Speaker: Dr. Andreas Hamprecht -Head of Business Development

Andreas Hamprecht (41) and his team manage the business development of DB Station&Service AG, comprising the company's strategy programme "Bahnhöfe2020", the optimization programme "Next Station" and the real estate portfolio management. Before, Andreas Hamprecht was responsible for DB's international High Speed Trains to France, Benelux and the UK. He started his career as a consultant for Deutsche Bahn and Vietnam Railways and later in the DB's corporate strategy department. Andreas Hamprecht holds a diploma in civil engineering and a doctorate in maintenance

management. He lives with his wife and two children in Berlin.



Nextstation 2013 Conference Moscow – Kazanskiy Station 17 – 18 October 2013

Application form

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Short summary

Title of the lecture: Stations as customer oriented mobility hubs

Theme (1 to 6) : 3: Operation and intermodality

Customer satisfaction is one of the main targets of the corporate strategy of DB Station&Service. Customer needs however are complex and change over time. Therefore DB Station&Service addresses this challenge by developing a systematic approach to understand current and future customer needs that will help the company to deduct necessary measures.

In order to allocate the given resources optimally and to determine where to invest, DB S&S groups stations into clusters according to customer-relevant aspects. An individual configuration for each station defines products and services that have the optimal balance between use of resources and impact on customer satisfaction.

Regarding the point that stations are developing from simple access points to intermodal hubs and own districts that need to fulfill customer expectations, a configuration for the surrounding area is also necessary. A systematic analysis allows DB S&S to understand customer needs concerning intermodality and local amenities to have a holistic view at the station.

Eventual comment:





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Outline of the lecture "Stations as customer oriented mobility hubs" by DB Station&Service

Setting

According to the corporate strategy of Deutsche Bahn and DB Station&Service, customer satisfaction is one of the major topics. Despite continuous efforts and investment in our stations, customer satisfaction has not increased significantly in recent years. Furthermore customer needs are changing in our society. Costumers expect not only door-to-door mobility but also want to use journey time efficiently. Thus stations are not only the access to railway system anymore, but rather intermodal hubs and own districts that need to fulfill customer expectations.

Consequently DB Station&Service develops a systematic approach to optimize the use of resources from a customer oriented point of view, considering current and future needs.

DB Station&Service is exposed to the following main questions:

- What are the customer needs today and tomorrow? What do customers expect at train stations and their surrounding areas?
- What kind of equipment and services can we provide to increase customer satisfaction within and in the surrounding area of stations?
- How are the connections and interdependencies between single customer satisfaction factors like security, cleanliness, retail and equipment of stations?
- How can we manage the allocation of recourses regarding the different requirements such as maintenance of the station, retail and customer needs?

Approach

- A detailed analysis of the results of the customer satisfaction survey with different factors and their interdependencies shows us the main drivers of customer satisfaction
- The examination of relevant data allows us to group the stations in clusters according to customer-relevant aspects. Such as number of passengers, traffic mode, customer groups and needs
- For each of these clusters, a "model station" defines the optimum of services and facilities. The optimum was derived from the best 25% of the stations in each cluster in terms of customer satisfaction
- The configuration of the optimal stations contains elements of equipment and services in order to increase customer satisfaction. The defined standard configuration for each cluster with basic and premium products can be sold to carriers and public authorities



- An inventory at the 25% worst stations concerning customer satisfaction shows the current state. So that we are able to draw conclusions on measures that need to be taken within a short time to improve the situation significantly
- An analysis of the surrounding areas of the stations shows us demands and requirements that are not fulfilled yet. By developing a systematic approach to understand customer needs concerning intermodality and local amenities, we can define the required level of supply and take measures to improve customer satisfaction

Results

- Optimization of use of resources with the right balance between customer satisfaction, retail and required maintenance
- Configuration for each station with optimal equipment and services within and in the surrounding area of the station