



CUSTOMER CENTRIC APPROACHES TO SELF-SERVICE IN TOLLING

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Customer Insight @ASFINAG

Zagreb, 12th of April 2019

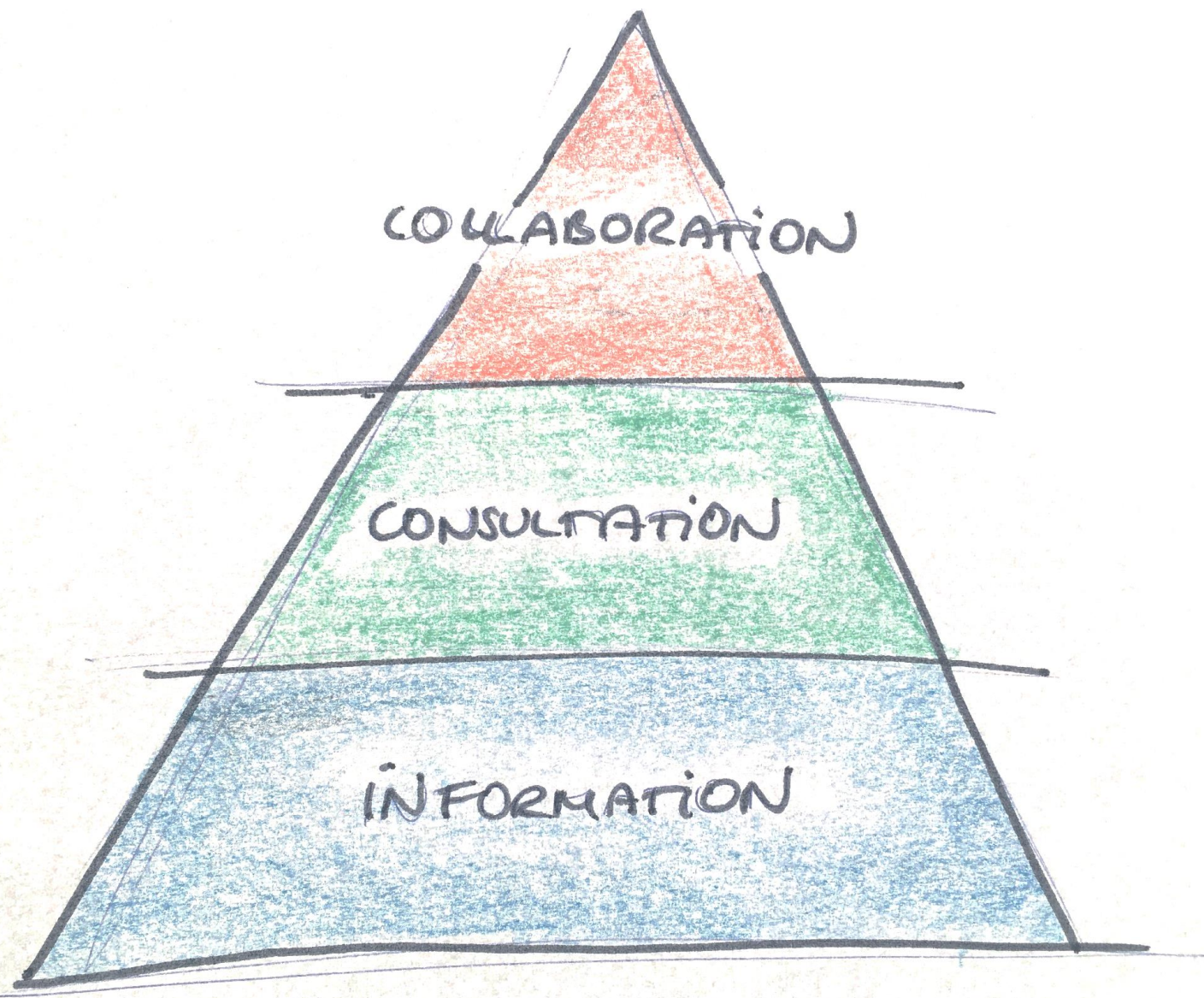
Toll roads in Austria

165 tunnels (403 km)
5.780 bridges

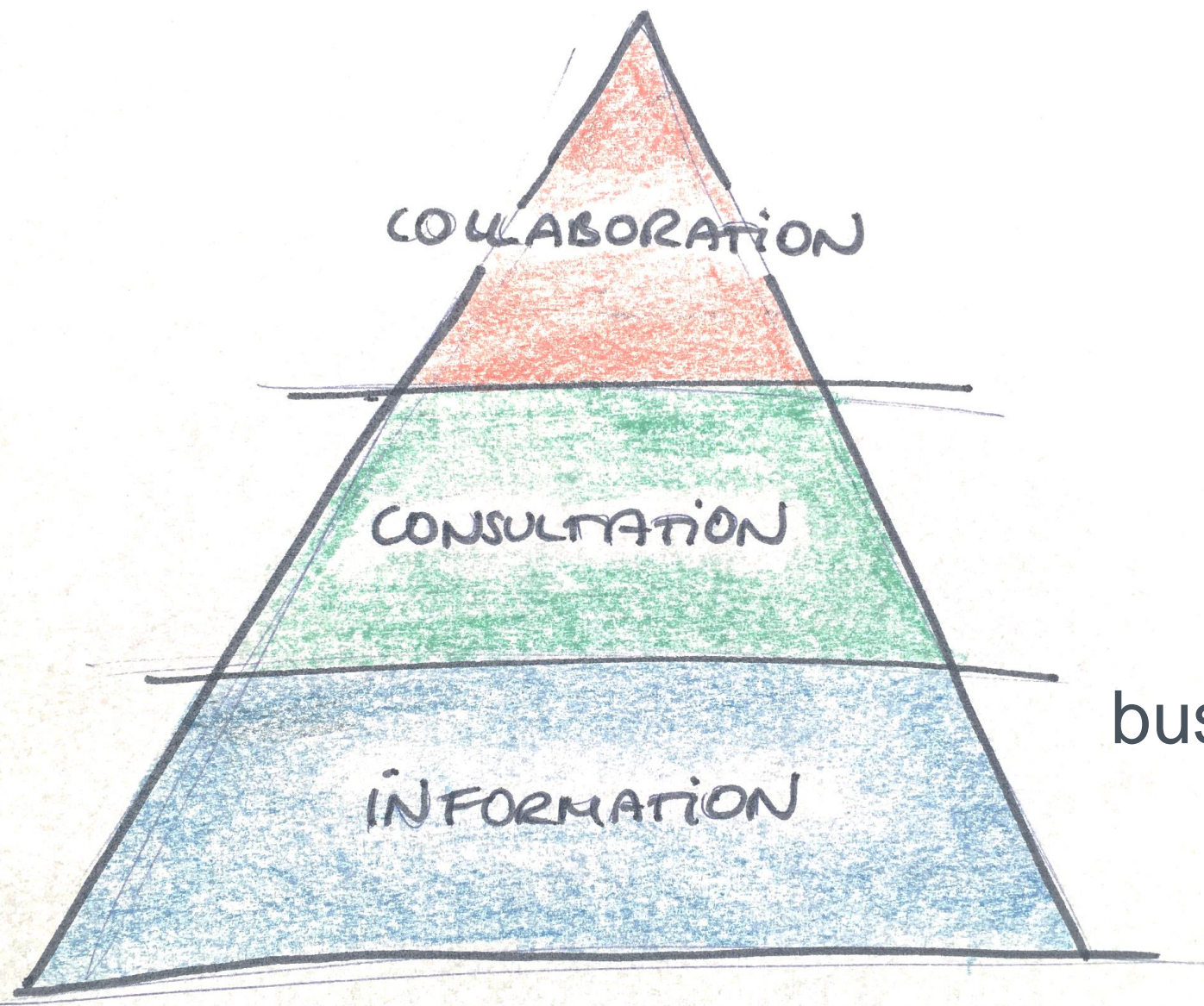


Toll products

<p>< 3.5 t GWV</p>	<h2>Vignette</h2>  <p>KLEBE VIGNETTE</p>  <p>DIGITALE VIGNETTE</p> 	<h2>Section Toll</h2>  
<p>> 3.5 t GWV</p>	 <h2>GO-Box</h2> 	

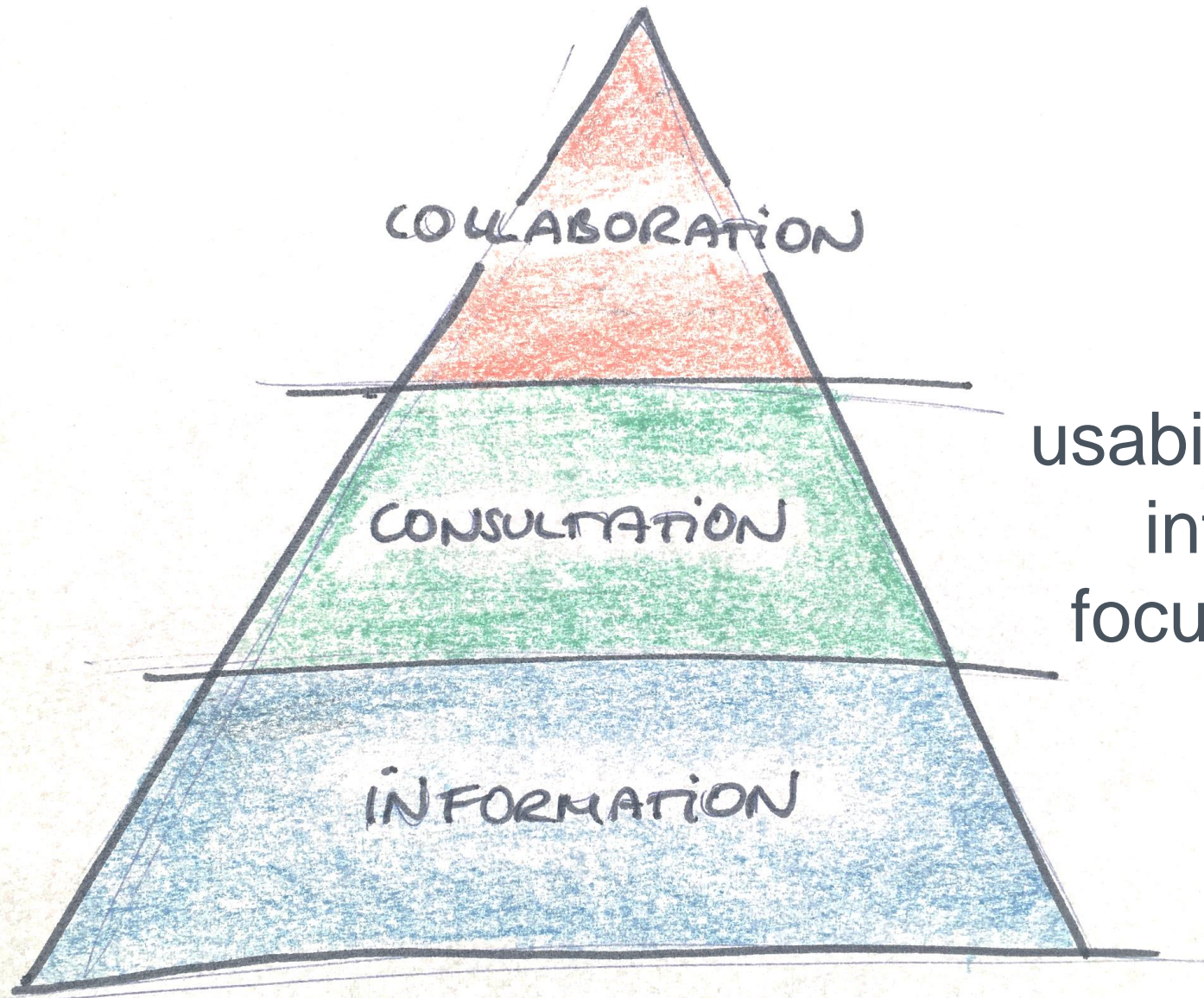


Stages of
Customer
Involvement



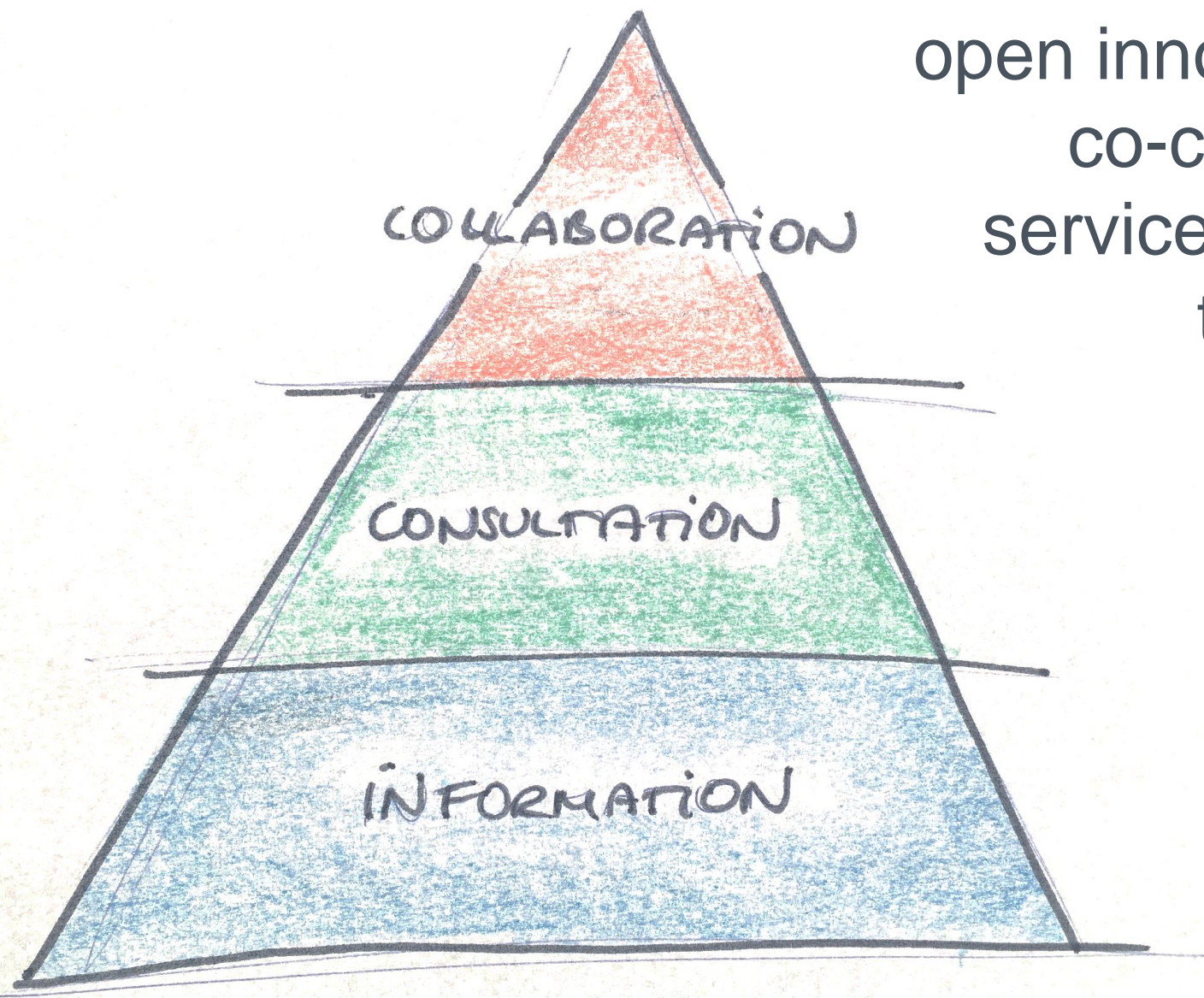
business data,
reportings,
surveys

customer
satisfaction,
customers'
behaviour
and needs



usability tests,
interviews,
focus groups

customers'
perspective on
products and
services



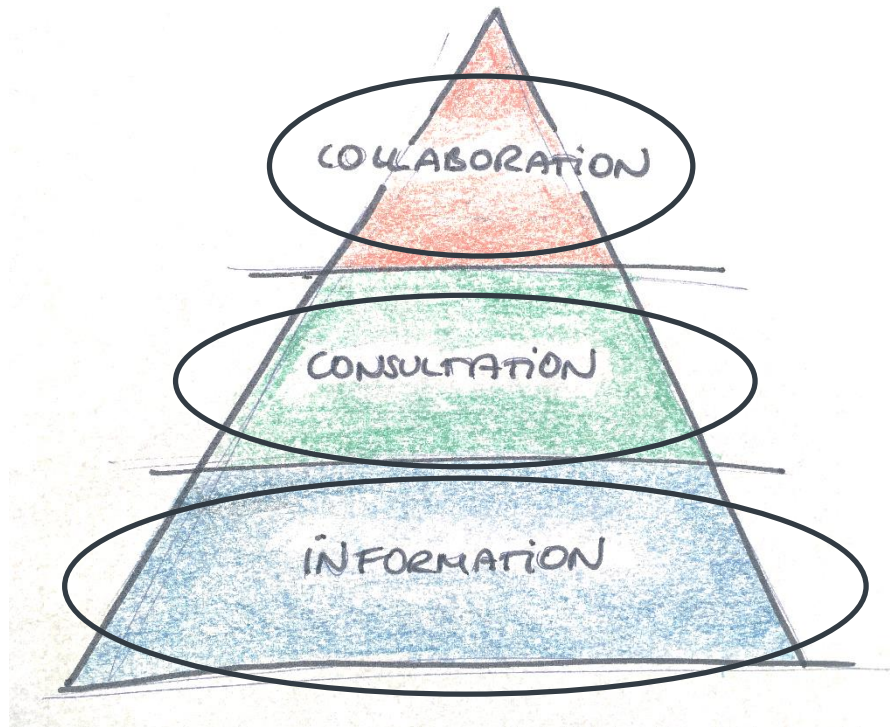
open innovation,
co-creation,
service design
thinking

direct customer
involvement in
development &
innovation

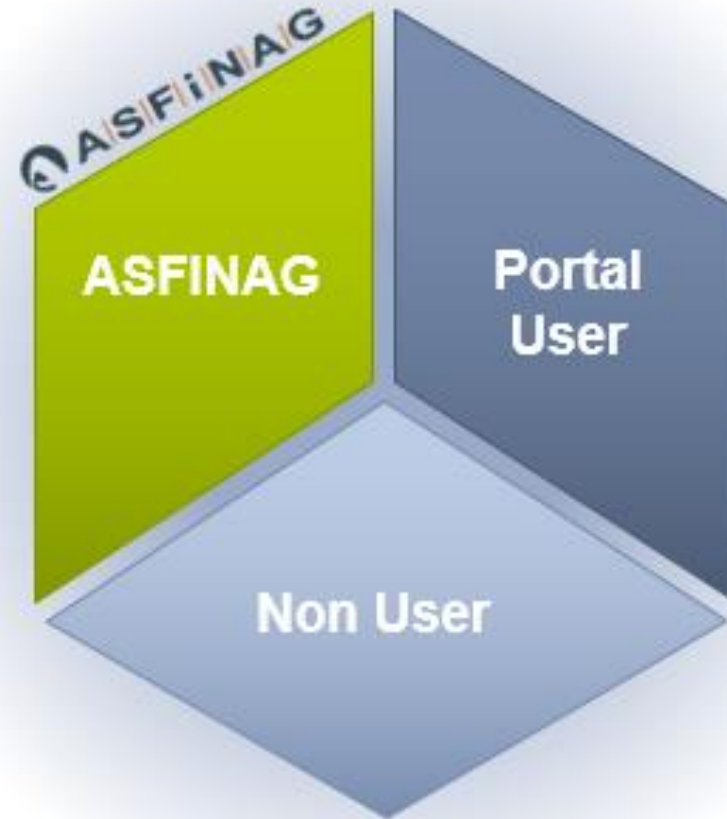
Self-Service >3,5t



Involvement of customers and employees



Internal Qualitative Survey

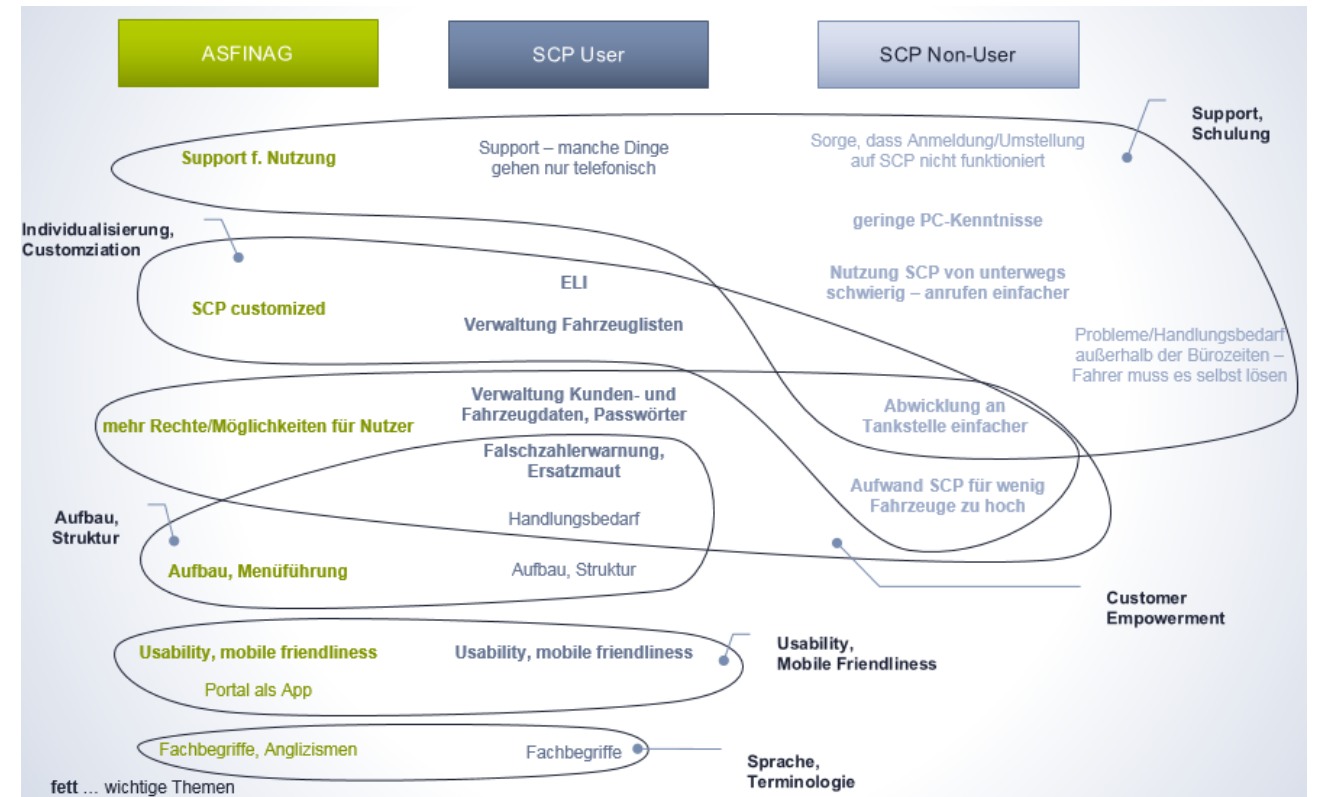


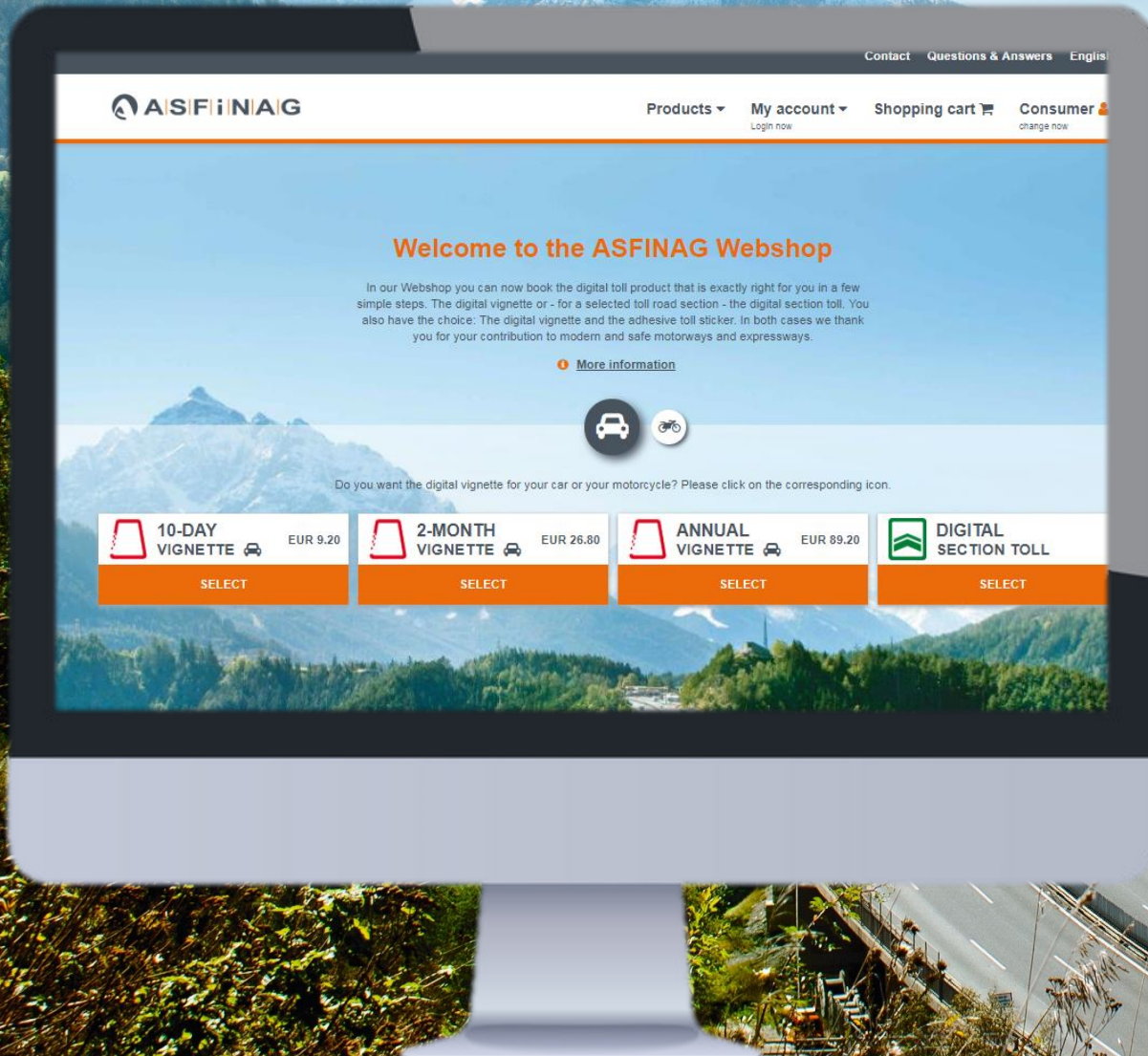
Workshop Portal Users

Workshop Non-Users

Key Findings

- support, training
- individualization, customization
- customer empowerment
- structure, menu navigation
- usability, mobile friendliness
- language, terminology

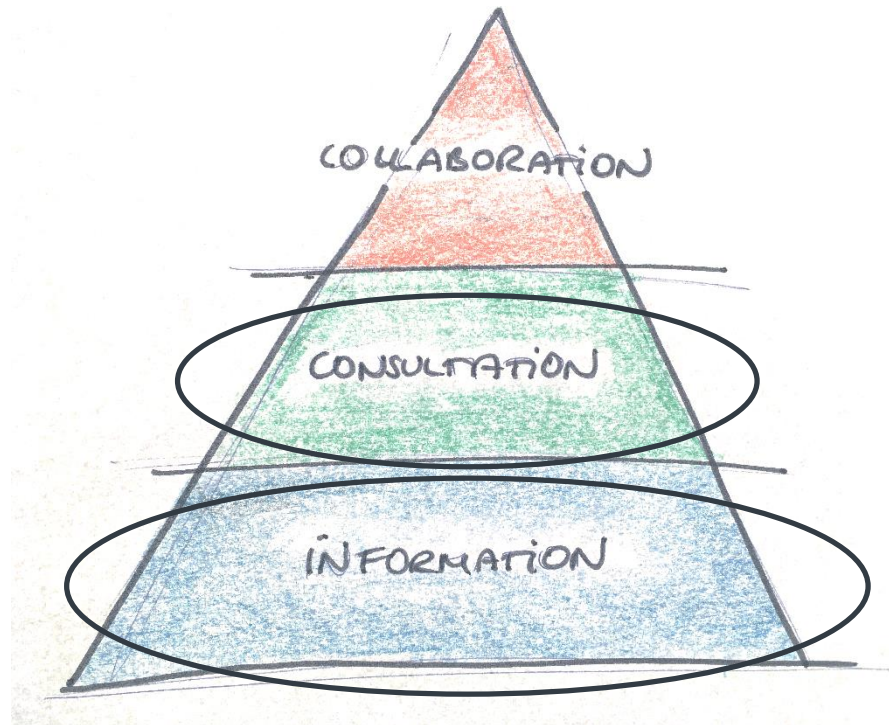




Self-Service

<3,5t

Involvement of customers and employees



2.4 Bestellvorgang - Produktauswahl

marketmind

Erwartung dass weder Button am Ende ist, etwas vermisst

Erwarte unter Button!

findet nicht !!

findet gleich !!

Klicke!

Info in Kindergang fehlt

Info fehlt!

Datum einfache Eingabe!

wünschenswert, wenn es Giphy & Pfade enthält!!

möchte besser chatten → lieber Hotline!

Streckwart, wenn ich das nicht anblicke, wann ist es dann möglich!

Streckwart, wann über den!

wow Wechselkreuzer anpaß!

Landkarte leicht verständlich!

best Kleinbildladen eingegrenzt!

verständl.!!!

Info ist gut!!!

automatische Kelterung gut!

verständl.!!!

in Ordnung bei, also !! bei nicht hat!

Paradeur gefällt mir sehr gut !!


persönlich kein also abblenden → was nicht viele!

nicht verständlich → abblenden!

Leitfaden Usability Webshop

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Produktauswahl



brand naming
resting areas 2025
customer segmentation
latent satisfaction model
...

Other Projects



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