



CHANGING CUSTOMER HABITS AND ITS EFFECTS ON THE CLASSIC OFFERS OF A SERVICE CENTER

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Digitalization



Diversity



Super Agent



„Always on“ Society



Personal service with Wow-Effect



Trend No. 1



Diversity

... does not only mean to accept the diversity of our employees,...

furthermore

- it emphasises it with a positive valuation and
- tries to use it for the company's success

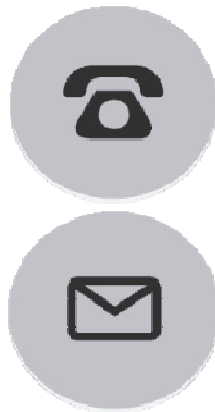
ASFINAG Service Center (ASC)



- 100% of our Service Center Agents have a migration background.
More than 60% of our employees in the department of customer management.
- More than 60 % are women.
- Every ASC agent speaks and writes at least 3 languages fluently.

Additionally: native speakers from Slovenia, Serbia, Russia and Poland.

Our language offers in the ASC



- 
Hungary
- 
United Kingdom
- 
Croatia
- 
Austria
- 
Czech Republic
- 
Italy

6 languages



- 
Hungary
- 
Austria
- 
Italy
- 
Turkey
- 
Romania
- 
Netherlands
- 
France
- 
United Kingdom
- 
Croatia
- 
Czech Republic
- 
Denmark
- 
Poland

12 languages

www.go-maut.at





GO toll

SelfCare

Login

English

HOME

GO TOLL

PAYING THE TOLL

GO DIREKT

INTERNATIONAL

DOWNLOADS

CONTACT

SAFE ON THE WAY WITH YOUR HGV IN WINTER TOO

1 Important information and services for drivers of HGVs with a total weight of more than 3.5 tonnes in Austria
[...more information](#)

SERVICES



TOLL CALCULATOR



TOLL CALCULATOR LIGHT



GO SALES POINTS



DOWNLOADS

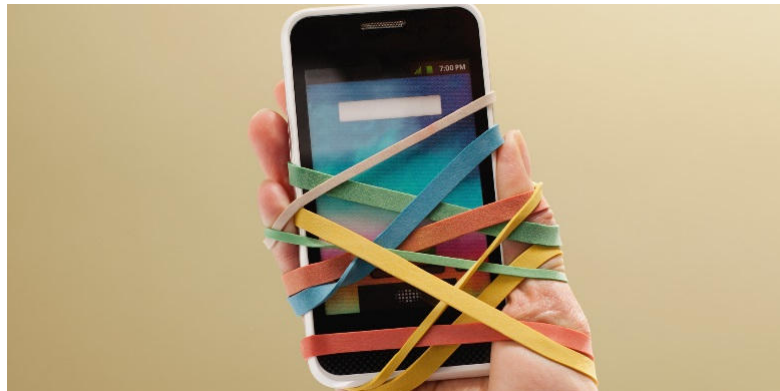


INFORMATION ON ROAD WORKS



ASFINAG APP

Trend No. 2



The “always on” society

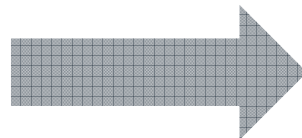
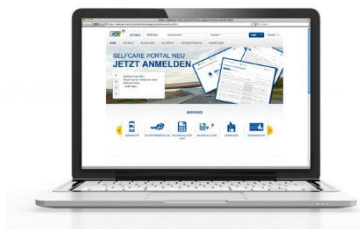
Almost everyone has a smartphone,

which means:

- ✓ we are always connected
- ✓ we can contact whomever we want
- ✓ whenever we want, at anytime of the day

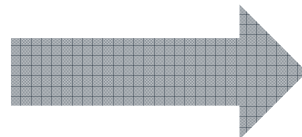
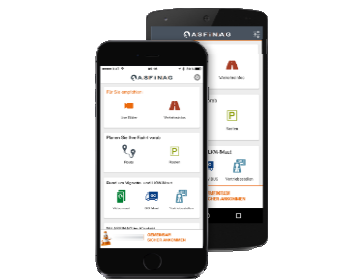


ASFINAG's Self Service Products



Self Care Portal

- ✓ Complete range of tasks related to the GO-Toll system around the clock



ASFINAG App

- ✓ Similar to the „Spanish“ solution presented at last year's ASECAP marketing workshop



ASFINAG Service Center + Social Media

- ✓ 24x7 Service Center, facebook, twitter and youtube appearance

Trend No. 3



Personal Service with “Wow-Effect”

- ✓ Online experience is now personalised
- ✓ Customers expect to remember them and to treat them as individuals (and not just as another customer)
- ✓ To wow the customers



ASFINAG's Customer Care



1.000 personal customer visits per year in their companies

- ✓ Prevention of substitute tolls
- ✓ Information and training



Stakeholder = multipliers

- ✓ Austrian automobile clubs
- ✓ Chamber of Commerce,...



Key account management

- ✓ Special support for major customers

Trend No. 4



Super Agent

The trend goes to very well-trained employees with multi-channel skills,

to whom the employer offers a long-term career perspective.



ASFINAG's Super Agent



Technical expert
in apps, social
networks and
CRM system

Excellent
communication
skills

Positive thinking
allrounder

Analytical,
problem-
solving skills

Raffaele di Pietro

Raffaele is graduated audio engineer and started in our service center 6 years ago.

Trend No. 5



Digitalization

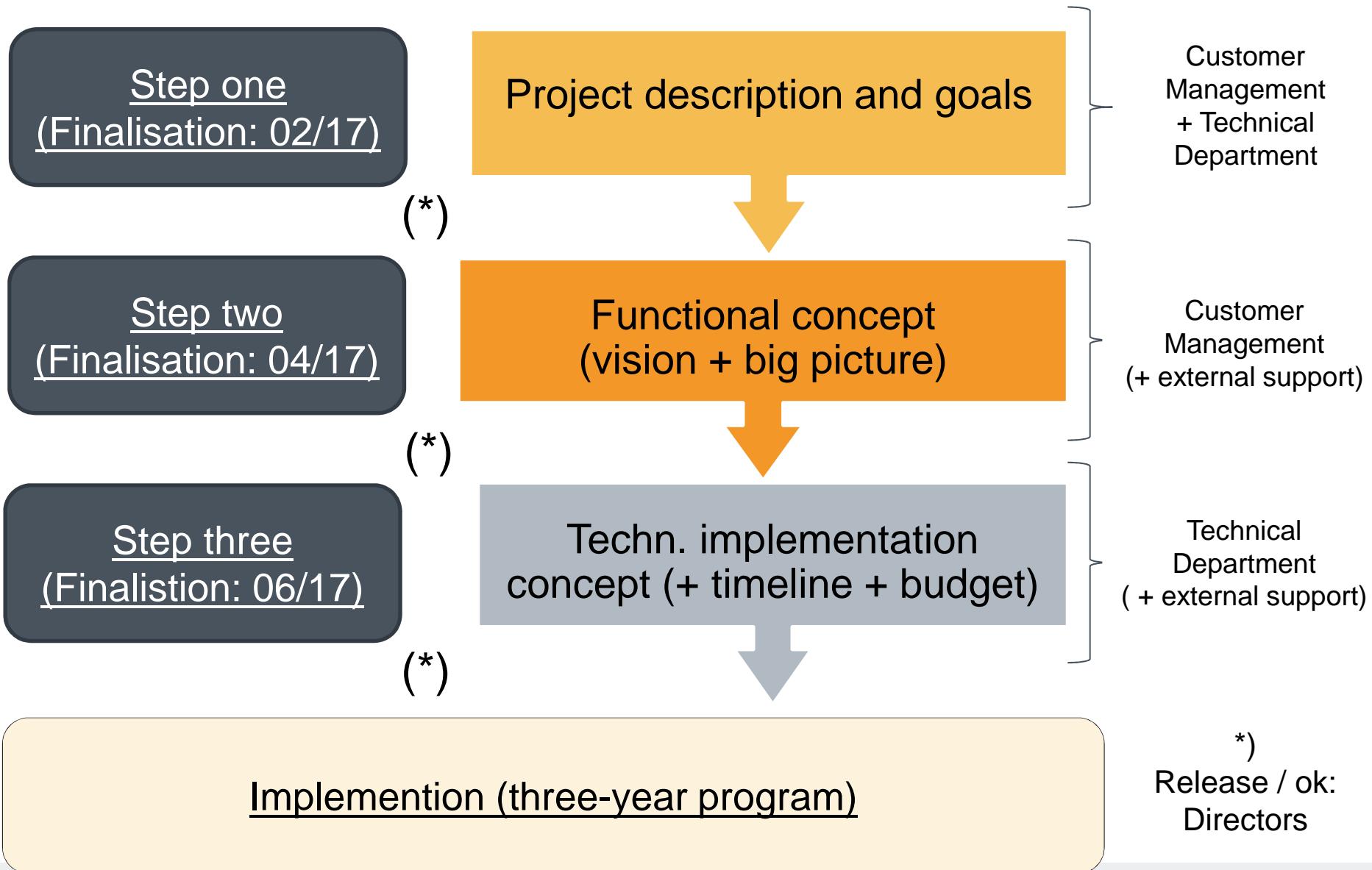
Until now:

- finetuning of existing processes
- step by step implementation of new communication channels

In times of digital revolutions:

- digitalization strategy
- with completely new – digitally operated – customer related processes

Digitalization Strategy – ASFINAG Service Center





[asfinag.at](https://www.asfinag.at)