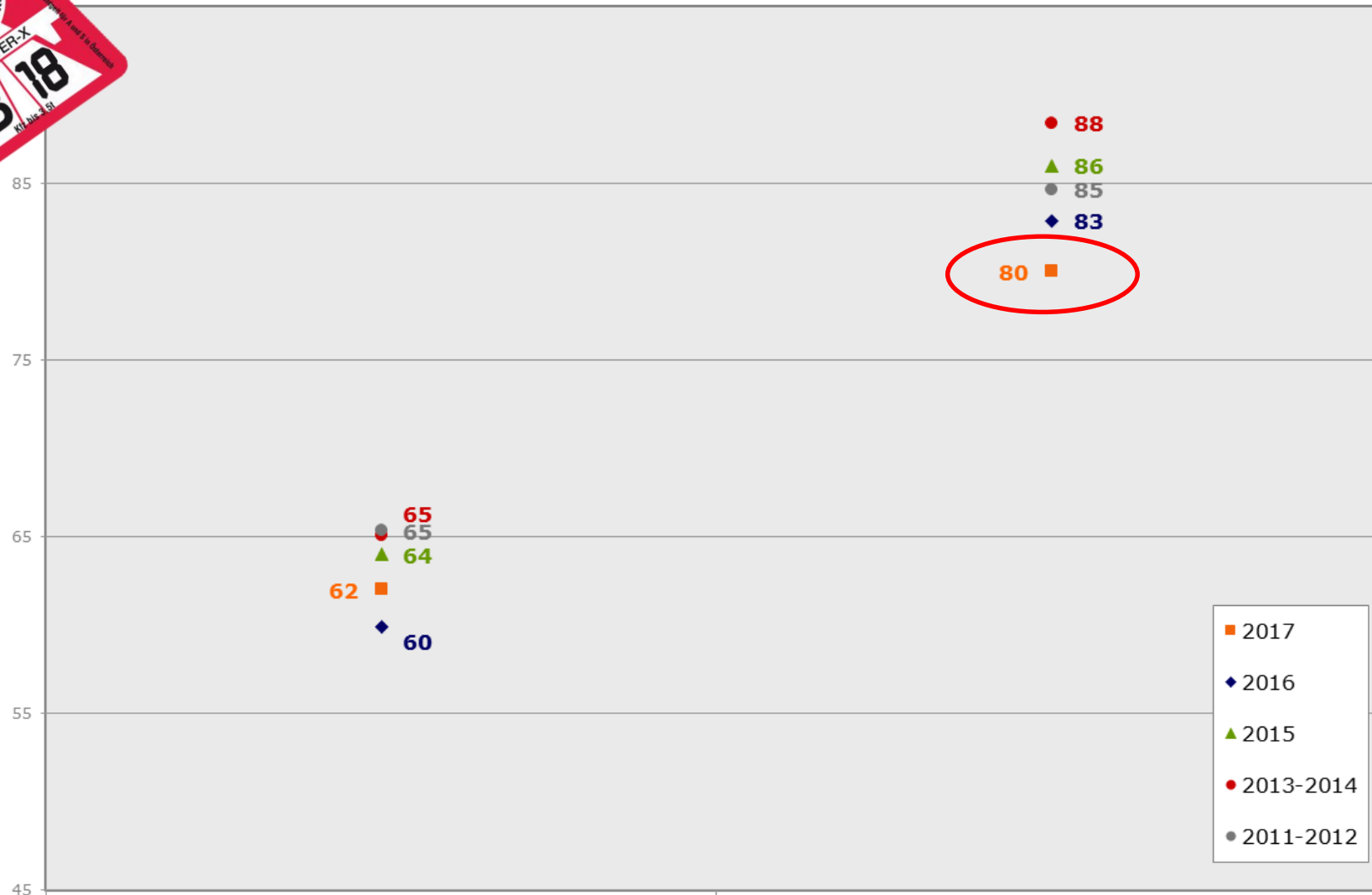
- service und controls
- service center
- website
- resting area
- ...





Price-service-ratio (Vignette)

handling of the toll



ASFINAG's
**Customer
 Satisfaction**
 Survey-program.

car drivers: n=1.000

Customer Journey 2.0



option 1 – anonymous buyer

- licence plate number
- email adress

option 2 – customer account

additionally:

- password
- optional: name, adress, phone

option 3 – entrepreneur

additionally:

- name, adress, phone number

1.400.000 DIGITALE VIGNETTES



Learnings for
takeaway.

#target_groups


„leave no customer behind.“



**a digital product does not only attract digital natives.
learn to know your customers – their actions and their contexts.**

#organisation

**„learn by
doing. and
do some
learning.“**

A photograph of a glowing lightbulb on a dark surface, with a white chalk drawing of a human head in profile behind it. The lightbulb is lit, casting a warm glow. The chalk drawing is simple and sketchy.

**include all relevant stakeholders.
build feedback structures.
facilitate communication accross
organisational borders.**

#perspective

**„form
pictures,
not points.“**



form excellent touchpoints.
make them correspond with each
other and view them as one
whole picture, rather than an
addition of single points.

The background of the slide is a painting of a red car parked in a forest. The car is the central focus, rendered in a vibrant red color. The surrounding trees and foliage are painted with thick, expressive brushstrokes in various shades of green, yellow, and brown, creating a textured and somewhat abstract appearance. The overall style is reminiscent of Impressionism or Post-Impressionism.

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