

**Customer Punctuality.
Arrive on time with secure
connections.**

Sarah Tischhauser
Bern, 1. November 2012



Why is punctuality so important in Switzerland?



Culture/values of the Swiss population

Everything in Switzerland is punctual: Swiss watches and their precision are known the world over. Punctuality is greatly valued in the Swiss society.

History

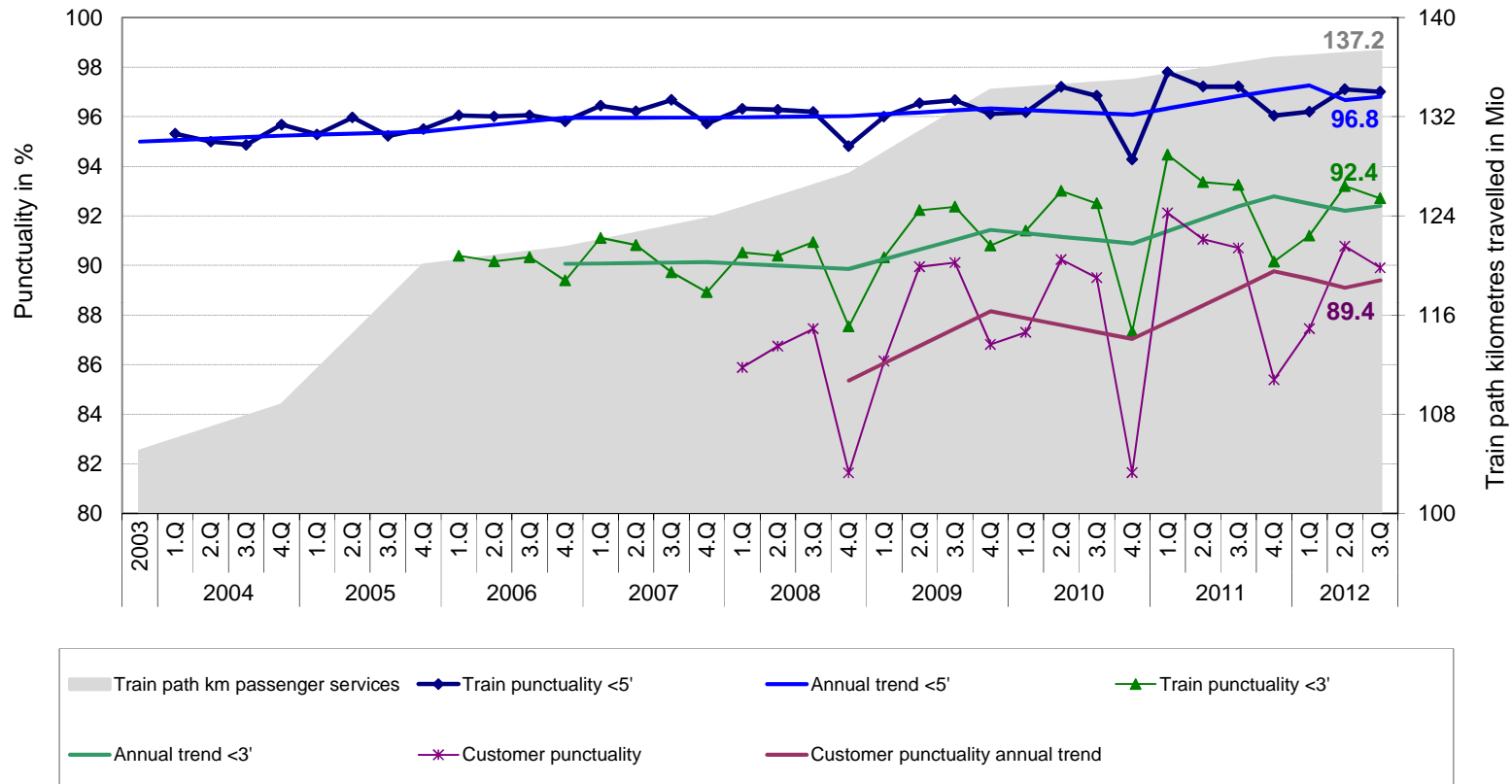
In 1944, Hans Hilfiker designed the legendary station clock for SBB, including the first Switzerland-wide synchronisation of all available station clocks. The second hand was added in 1955, along with the "second jump" before each minute.

Swiss transport policy

The goal of the Swiss transport policy is to provide a public transport system covering local and long-distance services, with frequent and regular services to all regions of the country. The system is based on fast connections to and from hubs and can only function with a high level of punctuality.

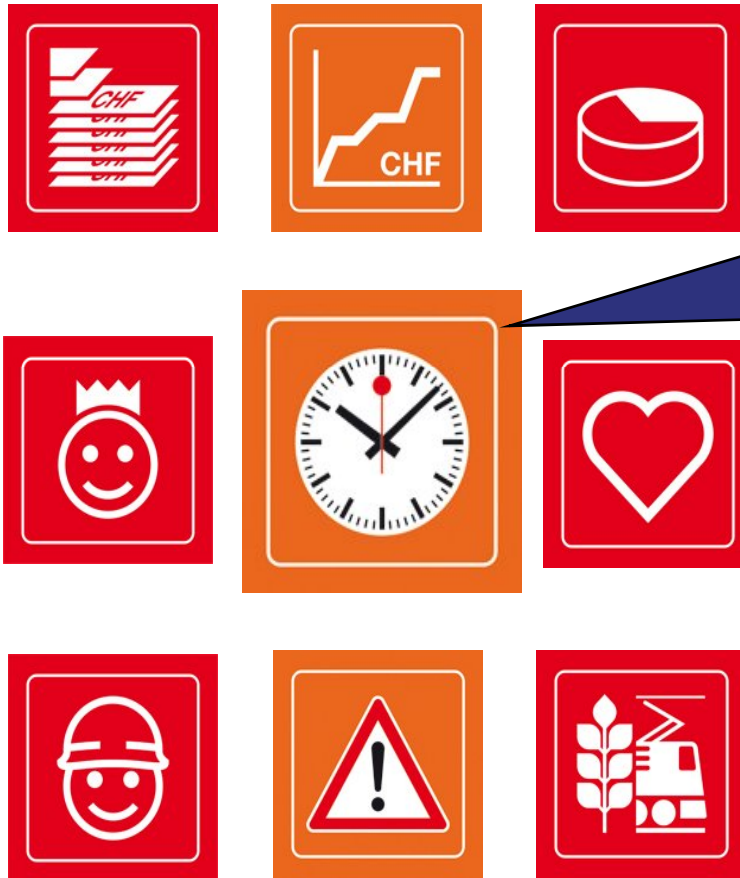
Performance has improved continuously since 2003.

Trend in punctuality vs train path kilometres



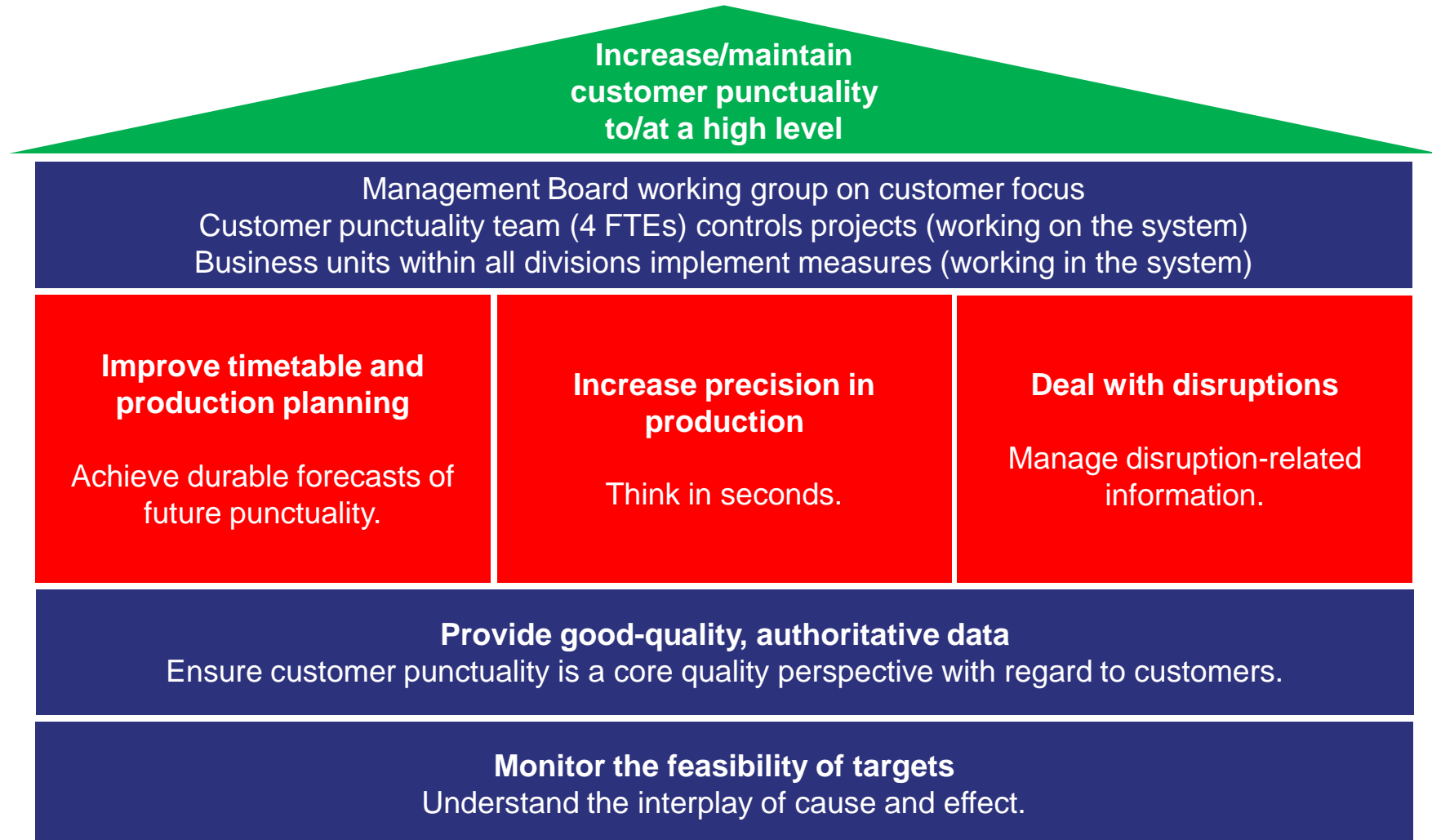
Consistent target-setting in all areas has contributed to an increase of punctuality across the densely used network.

9 Group targets to ensure a balanced corporate management.

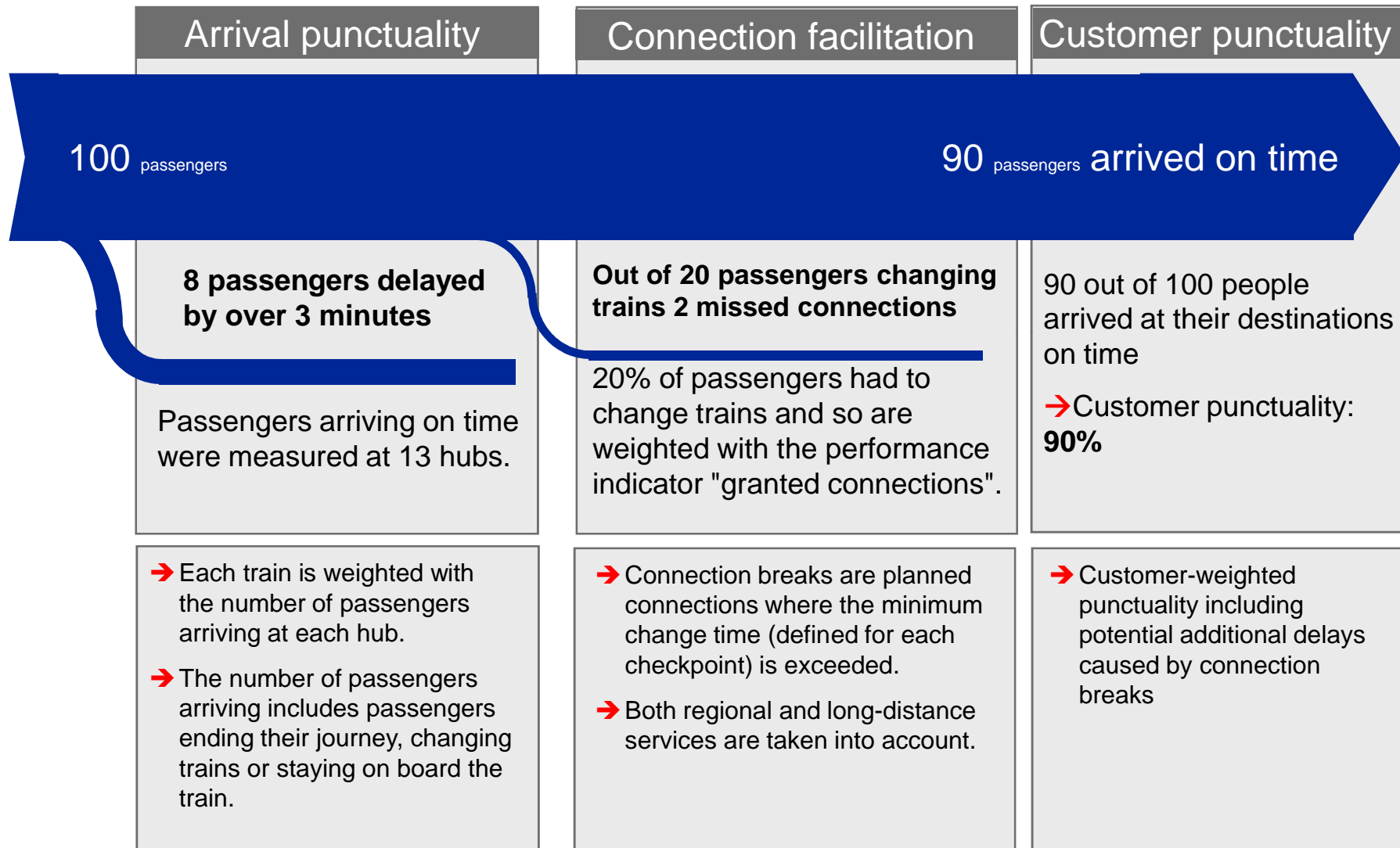


The target of „Customer Punctuality“ is anchored as one of the top Group targets for the whole company including all rail operating companies and infrastructure operators.

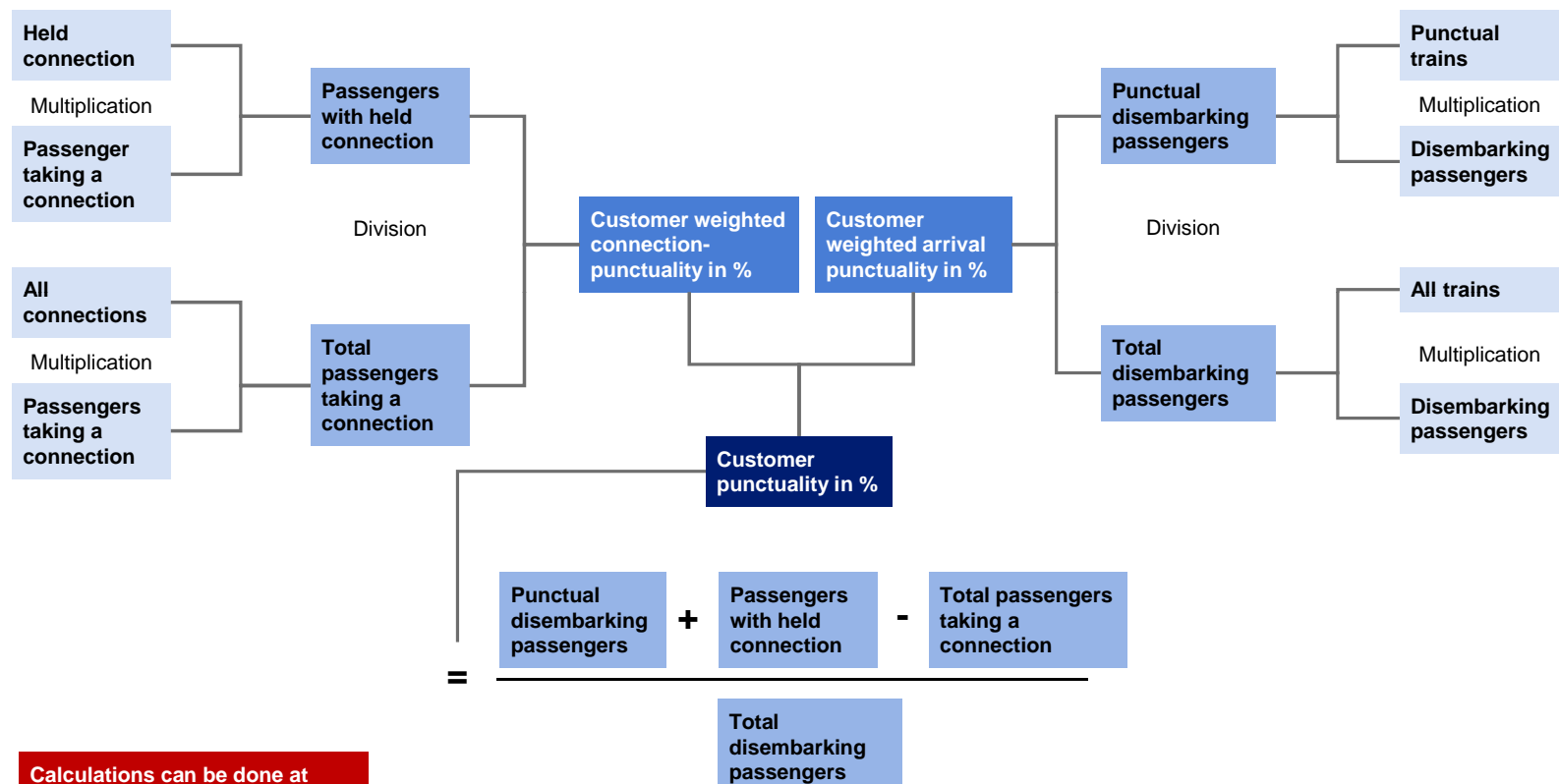
Areas with the potential for continuous improvement of punctuality.



Punctuality as seen by our customers.



Scheme methodology for calculating customer punctuality.

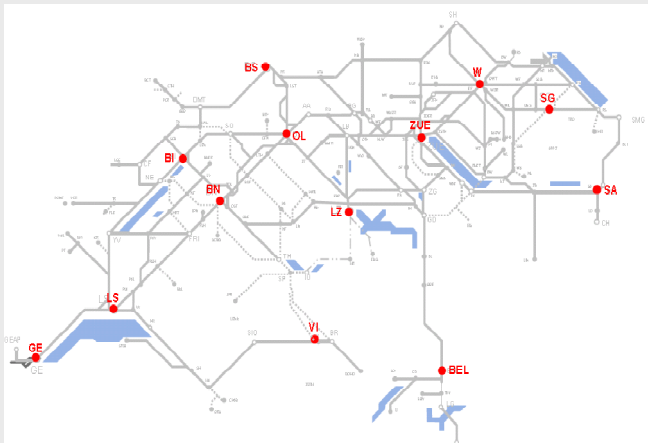


Calculations can be done at given station / region / whole network.

As close as possible to customers' perception for the entire network.

13 hubs

- 13 hubs (checkpoints) spread over the SBB network are used to measure customer punctuality.



20% of passengers changing trains

- Average of traffic flows calculated using P-FV frequency analysis
- The evaluation focuses on changes at the same hubs within the standard-gauge network
- The results vary between 5% (Geneva) and 27% (Zurich).
- This corresponds to the Rail 2000 slogan (more frequent, more rapid, more comfortable, **more direct**)

Parameters

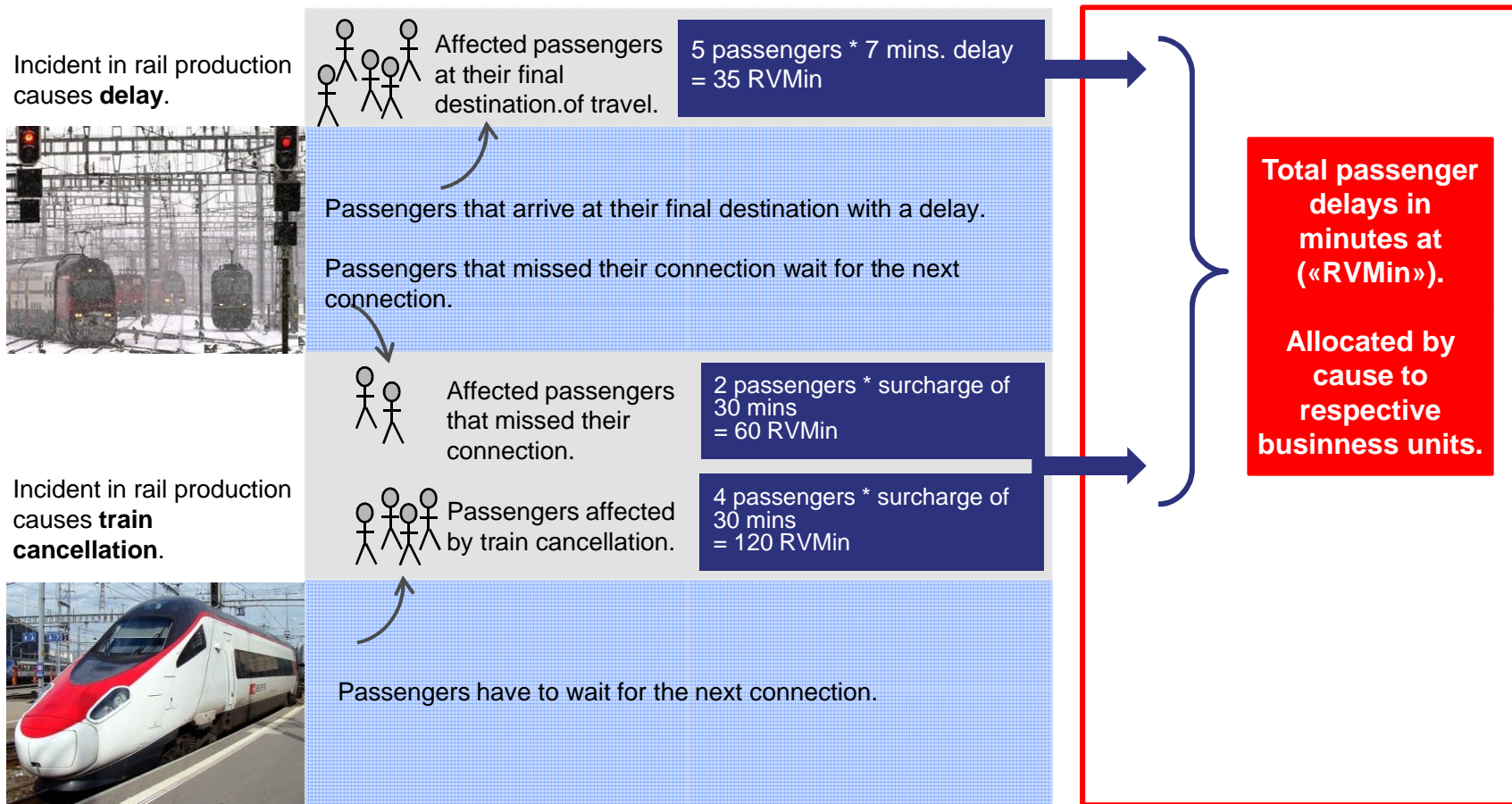
- Measurements are taken from Monday to Friday
- At the border points of Basel and Geneva, only arrivals from within Switzerland are measured.
- Connections refer to the standard-gauge network.

2013 represents a step forward in advancing the current punctuality measurement system.

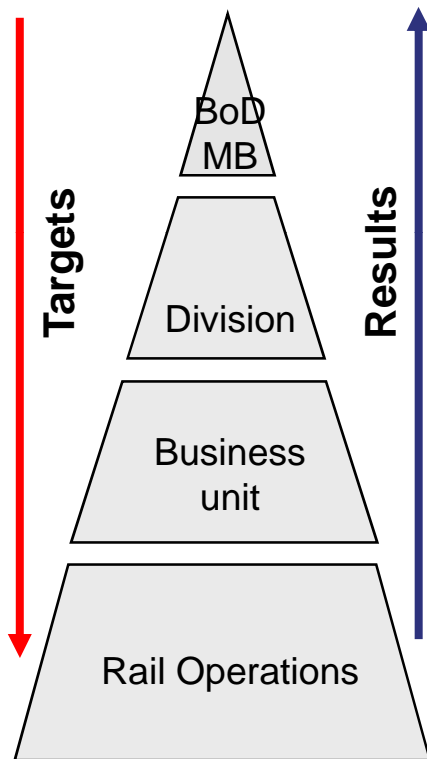
Current system	System as of 2013
13 points of measurement	53 points of measurement
20% of passengers changing trains	Actual figure for passengers changing trains
Evaluation has to wait until the following month	Evaluation possible the following day
Some personal objectives are customer weighted.	All personal objectives are customer weighted.

- More passenger weighted indices increases customer focus.
- Additional points of measurement gives a better representation of all regions.
- Top stations in terms of passenger volume are taken into account.
- Line reportings increase options to steer the network.

Measurement of passenger delays in minutes (so called Reisendenverspätungsminuten, «RVMin»)

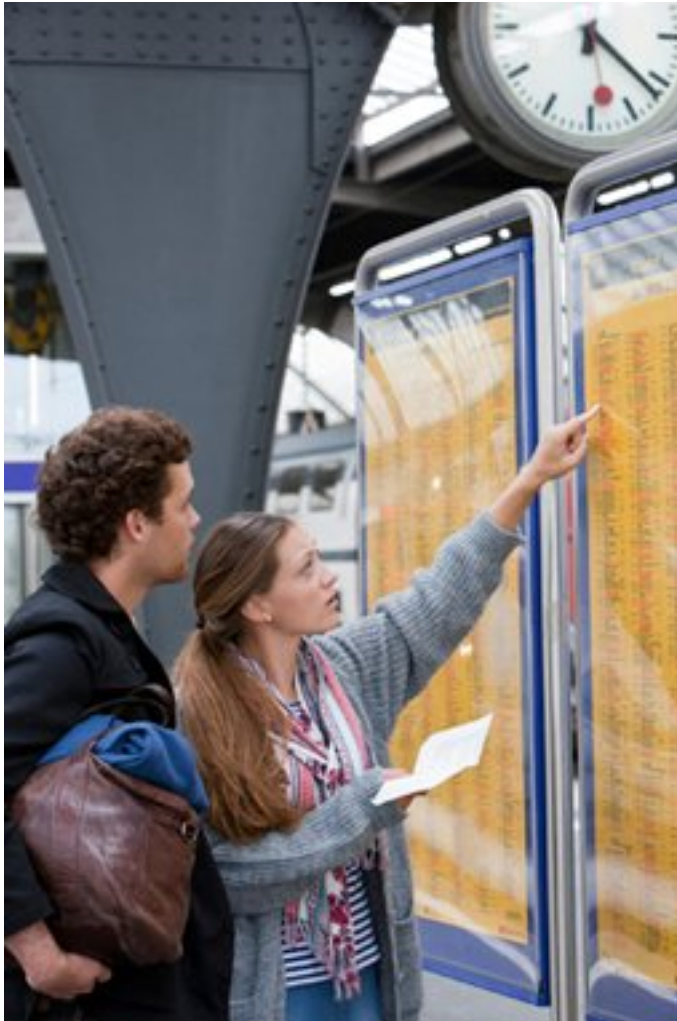


Multi-level tailored reporting.



<p>Quarterly: report with analysis, conclusions, action required by the Group Customer Punctuality Programme</p> <p>Monthly: progress report with figures, data, facts and forecast</p>
<p>Quarterly: Target checks with business units (top-down) and Group progress discussions (bottom-up)</p>
<p>Monthly: pursuance of important KPIs using Balanced Score Card</p> <p>Daily, weekly and monthly reports as per unit requirements</p>
<p>Incident debriefings, systematic analyses, following up of customer feedback, in some cases with special tools</p>

International Exchange.



- The SBB punctuality team actively participates in and encourages international exchange to promote mutual learning and improvement.
- More specifically, the SBB has entered a cooperation with DSB (Danske Statsbaner), ÖBB (Österreichische Bundesbahnen), NS (Nederlandse Spoorwegen). Aim is to both, share punctuality data as well as experiences and challenges in working with punctuality.

Every second counts!

