

## *3<sup>Rd</sup> annual ASECAP Marketing Workshop*

Rome, Friday 5<sup>th</sup> of February 2016, 10 – 16 h

### **DISCUSSION**

The 3<sup>o</sup> ASECAP Marketing workshop has been a dynamic and interactive workshop where the ASECAP members exchanged their initiatives and actions towards their customers. These initiatives focus on a wide range of topics: service areas, parking spaces, new tolling infrastructure, new mobility services, new mobile applications and marketing campaigns. The debate has proven the great focus of toll road operators towards new ideas and innovative projects that can provide a better, more efficient and pleasant mobility to their customers along their motorway network.

The workshop was opened by Mr Schintu, AISCAT Director General, who, together with Mr Kallistratos DIONELIS, ASECAP Secretary General, and Malika SEDDI, ASECAP Coper II Chair, welcomed the participants and set the scene for the discussion.

The workshop has been structured into two main sessions with different ASECAP Speakers presenting their national best practices.

### **1<sup>o</sup> PANEL**

- ❖ **Luis D'Eça PINHEIRO, 'From Cars to People', BRISA (Portugal)**: Mr Pinheiro focused on the concept of efficient mobility for the people and the need to engage customers in a more proactive way. From 'cars to people' reflects exactly this new mentality based on new integrated customer services based on innovative technologies/services. The branding of a company is also crucial in order for the customer to identify himself/herself with the brand and great efforts from BRISA has been devoted to this goal.
  
- ❖ **Emilija ERENT & Mojca BERGAUER, 'Consumer satisfaction and the role of social media', DARS (Slovenia)**: In the presentation, Madame ERENT shared the main threads of customer satisfaction research design, the general results and the main findings concerning customers and the use of social media to develop a relationship with users. Aside from estimating importance and satisfaction with 32 factors, drivers were asked some additional questions that provided an understanding of which parts of the motorway experience are more or less important/satisfying to whom and some important hints to better predict the toll revenues. Slovenia is a transit and export oriented country. An important part of toll revenues depend on whether or not DARS is part of international routes. The economic activity of countries influences the

transport sector, which creates our toll revenues. But which countries are most important for DARS?

According to the customer satisfaction research, radio and internet are the most important sources of information on conditions on the motorways in Slovenia. DARS' activities on social media provide traffic info and raise awareness on the correct and safe use of motorways. And, last but not least, DARS aims at increasing the company's reputation by setting up a direct and constant dialog with motorway users.

- ❖ **Ingo DE MOOR, Rebranding N.V. Westerscheldetunnel', Westerscheldetunnel (Netherlands)**: Mr De Moor presented a new tunnel recently built under the portfolio of Westerscheldetunnel. He underlined the need for rebranding in order to get people familiar and attached to the new infrastructure and, services provided.
- ❖ **Federico LENTIL, 'Format for an Infrastructure System: communication between new and traditional on A58', TEEM (Italy)**: Mr Lenti presented the new project 'tangenziale esterna' and its impact on the surrounding area. He also underlined the use of different communication channels to disseminate news and open an inclusive dialogue with the users.
- ❖ **Karl FEIX, 'Pricing, toll and discount programs', KAPSCH TS (Czech Republic)**: Mr Feix presented the tolling system in the Czech Republic and the economic context.

## 2° PANEL

- ❖ **Mr Gianluca LOCATELLI 'A new model for the service areas – the secure parking for transport', Serenissima Trading (Italy)**: A new concept of service areas: the Autoparco Brescia Est is a structure no longer linked to the closed highway network but, thanks to its strategic position on the edge of A4 highway, is characterized by different services for drivers and their truck, such as the 3LOCKS secure parking certified. This makes Autoparco Brescia Est a first and unique example in Italian framework for services offered and one of the most secure, advanced and complete service area in whole Europe. Autoparco Brescia Est is managed by Serenissima Trading, a Company part of A4 Holding Group. Serenissima Trading through this asset aims to be benchmark and leader in the Italian and European truck parking market.
- ❖ **Malika SEDDI, 'Being close to customers', ASFA (France)** – Madame Seddi presented the new services developed and provided by French toll operators to their customers. She gave details on the renewal of service area and new concept developed to answer

customer needs. The new mobility apps and new cooperation launched with other key mobility partners such as Bla Bla Car, ID Vroom, fostering carpooling by offering attractive ETC subscription in partnerships ... have also been presented. For the first time this year, ASFAs and its members will organize a 'Motorway celebration Day' to remind people that the motorway belongs to them by organizing specific events on the motorway network.

- ❖ **Francisco ESTEVES, 'Motorway Loyalty Program', BRISA** (Portugal) – Mr Esteves presented the loyalty programme recently launched by BRISA. This implies a total new model that will add value to the mobility offered by toll operator such BRISA to customers in terms of efficiency, leisure and entertainment to their journey. All these services come to a special price/reductions offered to customer for their loyalty, in return, BRISA is seeking to generate extra revenues.
  
- ❖ **Joan CASANOVAS, 'APP Autopistas en ruta', ABERTIS Autopistas** (Spain) : Mr Casanovas shed more light on the new app 'Autopista en ruta' which provides a wide range of services to users:
  - ✓ Automatic Emergency calls > Protocol that alerts the nearest Operations Center or 112 depending on your location
  - ✓ Co-pilot en-route with road information (exits, customized alerts, journey times, incidents, warnings, etc..)
  - ✓ Map: full equipped with Traffic information (Traffic conditions, radars, cameras, service station, petrol prices,... ) and Tourist information (restaurants, beaches, weather, street view...)

The workshop was concluded by Mr Dionelis who put forward some concrete proposals related to the ASECAP think tank on marketing:

1. A specific marketing team will be set up in order to exchange information, ideas and share activities on a regular basis;
2. There will be a specific session during the ASECAP days devoted to innovative activities where the ASECAP members will have the opportunity to present their ideas.

Mr Dionelis also invited the ASECAP members to come forward if they are willing to host the next year event. Madame Seddi concluded the event by thanking all the speakers, participants and organizers for the excellent work

## Some Photos

