

2nd annual ASECAP Marketing Workshop

Social media & Customer satisfaction

Ingo de Moor

manager marketing & communications

Paris, 6th February 2015



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*Association Européenne des Concessionnaires
d'Autoroutes et d'Ouvrages à Péage*



TUNNEL
WESTERSCHELDE

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The Westerschelde Tunnel is the longest traffic tunnel in the Netherlands



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Facts and figures

- 20 km motorway
- 6.6 km tunnel
- 60 m below sealevel
- vital connection under the river Scheldt

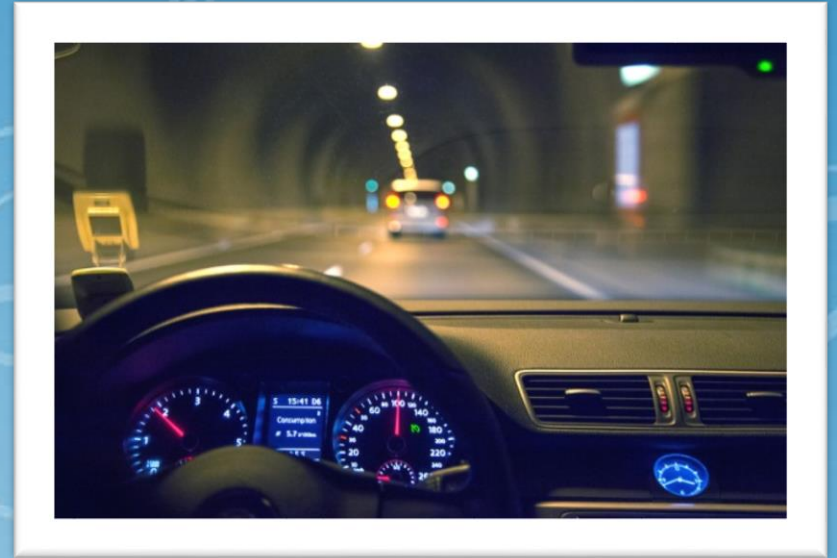


Mission

**Aiming for
optimal service
at the
lowest possible rates**

Optimal service

- Safe and reliable
- High availability
- Service with a Smile
- Consistent communication



Safe and reliable



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High availability

	2014	2013	2012	2011
Available without limitations	98.3%	98.2%	97.8%	98.2%

Unforeseen closures caused by:
Car crash, breakdown, lost cargo, emergency repair, exceeding height limit, icicles, etc.



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Service with a Smile



Consistent communication



Roadside communication + traditional media + ???

What does the customer want?

Survey

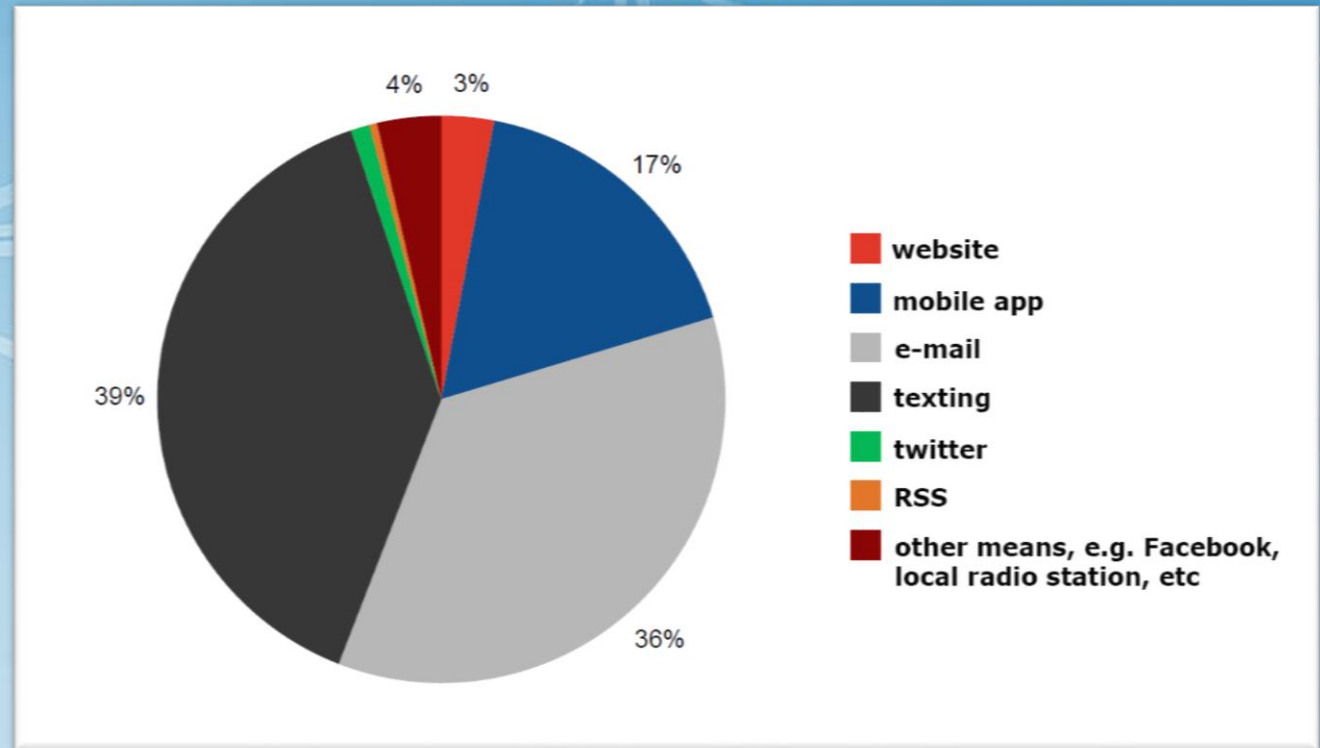
Are you interested in information about the Westerschelde Tunnel?

'Yes' says 95.5%

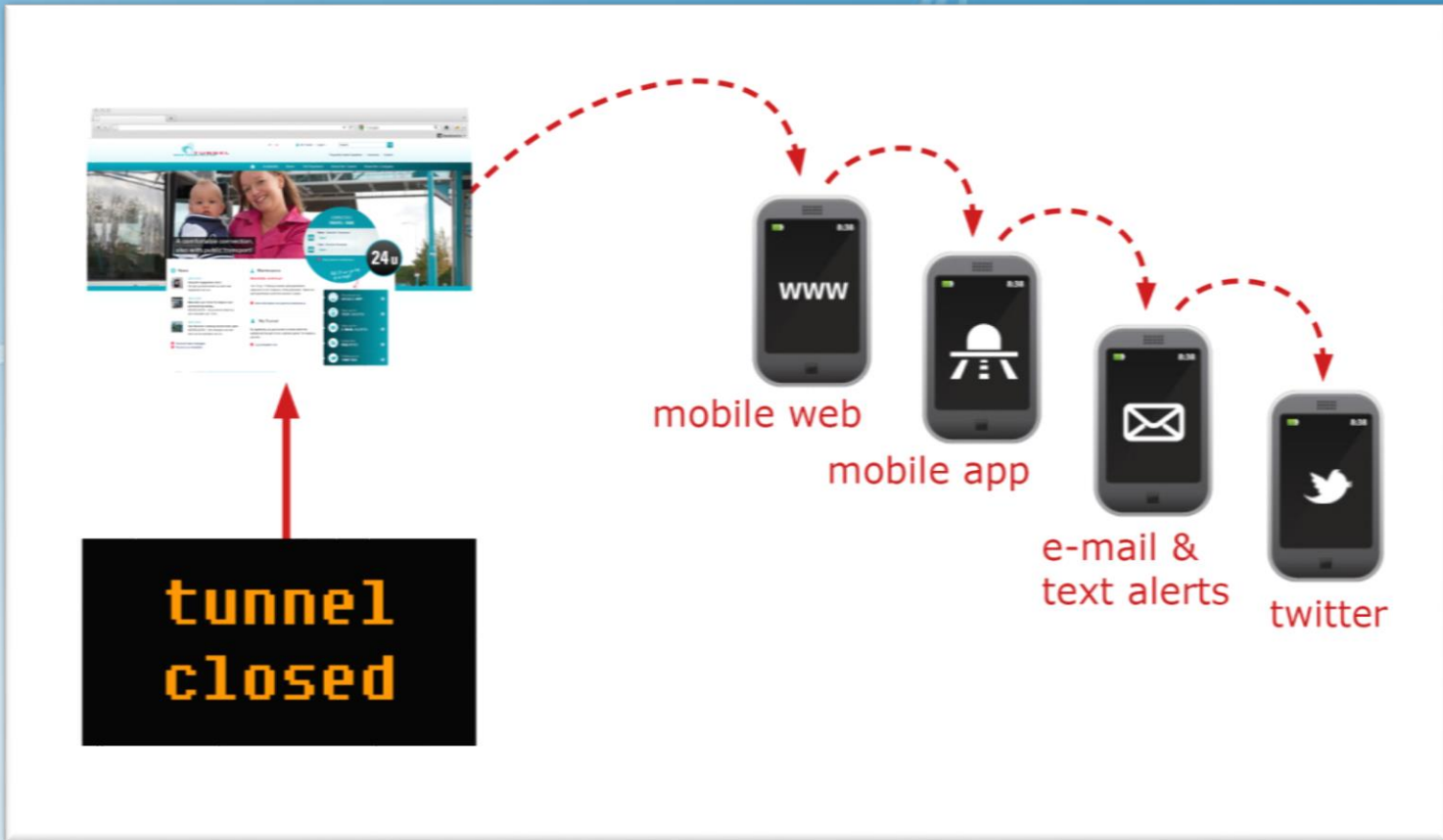
What subjects?

'(Un)forseen closures & delays' says 86.9%

How should we inform you about incidents?



Communication matrix



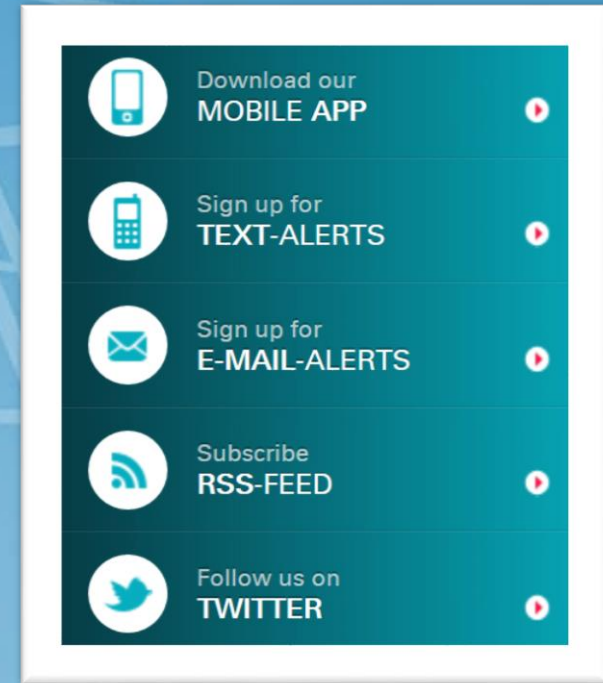
New media & traffic information

2010

- Orientation
- Experiments on social media

2011

- New website (responsive design)
- Twitter, RSS, e-mail & text alerts
- Development mobile app



The screenshot shows the Tunnel website interface. At the top, there is a navigation bar with the Tunnel logo (WESTERSCHIEDDE) and links for 'nl | en', 'My Tunnel | Login', and a search bar. Below the navigation bar, there are links for 'Availability', 'News', 'Toll Payments', 'About the Tunnel', and 'About the Company'. The main content area features a large image of a woman holding a baby, with the text 'A comfortable connection, also with public transport!'. To the right of this image is a circular callout for 'EXPECTED TRAVEL TIME' with a '24 u' badge. Below the main image, there are sections for 'News' (with three news items), 'Maintenance' (with a 'Maandelijks onderhoud' section), and 'My Tunnel' (with a registration prompt). On the right side, there is a vertical menu with options: 'Download our MOBILE APP', 'Sign up for TEXT-ALERTS', 'Sign up for E-MAIL-ALERTS', 'Subscribe RSS-FEED', and 'Follow us on TWITTER'. A handwritten note 'Blijf 24 uur per dag op de hoogte!' points to the 24-hour service badge.

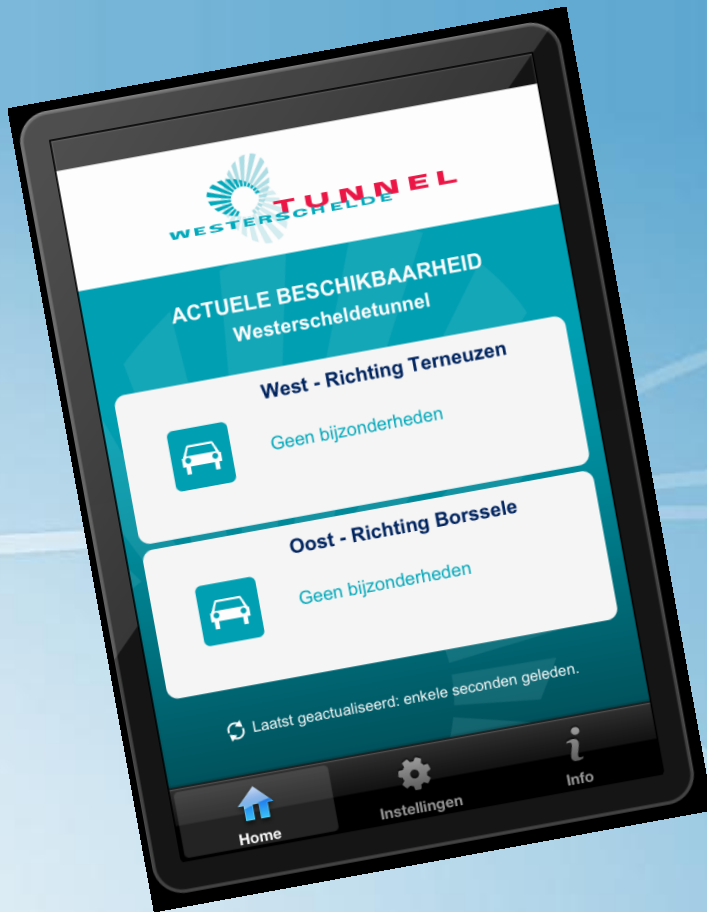
Website

**Average day:
350 sessions**

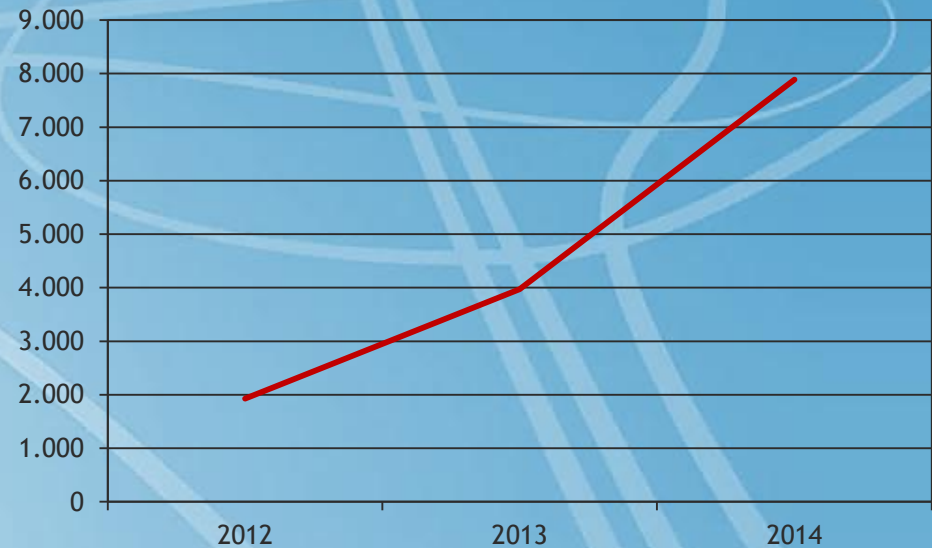
**Incident day:
> 2.000 sessions**

Mobile app

iOS & Android



installations



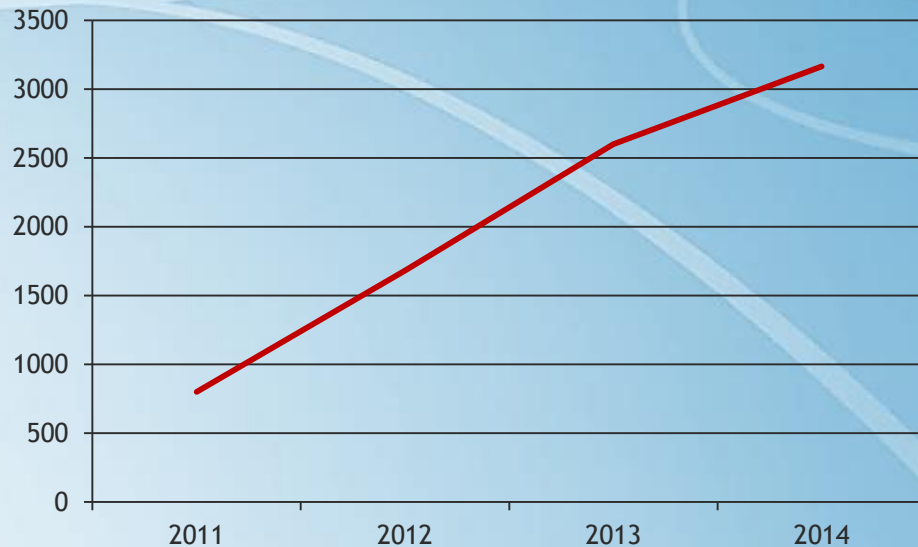
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Twitter

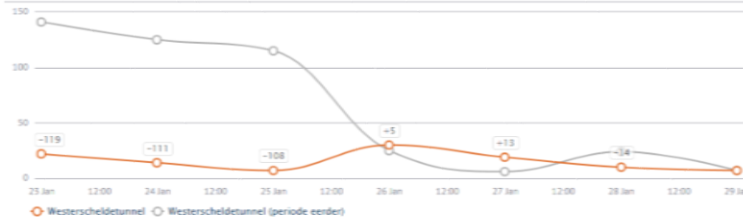
Two accounts: corporate & traffic information

Followers traffic information



Monitoring

Activiteit afgelopen week



Tolvrije dag



Websites afgelopen week



Berichten WSTVerkeer

- WSTVerkeer** 20 dagen geleden [neutral](#) op [twitter.com](#)
#N62 #Westerscheldetunnel de Westbuis (richting Terneuzen) is weer beschikbaar voor verkeer.
- WSTVerkeer** 20 dagen geleden [neutral](#) op [twitter.com](#)
#N62 #Westerscheldetunnel in de Westbuis (richting Terneuzen) is één rijstrook afgesloten i.v.m. een pechgeval. Meer informatie volgt.
- WSTVerkeer** 21 dagen geleden [neutral](#) op [twitter.com](#)
#N62 #Westerscheldetunnel tussen de uitrit Oostbuis (r.l. Borssele) en het Tolplein is 1 rijstrook afgesloten i.v.m. schade aan het asfalt

WSTVerkeer

3.207
volgers

NWST

2.723
volgers

Facebookfans

250
fans

Sentiment deze week



Trending Topics deze week



Social media berichten

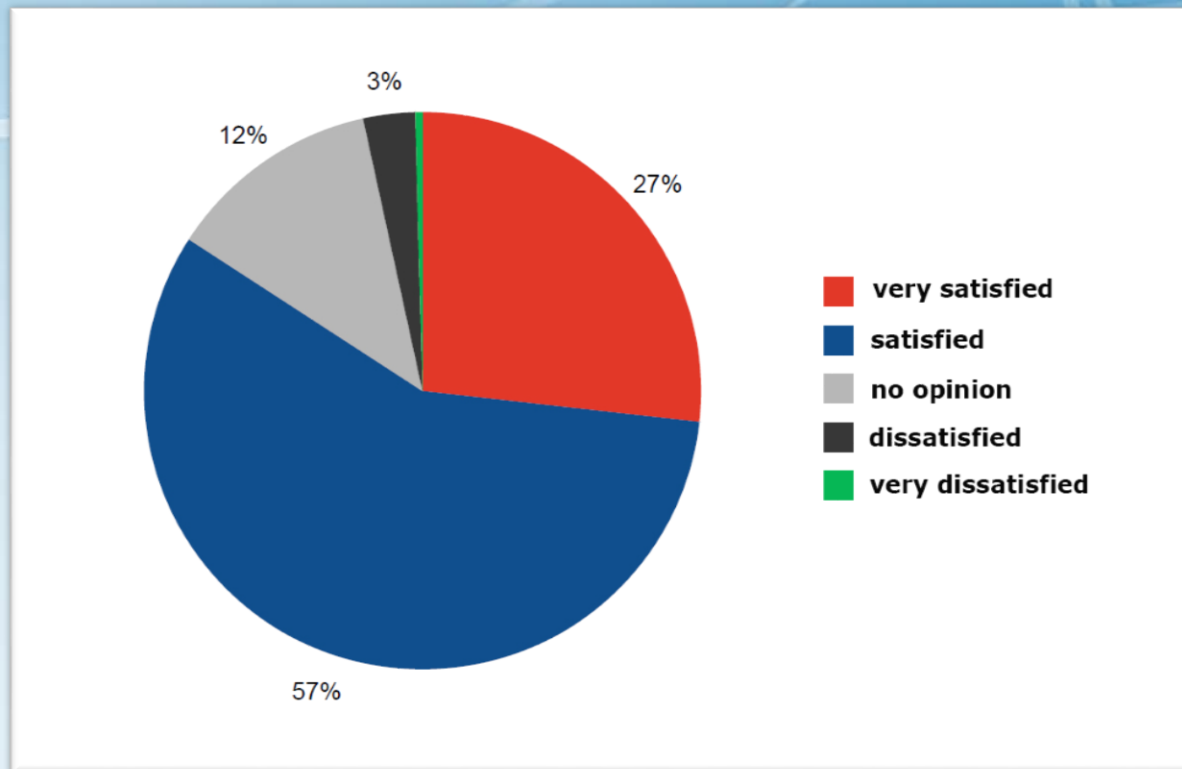
- TillyKramers** één uur geleden [neutral](#) op [twitter.com](#)
RT @MNMZeeland: Zaterdag 31 januari gratis door de Westerscheldetunnel <http://t.co/kuZyLYWsk>
- MNMZeeland** 2 uur geleden [neutral](#) op [twitter.com](#)
Zaterdag 31 januari gratis door de Westerscheldetunnel <http://t.co/kuZyLYWsk>
- MeikeCoppoolse** 2 uur geleden [neutral](#) op [twitter.com](#)
RT @NWST: Zaterdag 31 januari is de #Westerscheldetunnel de hele dag tolvrij <http://t.co/B6CeleT8r9>
- Esther Aerts** 3 uur geleden [neutral](#) op [facebook.com](#)
Op deze pagina vindt u de openstaande vacatures van de Westerscheldetunnel.
- ArjanvdLaan** 3 uur geleden [neutral](#) op [twitter.com](#)
RT @GeertJanWelink: En nog maar één! Ook Westerscheldetunnel live met AFAS Software #Profit Projecten (monitoring op investeringen en ov...<https://t.co/6jTVAbG1je>)
- Nadia de Loos** 4 uur geleden [neutral](#) op [facebook.com](#)
wie zoekt er nog werk in zeeland grijp je kans - Op deze pagina vindt u de openstaande vacatures van de

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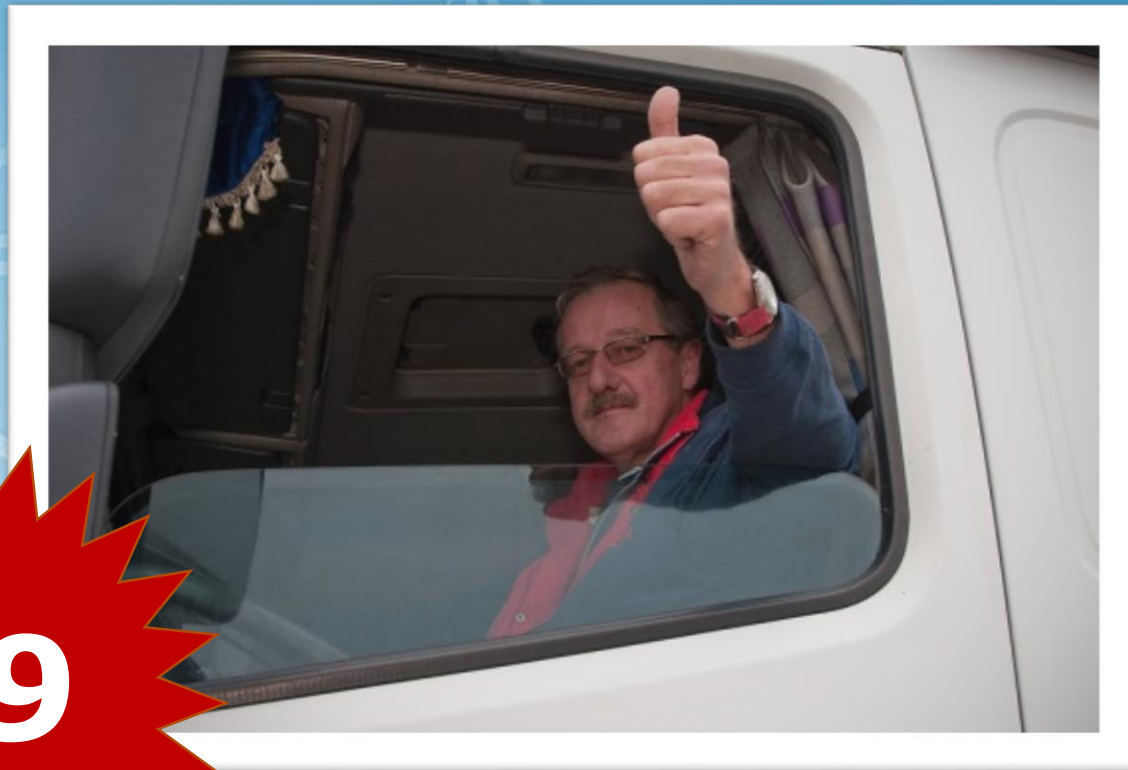
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Customer satisfaction

Are you satisfied about the way the Westerschelde Tunnel keeps you informed?



Overall rating



7.9

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