Measuring and using Quality indicators to increase operator’s performance
Ruter’s Market Information System

Gylve Aftret-Sandal, Head of analysis
RuterAs
PT in the Norwegian Capital Region

Oslo + Akershus
Population 1.24 mill
2 counties
22 + 1 municipalities
100 km north to south
Ruter PTA since 2008 + State Railways (NSB)
55% of all public transport in Ruter’s region

PT ridership outgrowing population growth and car usage

Funding a successfactor

Subsidies Oslo City
Subsidies Akershus County
Toll Ring and government grants
Strategic use of Ruter’s market power

- Ruter purchases public transport services for approx. MEUR 500 per year
- Around 50% of all public transport in Norway is within Ruter’s area
- High environmental targets
- Success is dependent on innovation in public procurement processes and in solutions

Our innovation tools:
- Be a demanding customer
- Solid market knowledge
- Frontrunner position - willingness to take risk
- Test new technology
- Promote learning among the suppliers
Achievements

- From production towards customer oriented focus.
- Economic incentives in contracts cause high level of attention from management and frontline personell at operator’s.
- Data made easily available makes it easier for the operator to launch initiatives within own organisation to increase quality.
- Possible to measure progress continuously
Improved results also benefits the Operator

![Graph showing improved results over years and bonus payments per year]

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<th>Year</th>
<th>Akershus</th>
<th>Oslo</th>
<th>Total</th>
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<td>43%</td>
<td>8%</td>
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<td>2011</td>
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<td>37%</td>
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<td>2012</td>
<td>31%</td>
<td>50%</td>
<td>41%</td>
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<td>2013</td>
<td>63%</td>
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<td>2014</td>
<td>70%</td>
<td>76%</td>
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Monitoring and reporting on KPI’s in Public Transport

Reporting
- User friendly web interface
- Ruter and the operators have access to the web interface
- The information is updated daily, allowing quick response from Ruter and the operators

Breakdowns:
- Time period
- Line
- Contract
- Operator
- Mode
- Day type (work day, Saturday, or Sunday)

Inspections:
- onboard busses, metros and trams, as well as at stops
- Quality manuals for each mode define the quality standards
- Between 14 000 – 15 000 inspections per year
- Results uploaded everyday
- Deviations (i.e. causing fines) uploaded x3 per day

Onboard interviews:
- Customer satisfaction
- On time / regularity
- Correct signage
- Available information (time tables, travel guarantee information, price tables etc.)
- Stop announcements
- Maps
- Display Stops: Stop name, line number/destination, maintenance, litter etc.)
- > 40 000 customer interviews annually
- Results uploaded daily
Demonstration of MIS (live or templates...)

Ruter#
Formulae for success

Reliable data

Mutual trust

Frequent dialogue and cooperation also after initiation of new contract

Fines, bonuses and incentives are interlinked
Thank you for your attention
Reports – example
Live demo possible if needed

Two reports:
1. Standard / «viewer» (no editing rights)
2. «Contributor» (editing possible)
Resultat per contract per month

Results time intervals

Explaning negative customer feedback

Create widget
Create dashboard
Share
Export
Delete

Resultat per contract per quarter

Ruter#
Errors in following will cause a fee:

- Information (displaying time tables, travel guarantee information, price tables etc.)
- Missing stop announcements
- Maps/ time tables missing
- Stops: Stop name, line number/destination, maintenance, litter etc.)
# Fines – examples

### Gebyrer

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<th>Faktisk avgang</th>
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For info or further questions on this workshop and the activities of the JASPERS Networking Platform, please contact:

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www.jaspersnetwork.org