



RFC User Satisfaction Survey 2015

Additional analysis

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- Regulation (EU) No 913/2010 requires Rail Freight Corridors' (RFC) Management Board to measure the satisfaction level of their users yearly and to publish the results of the survey.
- RNE has launched a project to create a common platform of Corridor Satisfaction Survey for all RFCs willing to participate, in order to make the results more comparable, to ease the answering for respondents and to ensure a modern research technics for the survey series.
- The MB of RFC7 decided to join RNE Satisfaction Survey Platform.







Main goals and methodology of the survey

- The main objective of this survey is to provide detailed picture of users' opinion and experience regarding the services and products of RFCs, and to reveal motivations of potential users for the further development of rail freight corridors.
- RNE and Satisfaction Working Group of RFCs have developed a harmonised questionnaire including standard blocks covering relevant topics. An independent market research institute (marketmind) has been commissioned by RNE to carry out the survey from the fieldwork to the analysis of the closed questions.
- The research methodology is based on CAWI (Computer Assisted Web Interview). CAWI can diminish the language barrier, increase the response rate, it fits to the target group profile and provides automated data collection and pre-cleaning (logical, irrelevant values).
- The high level of standardisation (not only in the questionnaire, but also in main directions of analysis, as well as in database and output form) endeavours to reach the more complete comparison among the corridors' results for the sake of a complex European view.
- Based on the first wave's experience - beside the automatic update - amendments were implemented in the methodology and in the questionnaire, as well as the target population definition was also revised to reach the relevant segment more precisely.
- The fieldwork of the second wave was conducted in September and October, 2015.

Background of this additional analysis

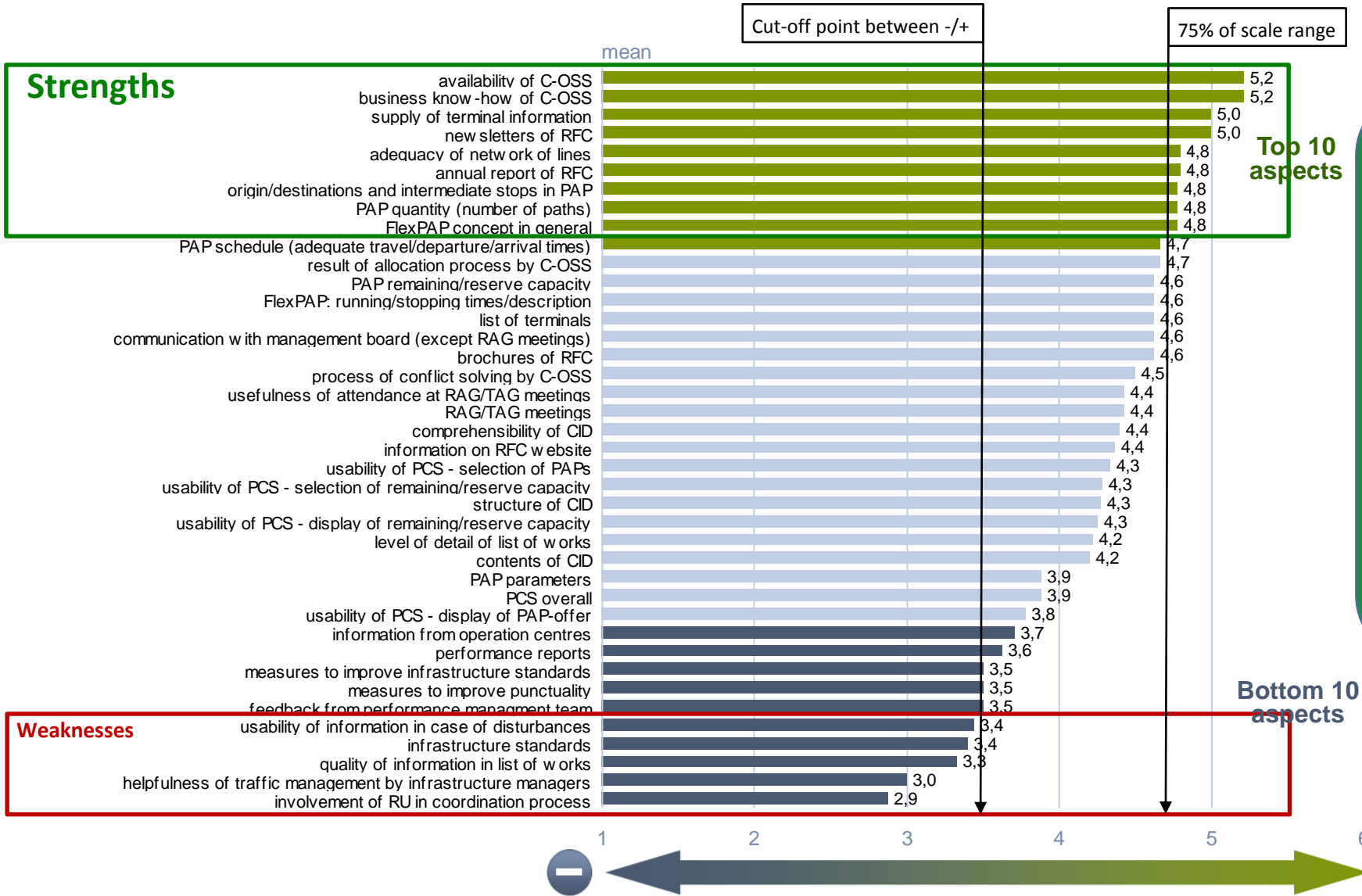
- **Using marketmind reports as source of basic figures the following additional analysis tries to apply a different approach to reveal a more specific RFC7 picture depicted by customer satisfaction.**
- Target group narrowed on basis of relevance so we have a smaller, but presumably better-based (more information, real experience) sample than in 2014 with increasing response rates.
- However, because of the small sample size we have to make the analysis very carefully. The results have low significance power and generally indicative value only.
- We concentrated on the averages, although we are aware that the sense is often behind them, however, because of the sample size we cannot analyse the data in details required, but the averages provide us a good pivot to reveal the main changes.

Interview statistics

	Overall	 RFC1	 RFC2	 RFC4	 RFC6	 RFC7	 RFC9
Total interviews (user + non user)	49 (2014: 62)	14 (23)	12 (15)	11 (16)	23 (19)	15 (19)	5 (5)
Full interviews	42 (54)	11 (20)	10 (12)	11 (14)	20 (19)	14 (19)	4 (4)
Partial interviews	7 (8)	3 (3)	2 (3)	0 (2)	3 (0)	1 (1)	1 (1)
RFC user	41 (56)	14 (20)	11 (14)	9 (16)	20 (19)	11 (17)	5 (5)
non/potential user	8 (6)	0 (3)	1 (1)	2 (0)	3 (0)	4 (2)	0 (0)
Invitations sent	172 (329)	29 (81)	18 (96)	62 (64)	30 (35)	64 (91)	17 (24)
Interviews (user + non user)	49 (62)	13 (19)	9 (9)	10 (10)	14 (7)	14 (17)	2 (4)
Response rate overall	28% (19%)	45% (23%)	50% (9%)	16% (16%)	47% (20%)	22% (19%)	12% (17%)
Response rate user	34%	50%	54%	29%	100%	20%	12%
Response rate potential user	20%	14%	40%	9%	27%	29%	-
topic-forward used	12	6	6	2	7	2	2
forward name	15 (12)	5 (5)	8 (5)	3 (4)	7 (4)	3 (2)	1 (0)

Larger sample size: RFC6 (successful follow-up work supposedly)
Higher response rate: RFC1, RFC2 and RFC6 but they narrowed the number of invitees much more than RFC7.

Summary - Satisfaction Rating



An other interpretation
(instead of top/bottom 10):

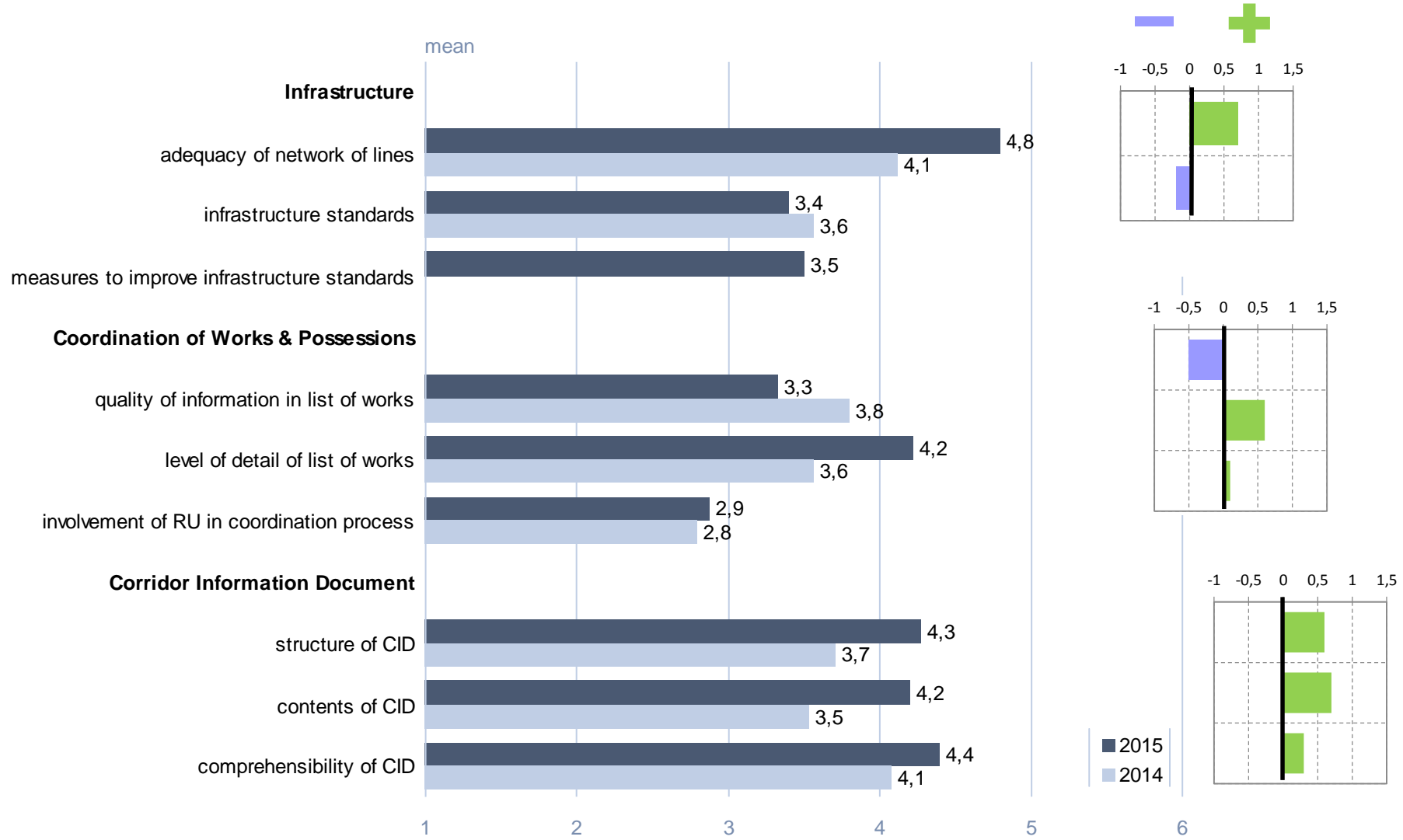
Critical border line at cut-off point between unsatisfied/satisfied area - Weaknesses

Rigorous anchor point in case of Strengths at 75% of the scale range (which is also a stage step in the data series)

Source: marketmind RFC User Satisfaction Survey 2015 reports
RFC 7 additional analysis



Summary - Satisfaction Rating - Comparison to 2014 (1)

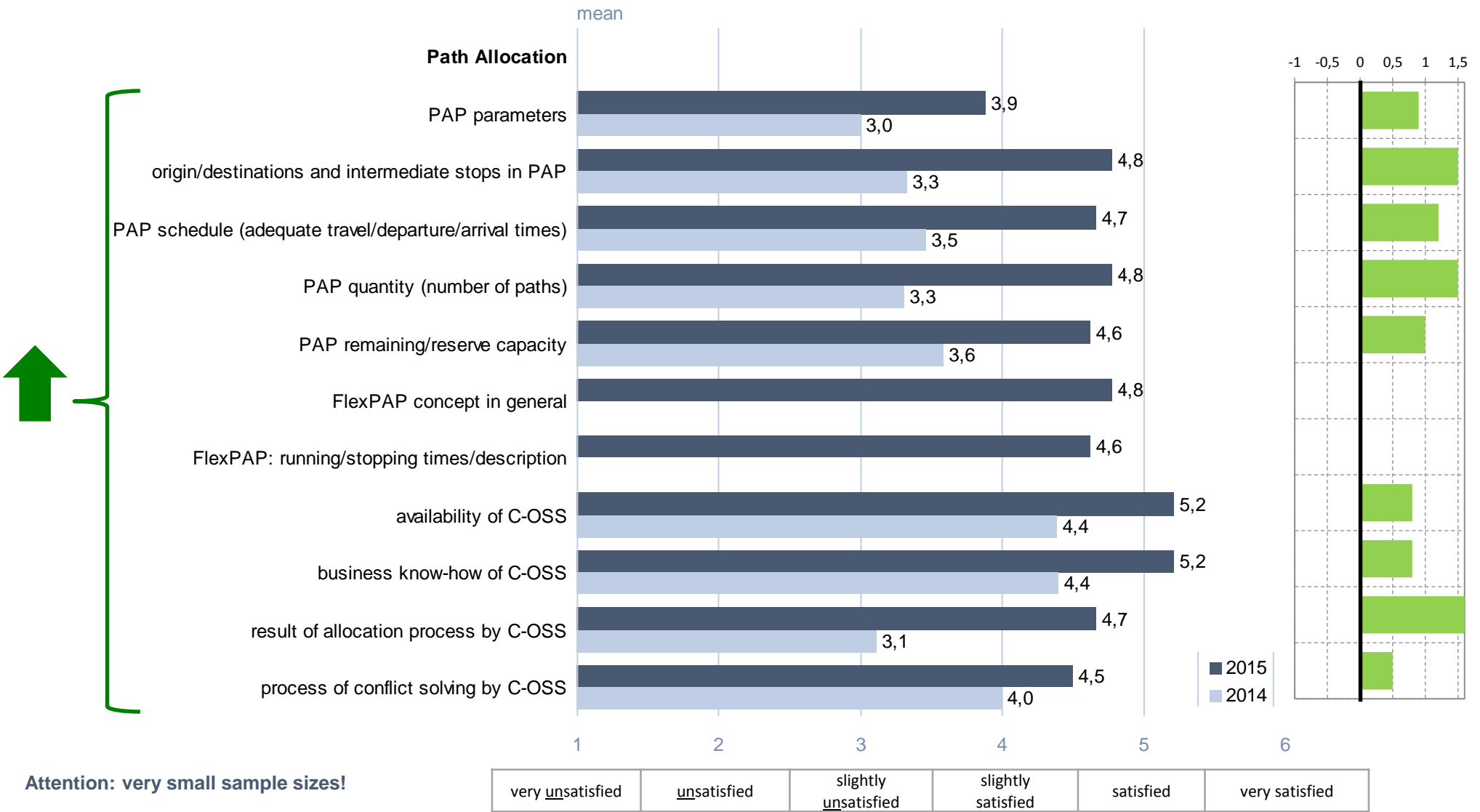


Attention: very small sample sizes!

very <u>u</u> n	<u>u</u> n	slightly <u>u</u> n	slightly satisfied	satisfied	very satisfied
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Source: marketmind RFC User Satisfaction Survey 2015 reports
RFC 7 additional analysis

Summary - Satisfaction Rating - Comparison to 2014 (2)

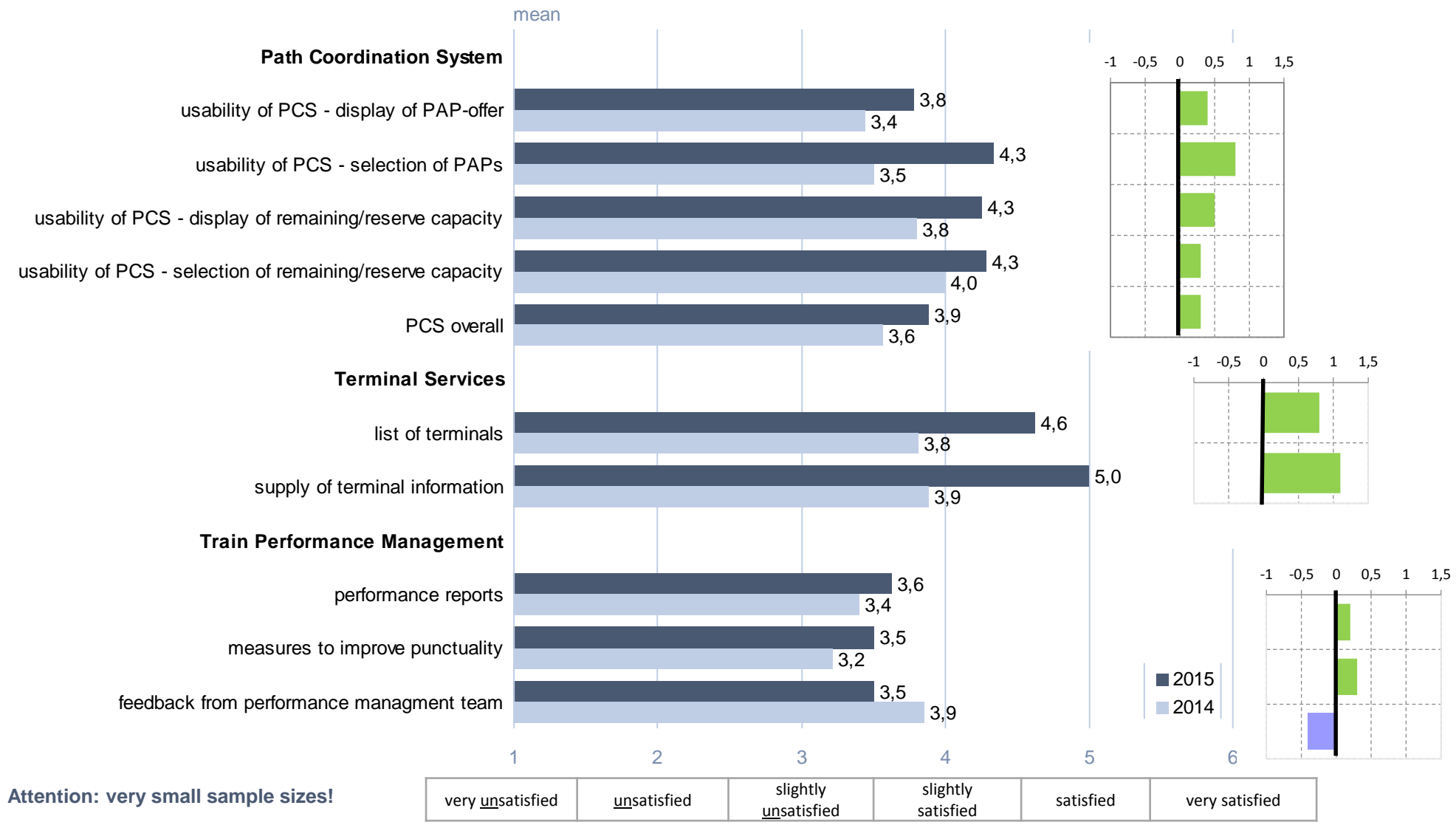


Attention: very small sample sizes!

1	2	3	4	5	6
very <u>u</u> n	<u>u</u> n	slightly <u>u</u> n	slightly	satisfied	very satisfied

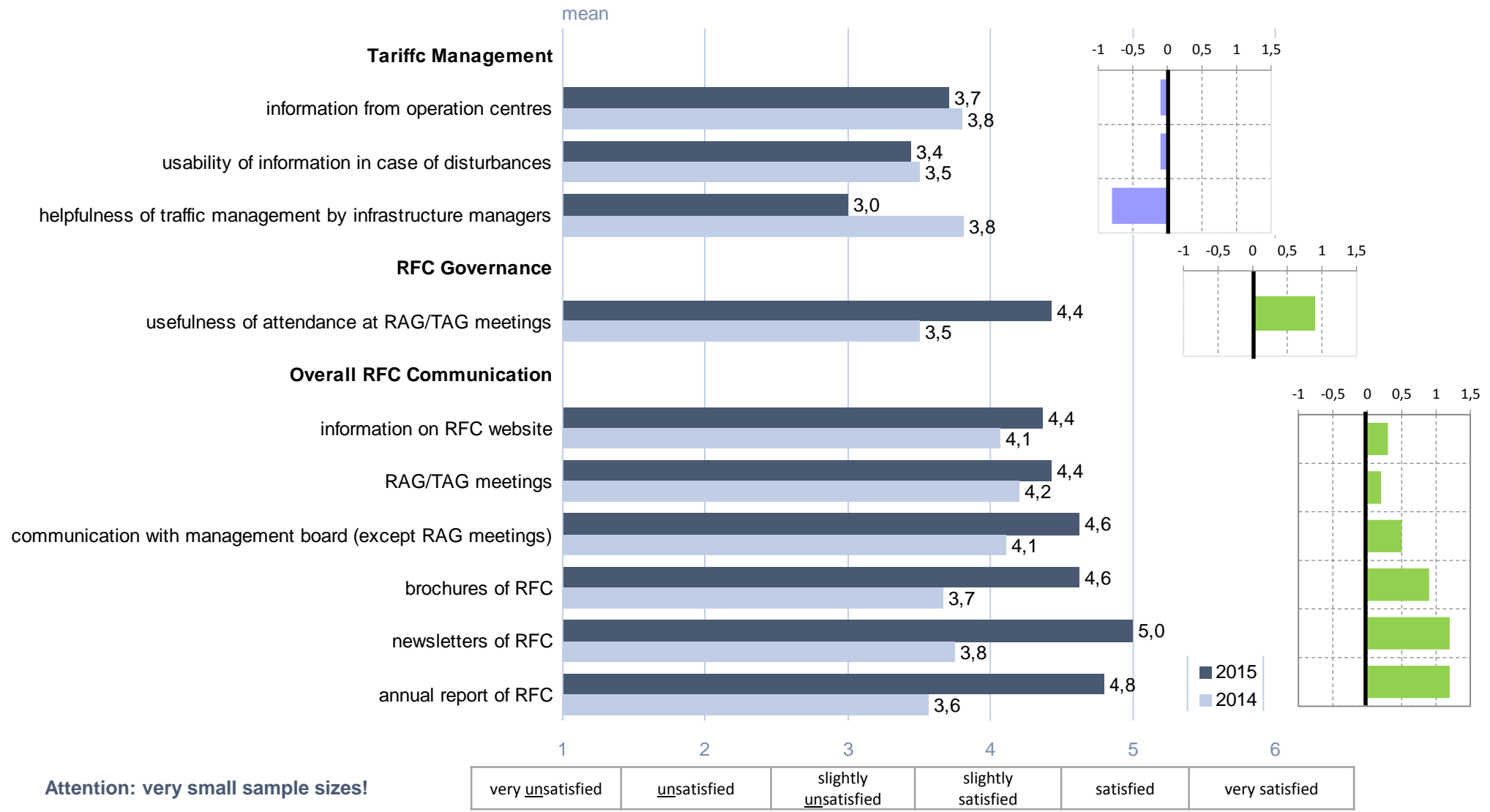
Source: marketmind RFC User Satisfaction Survey 2015 reports
RFC 7 additional analysis

Summary - Satisfaction Rating - Comparison to 2014 (3)



Source: marketmind RFC User Satisfaction Survey 2015 reports
RFC 7 additional analysis

Summary - Satisfaction Rating - Comparison to 2014 (4)

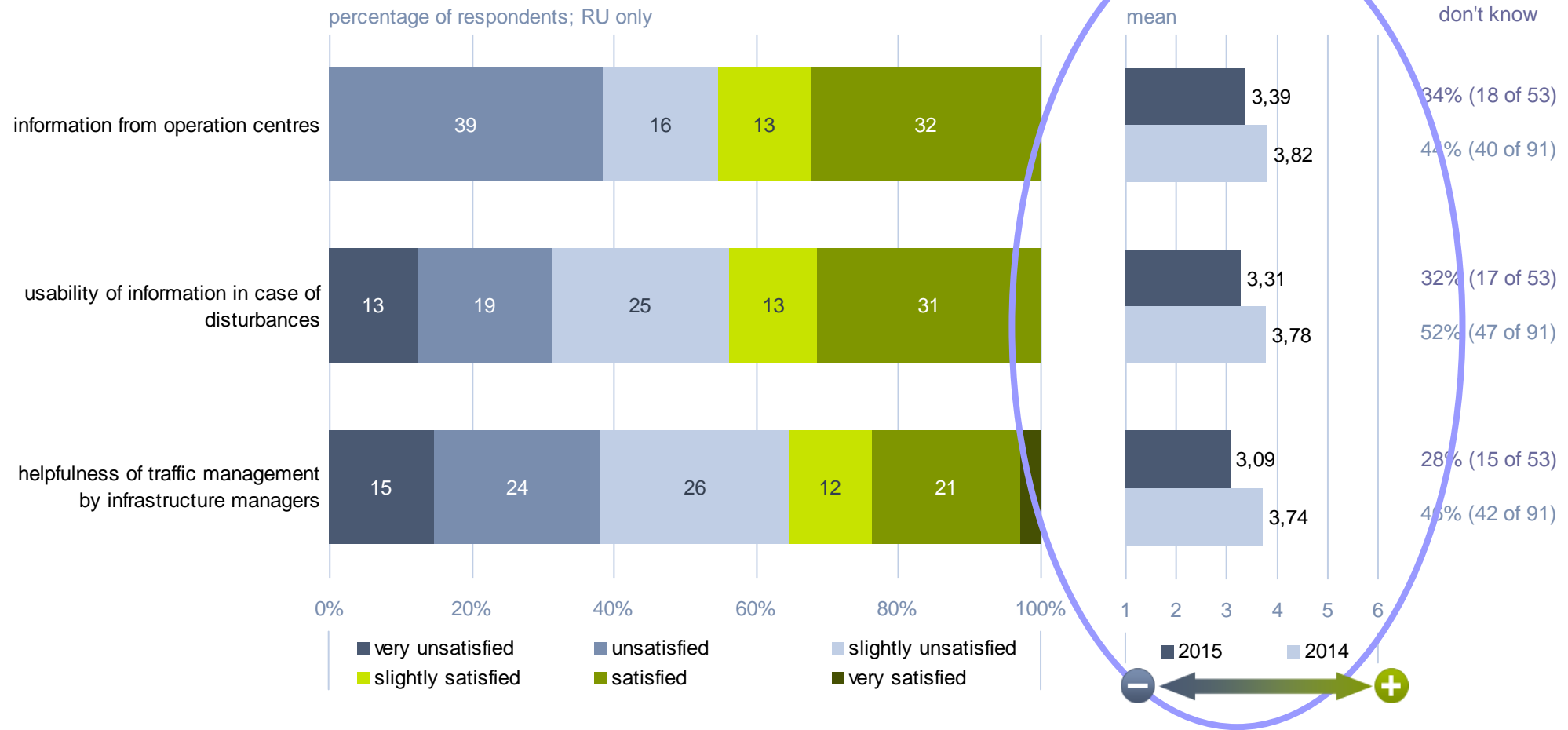


Attention: very small sample sizes!

Satisfaction with Traffic Management – Overall results

one respondent is counted multiple times, if his/her organisation uses multiple corridors

marketmind



"How satisfied are you with the information you get from the different operation centres on the corridor while operating trains? || How satisfied are you with the usability of the information you get from the operation centres in case of disturbances? || How helpful is the Infrastructure Managers' (IMs) traffic management as regards running your trains with a high service quality?"

n = 53; 91

Source: marketmind RFC User Satisfaction Survey 2015 reports

Steps

ForWard

Adequacy of network of lines

CORRIDOR INFORMATION DOCUMENT

PATH ALLOCATION!

TERMINAL INFORMATION

Usefulness of RAG/TAG meetings

RFC COMMUNICATION

BackWard

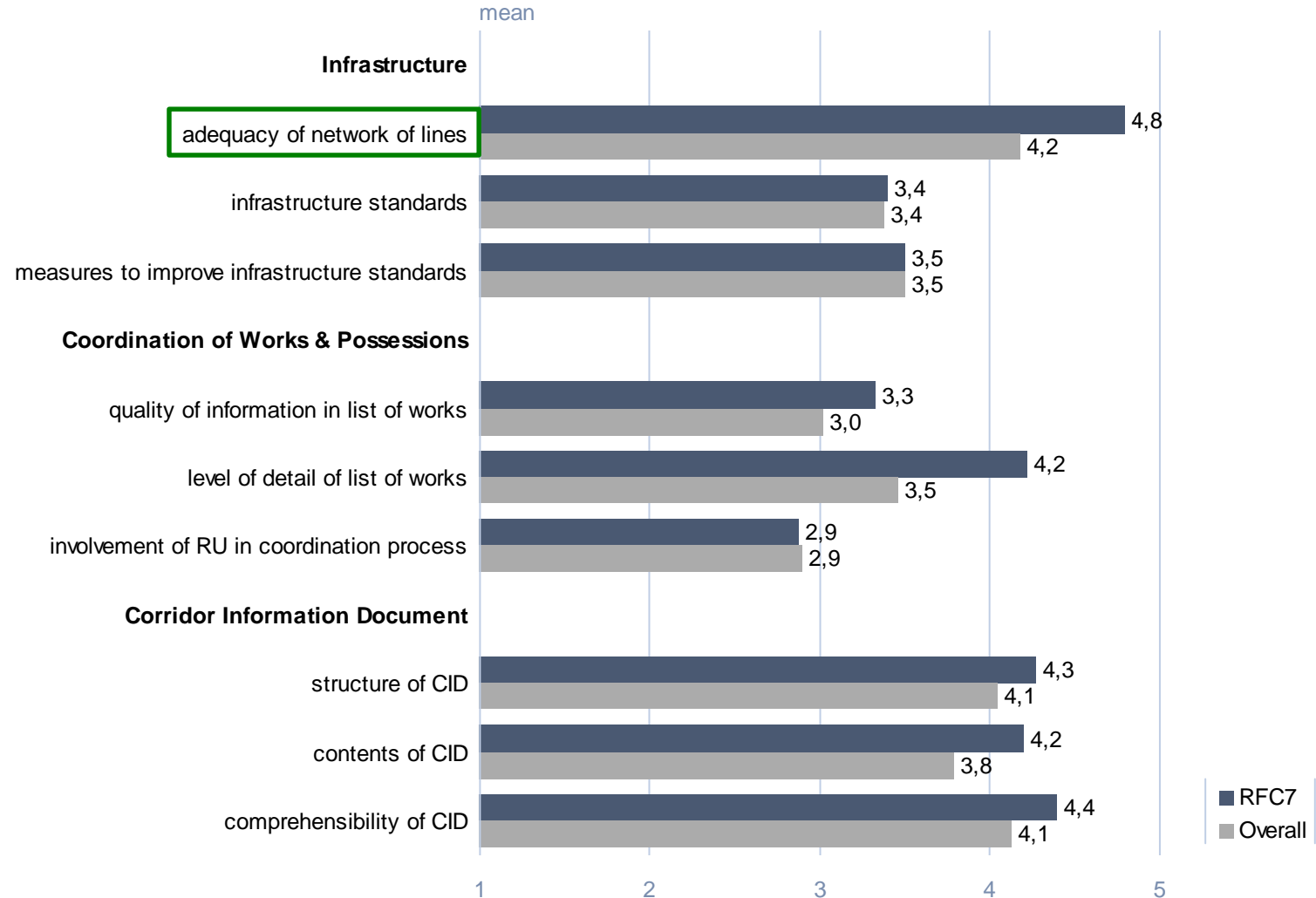
TRAFFIC MANAGEMENT



positive balance

Summary - Satisfaction Rating - Comparison to overall results (1)

Roughly: RFC7 is better than (>0,5) or almost the same as (<0,5) the overall in every item.



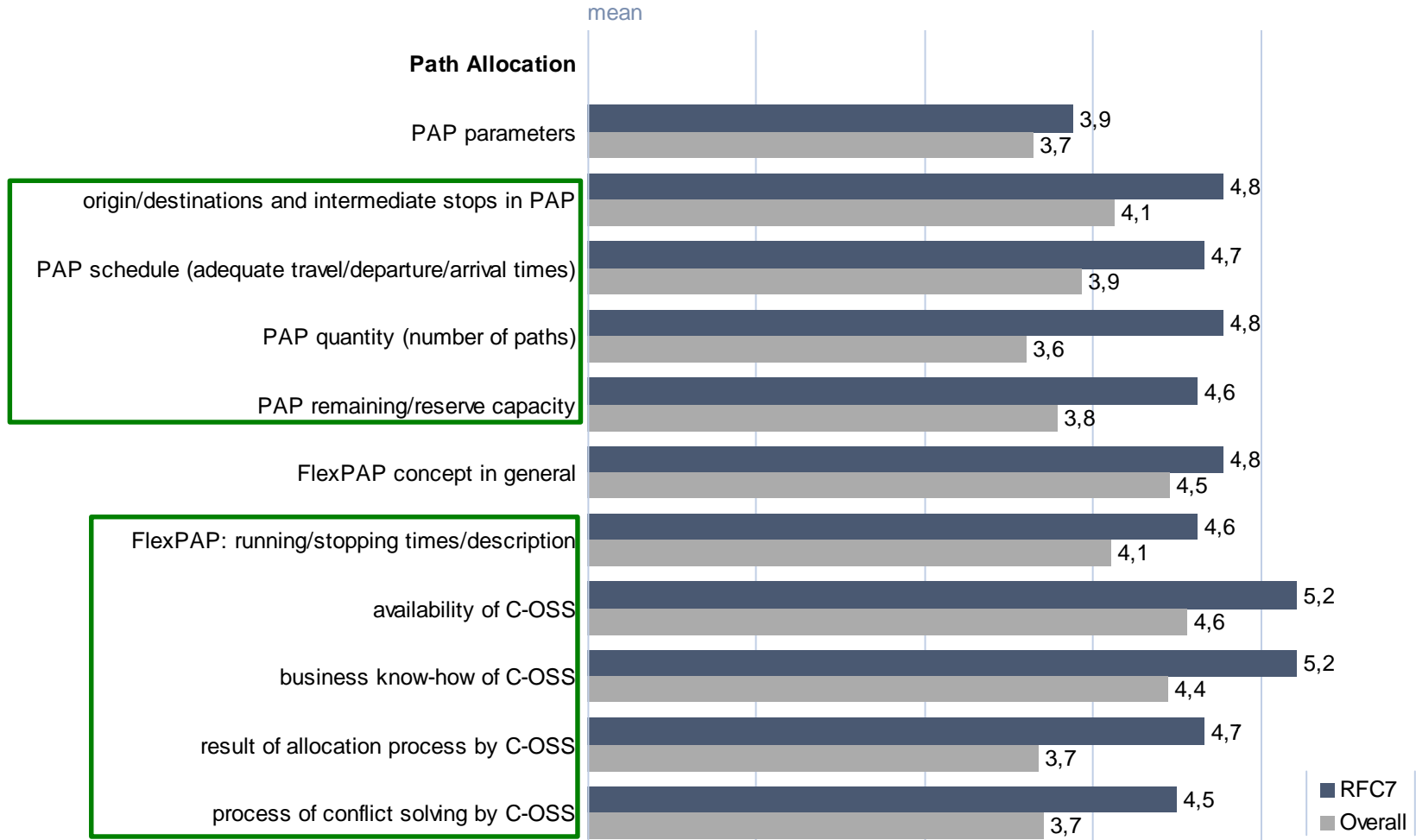
Attention: very small sample sizes!

Source: marketmind RFC User Satisfaction Survey 2015 reports
RFC 7 additional analysis



Summary - Satisfaction Rating - Comparison to overall results (2)

Roughly: RFC7 is better than (>0,5) or almost the same as (<0,5) the overall in every item.



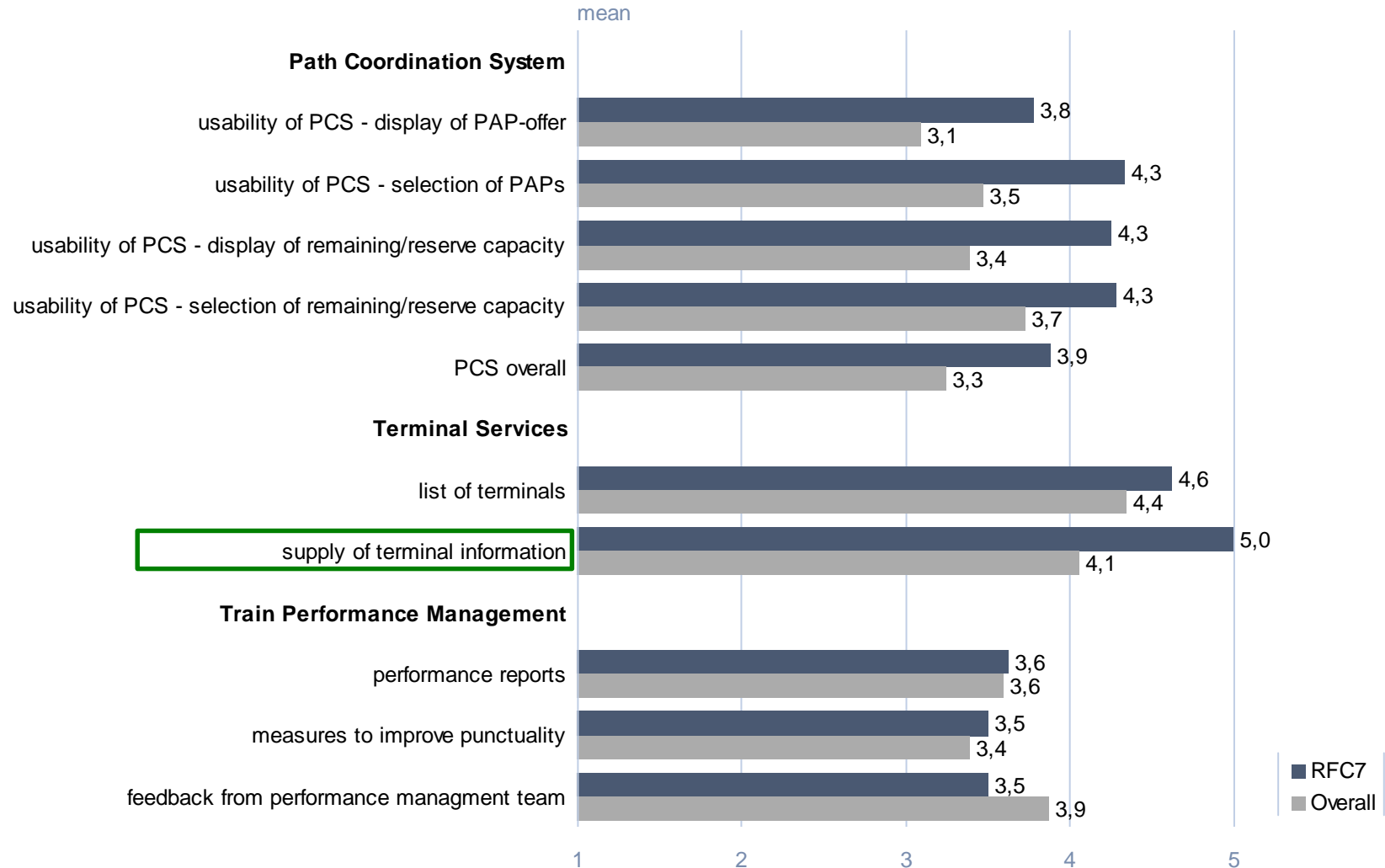
Attention: very small sample sizes!

Source: marketmind RFC User Satisfaction Survey 2015 reports
RFC 7 additional analysis



Summary - Satisfaction Rating - Comparison to overall results (3)

Roughly: RFC7 is better than (>0,5) or almost the same as (<0,5) the overall in every item.

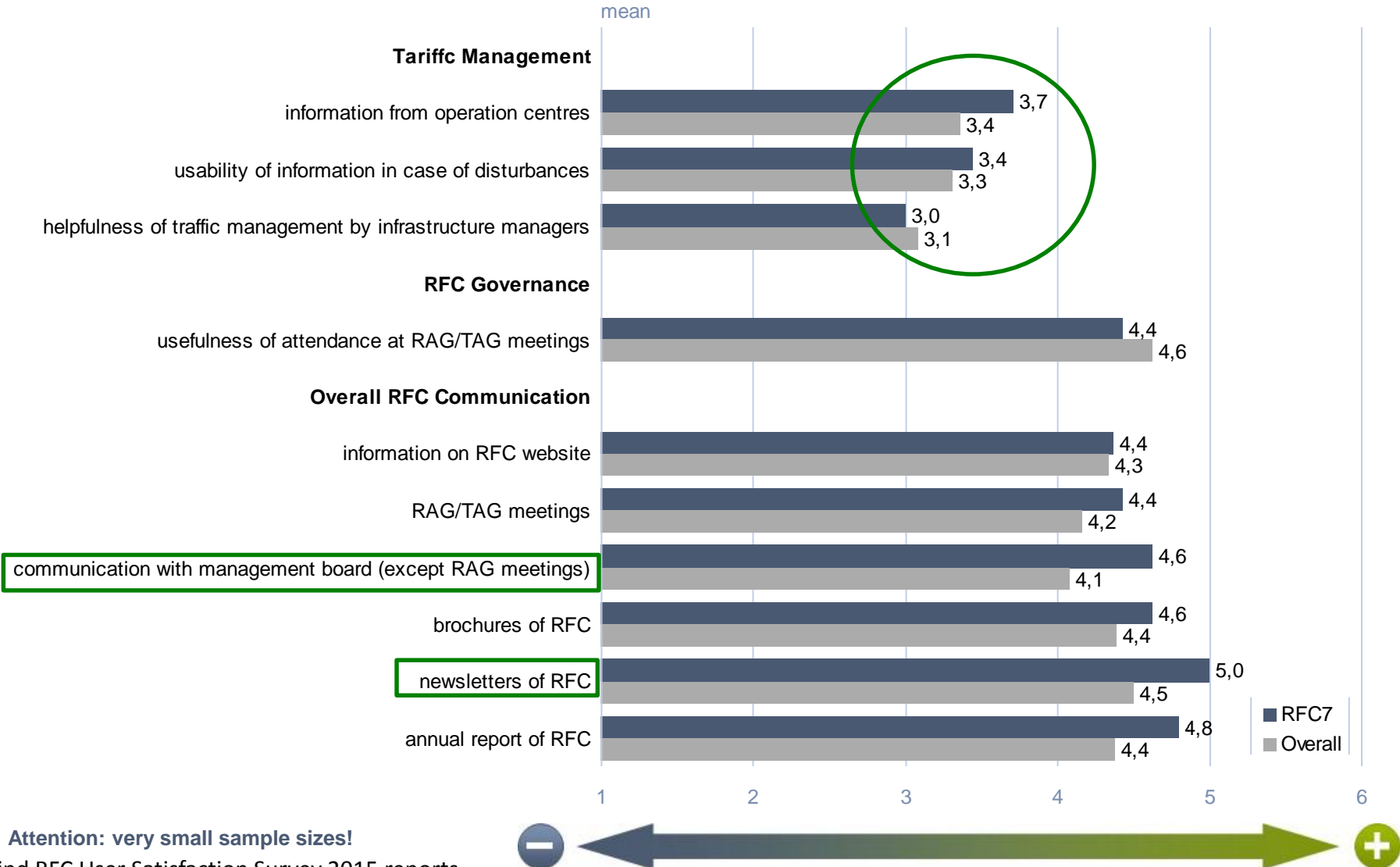


Attention: very small sample sizes!



Summary - Satisfaction Rating - Comparison to overall results (4)

Roughly: RFC7 is better than (>0,5) or almost the same as (<0,5) the overall in every item.



Attention: very small sample sizes!

Source: marketmind RFC User Satisfaction Survey 2015 reports
RFC 7 additional analysis

Conclusions

- Path Allocation is the RFC7's success area in 2015, all changes are positive and show into the same direction: RFC7's efforts to improve are clearly proved.
- There is only one area where RFC7 could not develop: the Traffic Management. However, it is general phenomenon all over the corridors.
- RFC7 is somewhat better or ,same' (indicatively) as the overall.

RFC7 has still a lot of to do, mainly in the items below 3.5, however, has started in a good way and is on a right track.

Thank you for your attention!

Any remark, feedback, suggestion are very welcomed!

Thank you for your cooperation so far and we hope your kind participation in the wave 2016!

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