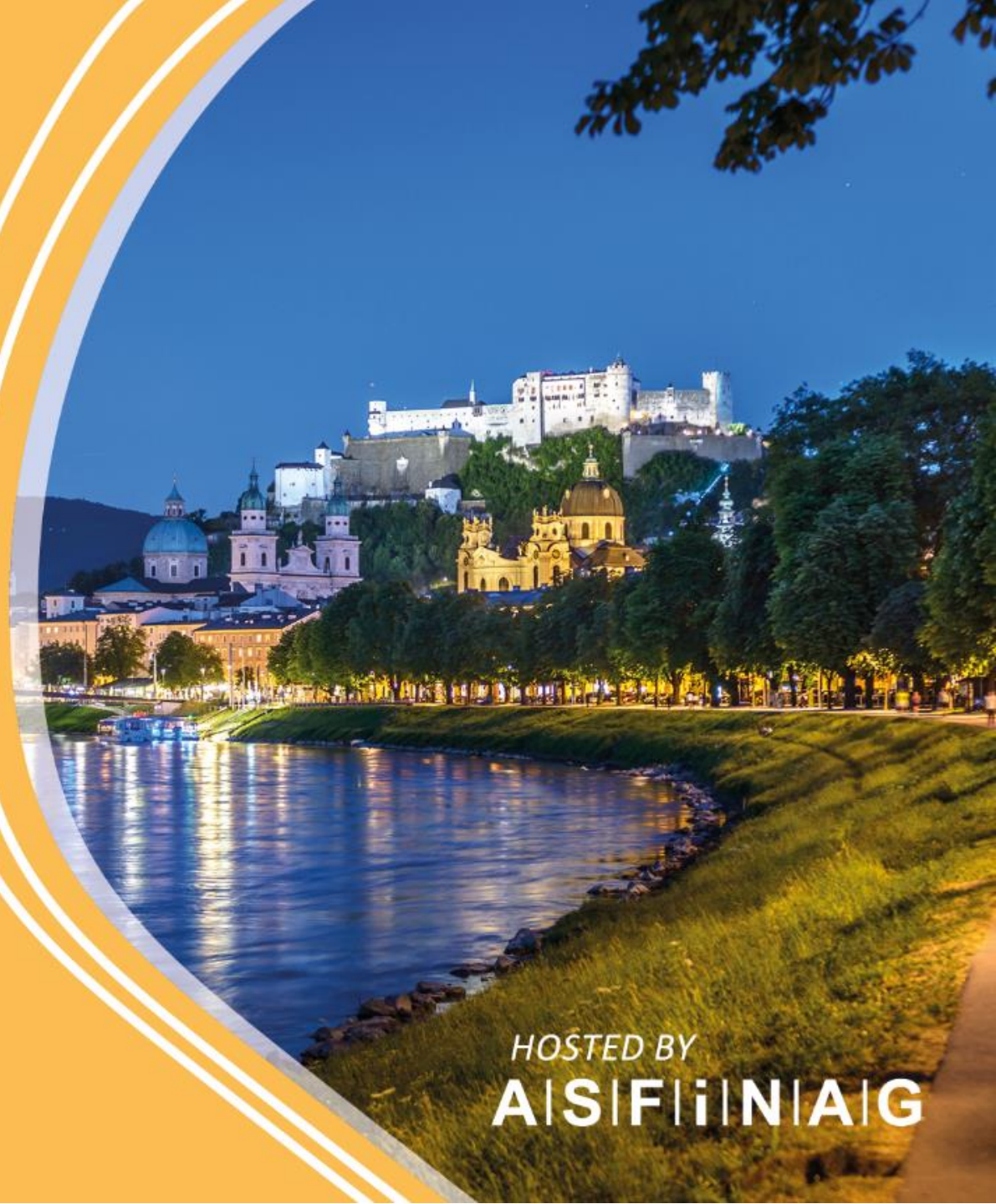


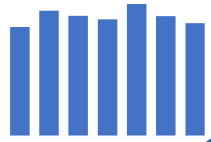
15th **A**SECAP ROAD SAFETY CONFERENCE

Road safety
through our
customers' eyes



HOSTED BY
AISIFIINIAIG

AGENDA



The importance of road safety for customer satisfaction



What are customers scared of?

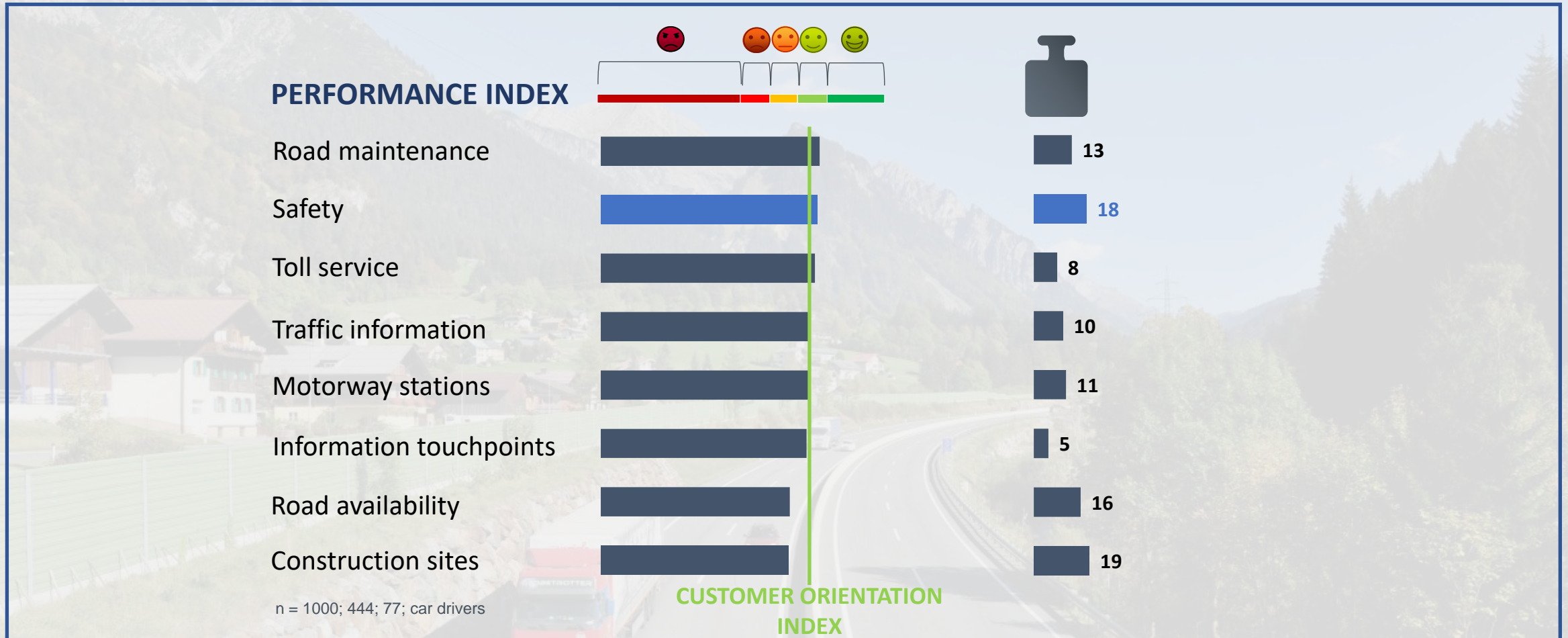


Celebrating
YEARS
50
OF Successful
TOLL ROAD PROJECTS

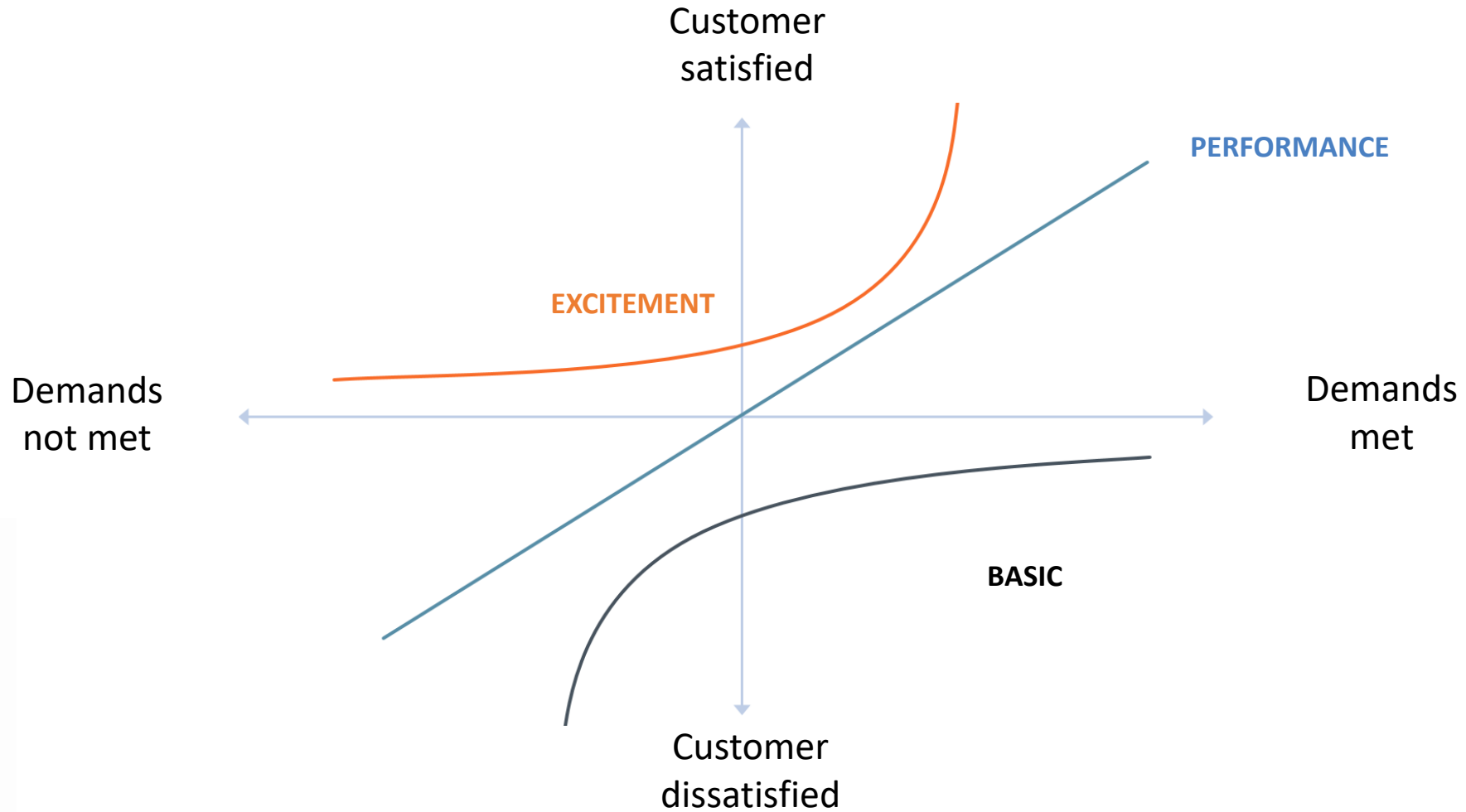
**How satisfied are
customers with safety
on Austrian
motorways?**

HOSTED BY AISIFIINIAG

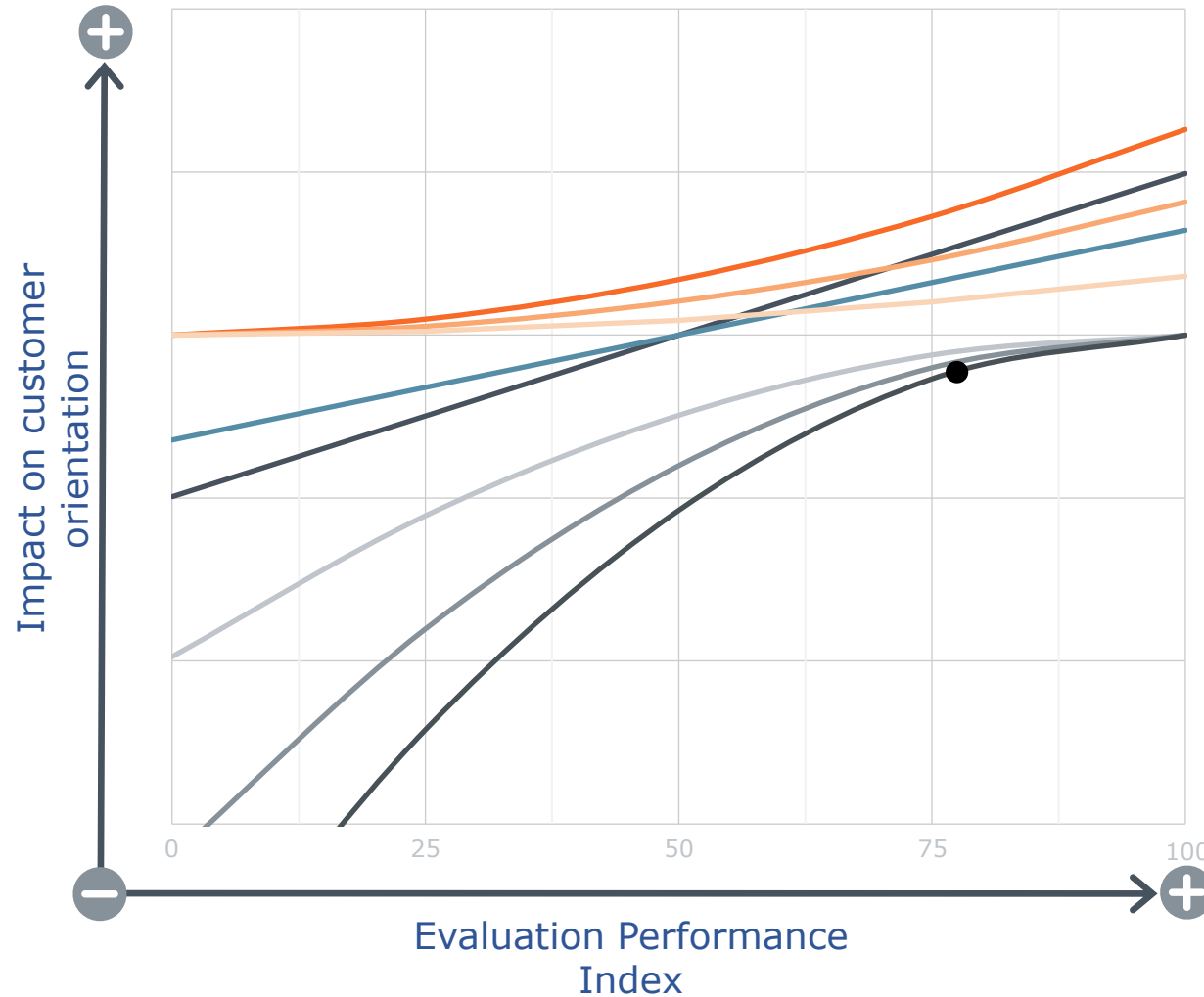
IMPORTANCE OF SAFETY FOR CUSTOMER ORIENTATION



KANO MODEL



KANO MODEL FOR ASFINAG PERFORMANCE INDICES



Performance Index SAFETY
ASFINAG



Source: ASFINAG customer satisfaction study 2021, marketmind

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Celebrating
YEARS
50
OF Successful
TOLL ROAD PROJECTS

When do customers feel less safe?

HOSTED BY **AISIFUNIAIG**

MARKET RESEARCH



1.

ASFINAG PILOTS



2.

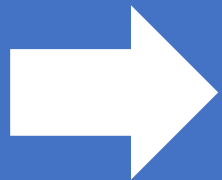
**QUALITATIVE
DEEP DIVE**



BEHAVIOUR OF OTHER DRIVERS



- **reckless driving**
- **not enough distance**
- **speeding**



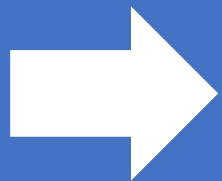
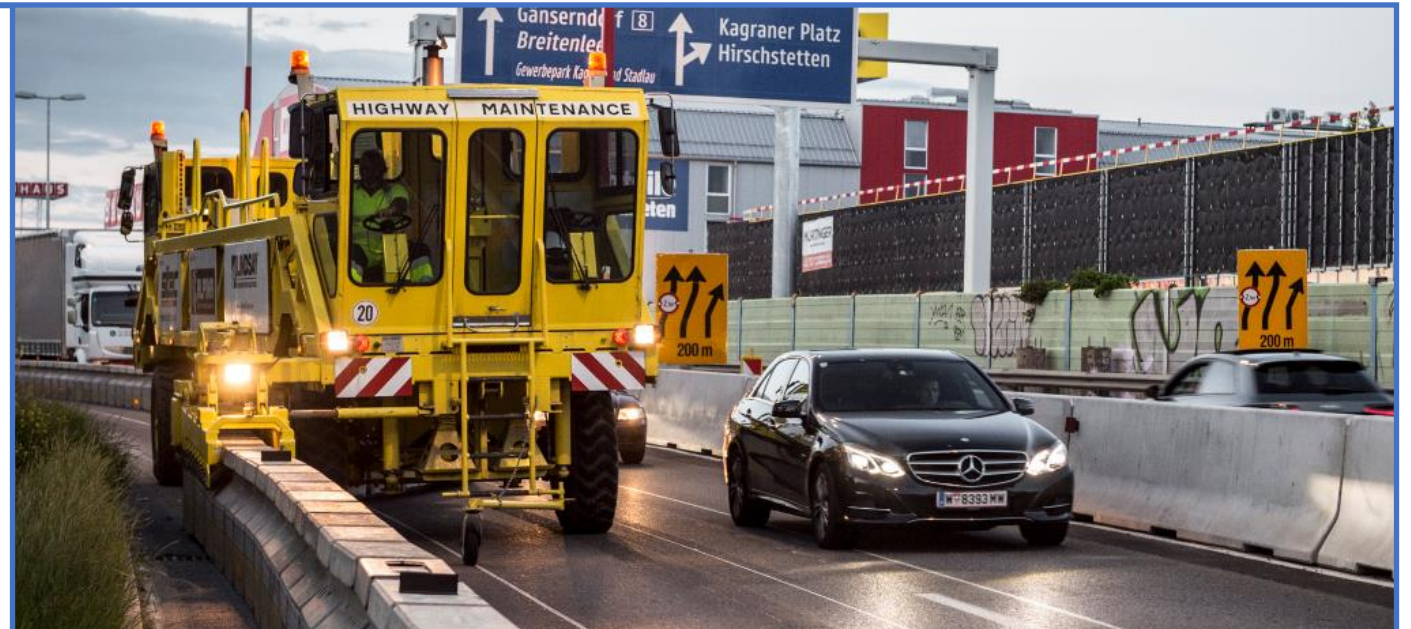
Wish for more control, communication and guidance

VERY SCARY: CONSTRUCTION SITES



...due to narrow lanes

- next to lorries
- bad weather
- long construction sites

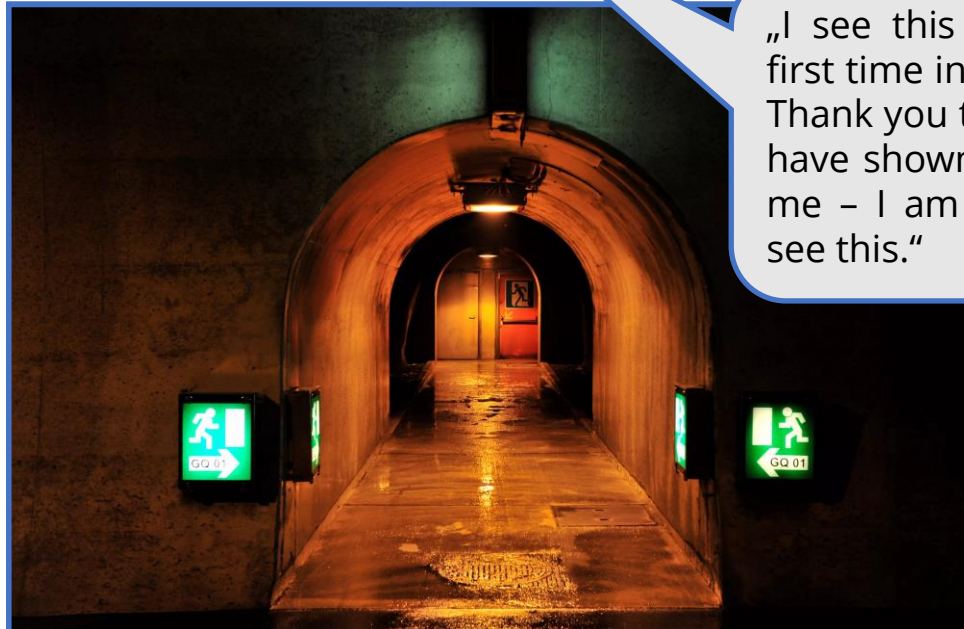


Length of construction sites as important emotional factor

LATENT FEAR IN TUNNELS

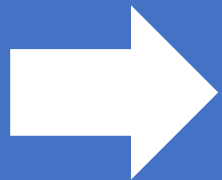
ASECAP

Celebrating
YEARS
50
OF Successful
TOLL ROAD PROJECTS



„I see this for the first time in my life. Thank you that you have shown this to me – I am glad to see this.“

„I did not expect that, but I think it is a very pleasant feeling to see it.“



Communicating existing safety measures in tunnels would make customers feel better!

TRANSFORMING INSIGHTS INTO ACTION

