



ASFA SURVEY TO MEASURE CUSTOMER SATISFACTION



Asecap Steering committee
5th of March 2012 – Copenhagen

A TOOL TO BETTER KNOW OUR CUSTOMERS

- This survey is carried out on a yearly basis
- This tool has been set up since 1996 (Since 2005, private companies have been asked by the State to provide indicators, the survey has been adapted accordingly).
- It is performed in order to check if customer satisfaction is reached and to make sure that action taken by motorway companies match with their expectancies
- ASFA issued aggregated results considered as a national reference

Main features of the survey

- Survey carried out during 3 periods of the year (spring, summer, winter)
- 9 600 persons interviewed face to face in service areas
- Each site – 100 light vehicles and 25 HGV
- Questionnaire is composed with 9 themes listing 48 criteria to collect customer appreciation
- Respondants give their impression on :
 - The last 50 kilometers
 - Services used

Rating System

Satisfaction is expressed on a 4-level scale from “Highly Satisfied” to “Highly Dissatisfied”, which is then translated into a figure on a scale from 0 to 10.



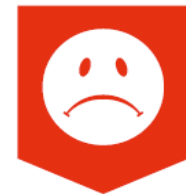
10/ *out of 10*
Tout à fait satisfait
Highly Satisfied



6,6/ *out of 10*
Plutôt satisfait
Somewhat Satisfied



3,3/ *out of 10*
Plutôt pas satisfait
Somewhat Dissatisfied



0/ *out of 10*
Pas du tout satisfait
Highly Dissatisfied

**For the 9 themes, the ratings are above 7/10 (satisfaction level)
And one is above 8.5/10 (excellence level)**

CHARACTERISTIC OF THE SAMPLE

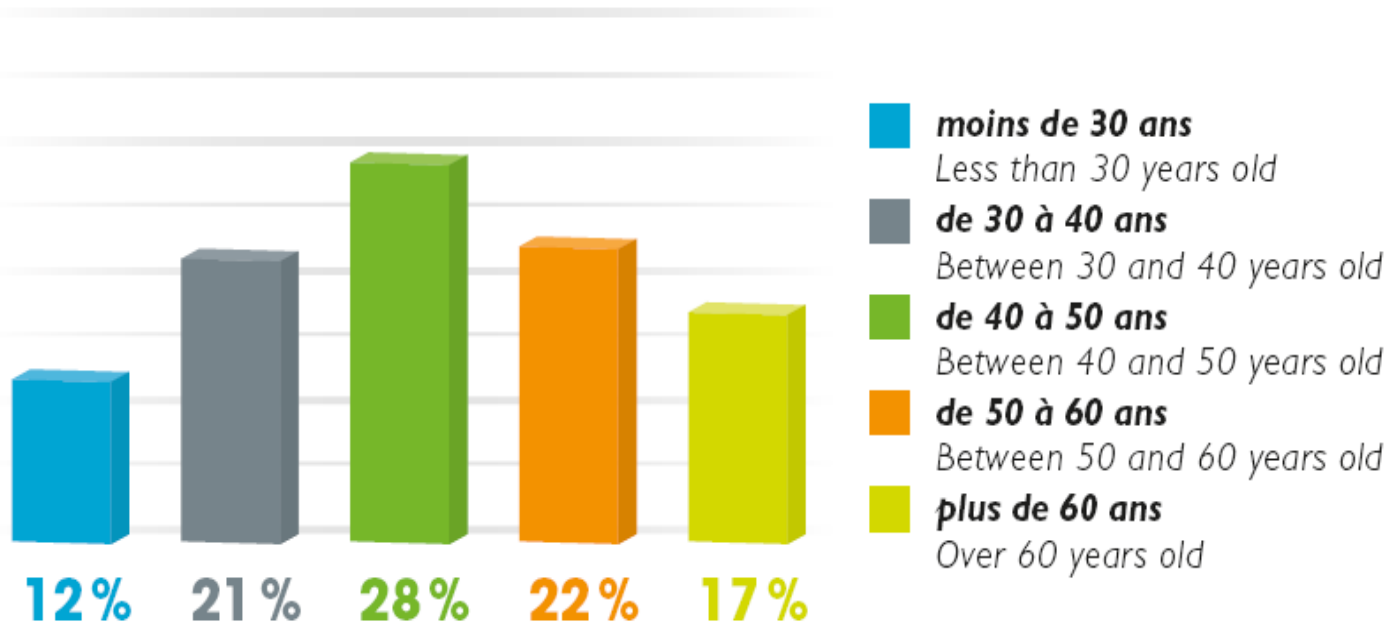
(% ON NUMBER OF THE 9600 RESPONDENTS)

QUI SONT LES CLIENTS INTERROGÉS ?

WHO ARE THE INTERVIEWED CUSTOMERS?

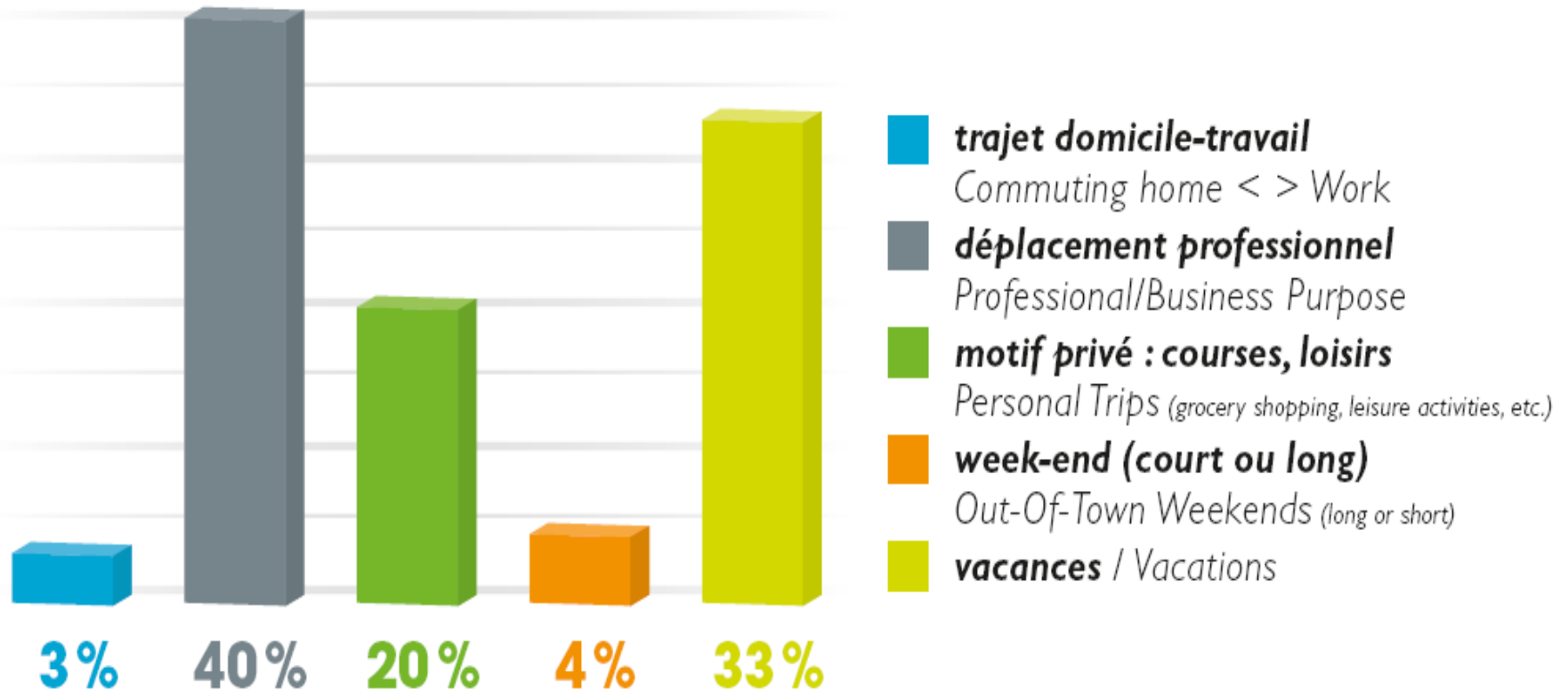
71% *d'entre eux ont entre 30 et 60 ans*

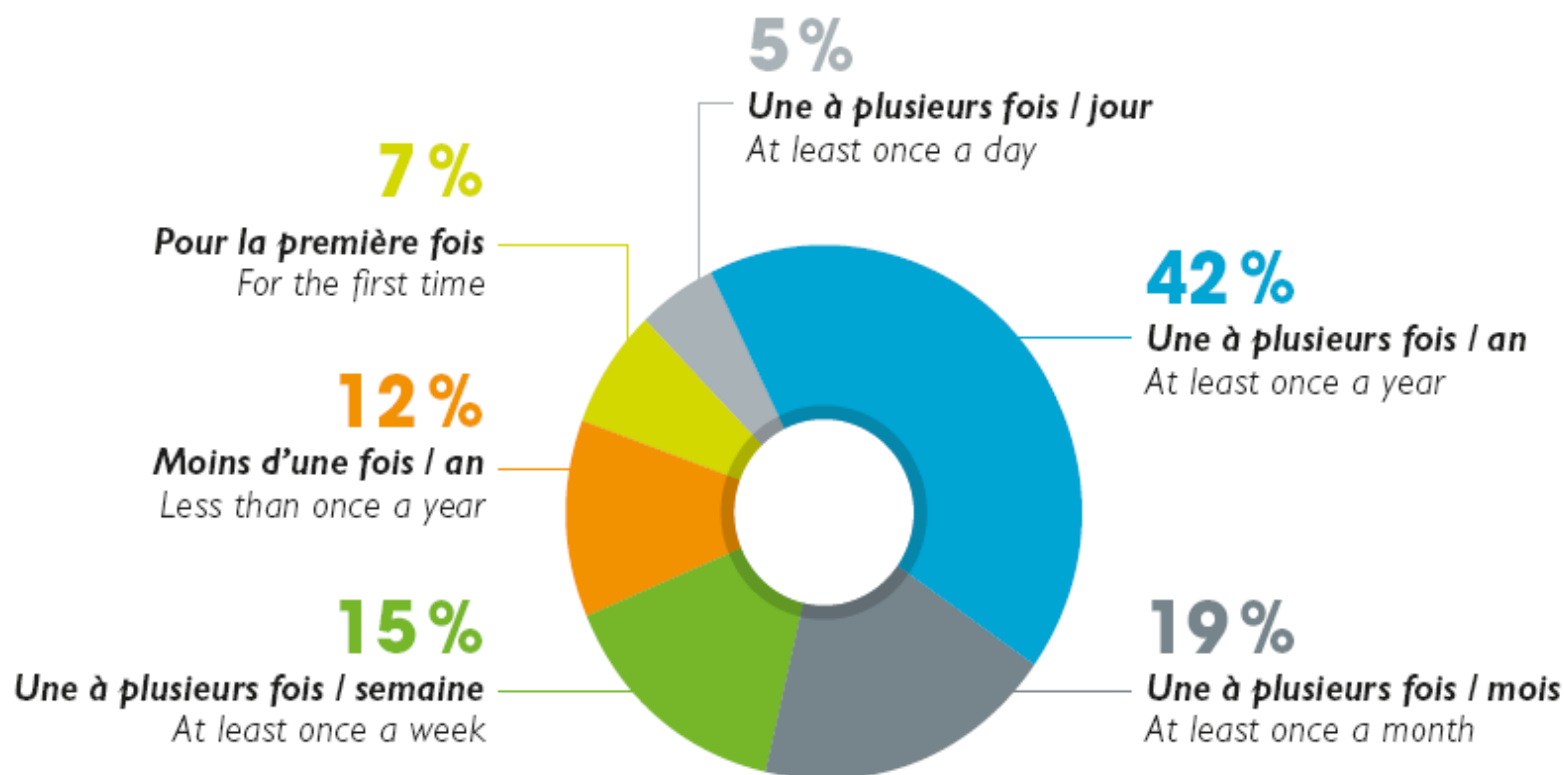
71% of motorists are between 30 et 60 years old



40% se déplacent pour des motifs professionnels

40% use the motorways for professional reasons





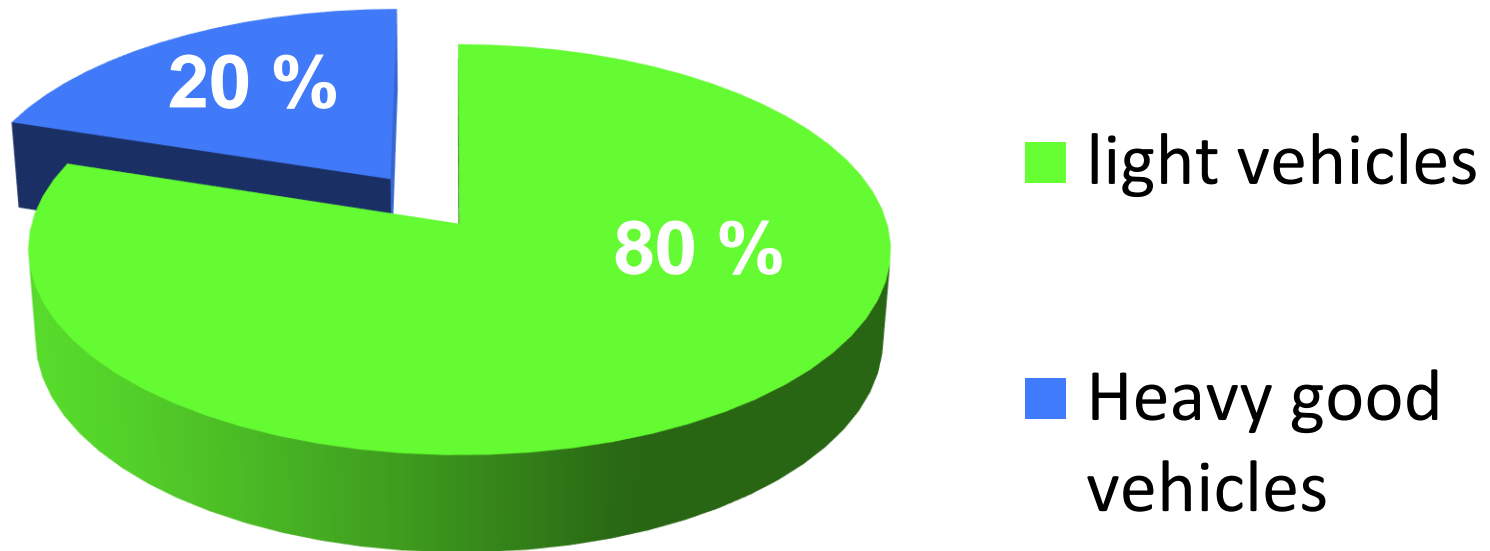
39% empruntent l'autoroute régulièrement



39% of them use the motorways on a regular basis

Characteristic of the sample

(% on number of the 9600 respondents)



EVOLUTION BETWEEN 2013/2014

ITEMS	2014	2013
Globale Satisfaction	7,9	7,7
Safety in service area	8,6	8,4
Service area assets	8,4	8,4
Motorway overall condition	8,3	8,4
Toll plaza overall experience	8,3	8,3
Services	8,0	8,0
Traffic conditions	7,9	8,0
Road safety	7,7	7,8
Information and signage	7,6	7,6
Motorway esthetical features	7,3	7,4

SCORE

7,9/ 10

94 %

Customers satisfied

THANK YOU FOR YOUR ATTENTION