



# **RFC User Satisfaction Survey 2016**

## **Additional analysis**

[www.rfc7.com](http://www.rfc7.com) | [www.rfc7.eu](http://www.rfc7.eu) | [www.corridor7.eu](http://www.corridor7.eu) | [coss@rfc7.com](mailto:coss@rfc7.com) | [secretariat@rfc7.com](mailto:secretariat@rfc7.com)

- 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

## General

- 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.

## 2016

- Based on the first and second wave's experience - beyond 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 and to suit the requirements of three corridors joining in 2016.
- The fieldwork of the third wave was conducted between 13th September and 7th October, 2016.

## Background of this additional analysis

- **Using marketmind's 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 in 2015 and 2016 so we have a smaller, but presumably better-based (more information, real experience) sample than in 2014.
- 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 essence is often behind them, however, because of the sample size we cannot analyse the data in deep layers, but the averages provide us a good base to reveal the main changes.

# Interview statistics



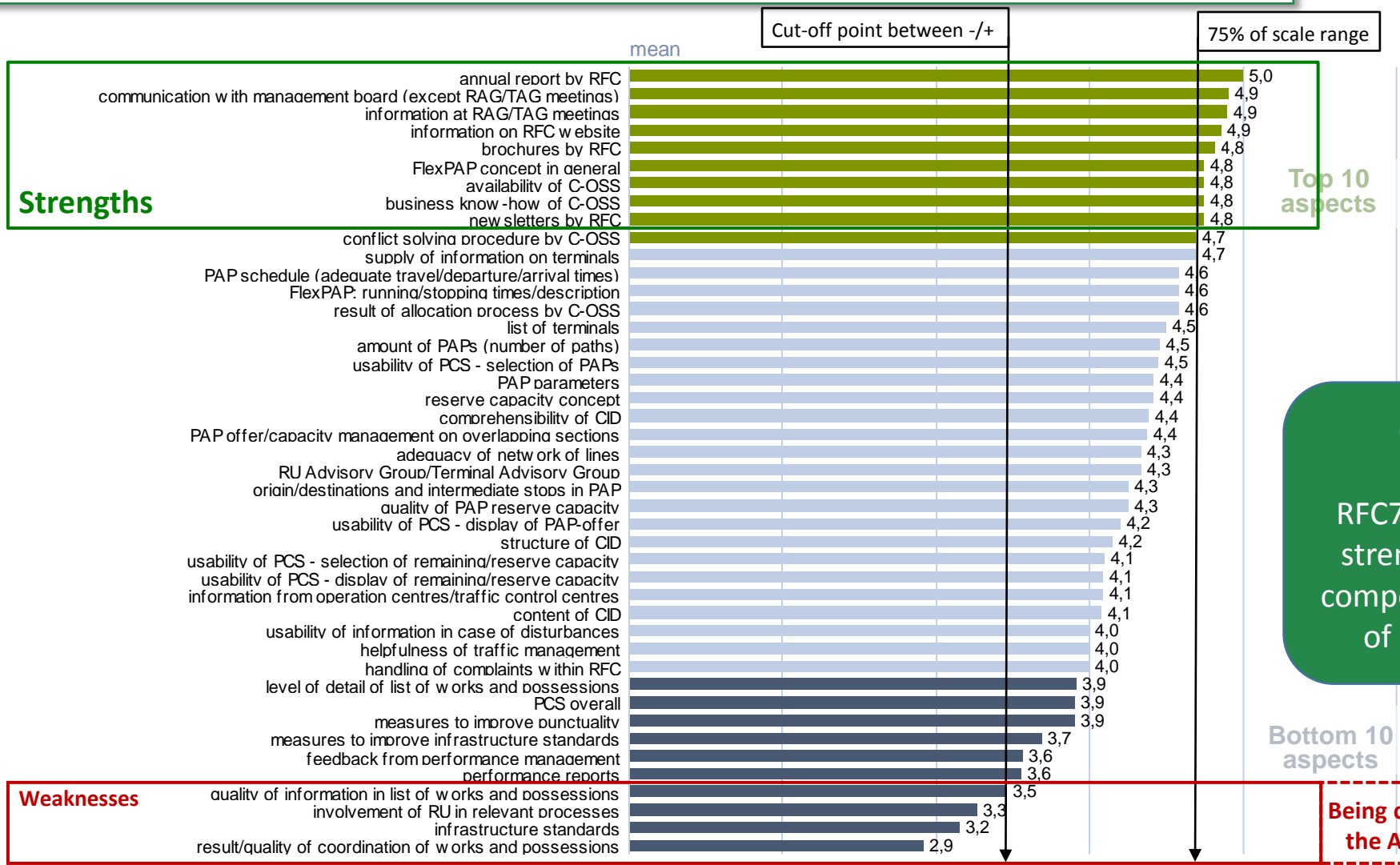
	Overall	RFC1	RFC2	RFC3	RFC4	RFC5	RFC6	RFC7	RFC8	RFC9
<b>Total interviews</b> (user + non user)	<b>69 (47)</b>	<b>18 (13)</b>	<b>17 (10)</b>	<b>10</b>	<b>21 (11)</b>	<b>14</b>	<b>23 (23)</b>	<b>16 (15)</b>	<b>14</b>	<b>4 (5)</b>
Full interviews	65 (40)	15 (11)	13 (9)	9	20 (11)	13	20 (20)	15 (14)	12	4 (4)
Partial interviews	4 (7)	3 (2)	4 (1)	1	1 (0)	1	3 (3)	1 (1)	2	0 (1)
RFC user	64 (40)	18 (13)	17 (10)	10	19 (9)	13	22 (20)	15 (11)	14	3 (5)
non/potential user	5 (7)	0 (0)	0 (0)	0	2 (2)	1	1 (3)	1 (4)	0	1 (0)
Invitations sent	321 (172)	42 (29)	93 (18)	20	80 (62)	41	44 (30)	61 (64)	41	24 (17)
Interviews (user + non user)	69 (47)	10 (12)	14 (7)	5	19 (10)	12	15 (14)	13 (14)	9	3 (2)
<b>Response rate overall</b>	<b>21% (27%)</b>	<b>24% (41%)</b>	<b>15% (39%)</b>	<b>25%</b>	<b>24% (16%)</b>	<b>29%</b>	<b>34% (47%)</b>	<b>21% (22%)</b>	<b>22%</b>	<b>13% (12%)</b>
Response rate user	18% (32%)	24% (45%)	20% (38%)	38%	26% (25%)	60%	54% (100%)	29% (20%)	67%	13% (12%)
Response rate potential user	26% (20%)	-	8% (40%)	0%	21% (9%)	25%	25% (27%)	15% (29%)	14%	0% (-)
topic-forward used	9 (11)	4 (5)	2 (5)	4	3 (2)	3	2 (6)	3 (2)	1	0 (2)
forward name	14 (14)	3 (5)	3 (7)	1	3 (3)	4	3 (6)	4 (3)	1	1 (1)

2016 (2015)

Source: marketmind RFC User Satisfaction Survey 2016 reports  
RFC 7 additional analysis

RFC7 kept the number of full interviews.

# Summary - Satisfaction Rating



**Different 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)

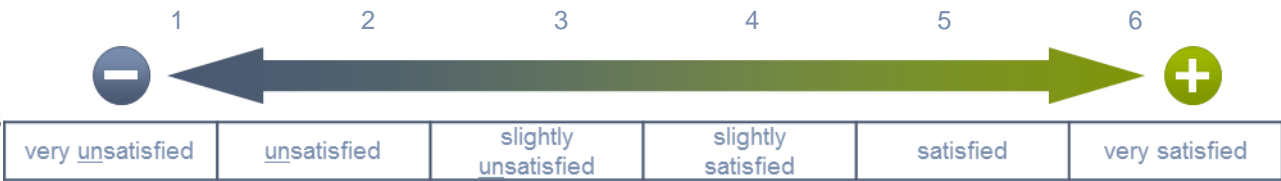
**Comparison to 2015:**

RFC7 has the same number of strengths (some difference in composition), while the number of weaknesses decreased.

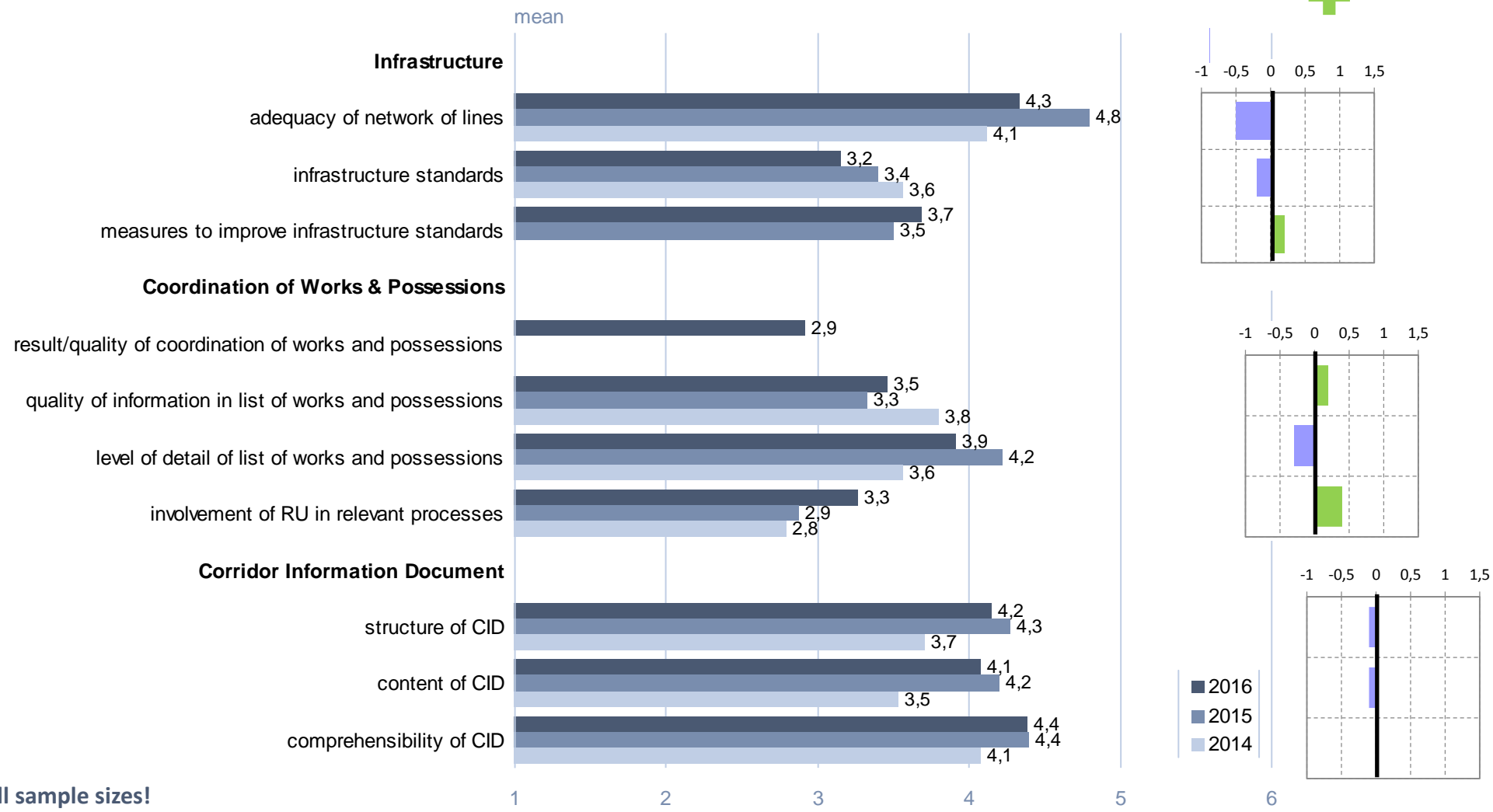
**Being currently tackled by the Action Programme**

**Small sample size!**

Source: marketmind RFC User Satisfaction Survey 2016 reports  
RFC 7 additional analysis



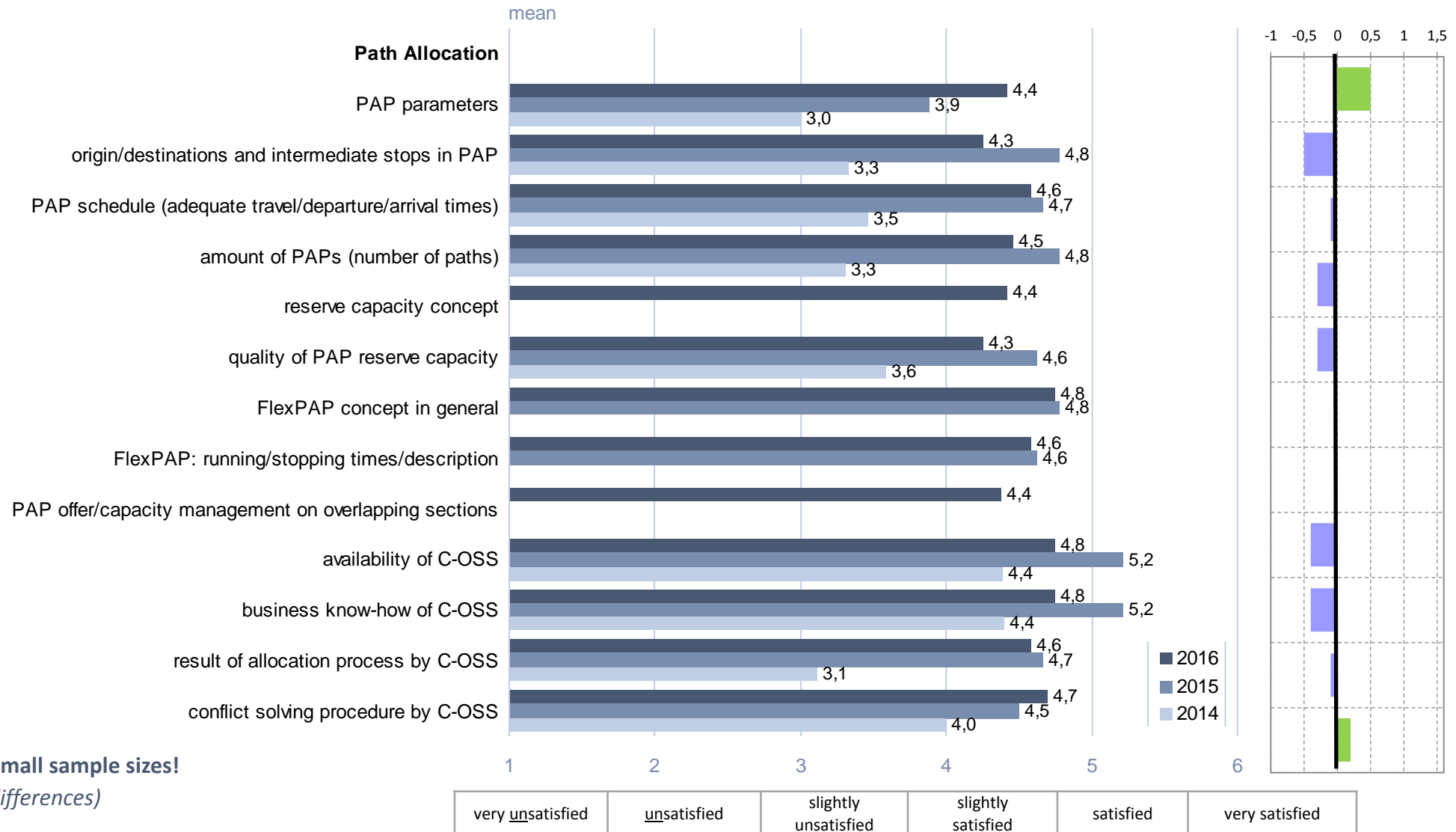
# Summary - Satisfaction Rating - Comparison to 2015 (1)



**Attention: very small sample sizes!**  
(Not significant differences)



# Summary - Satisfaction Rating - Comparison to 2015 (2)



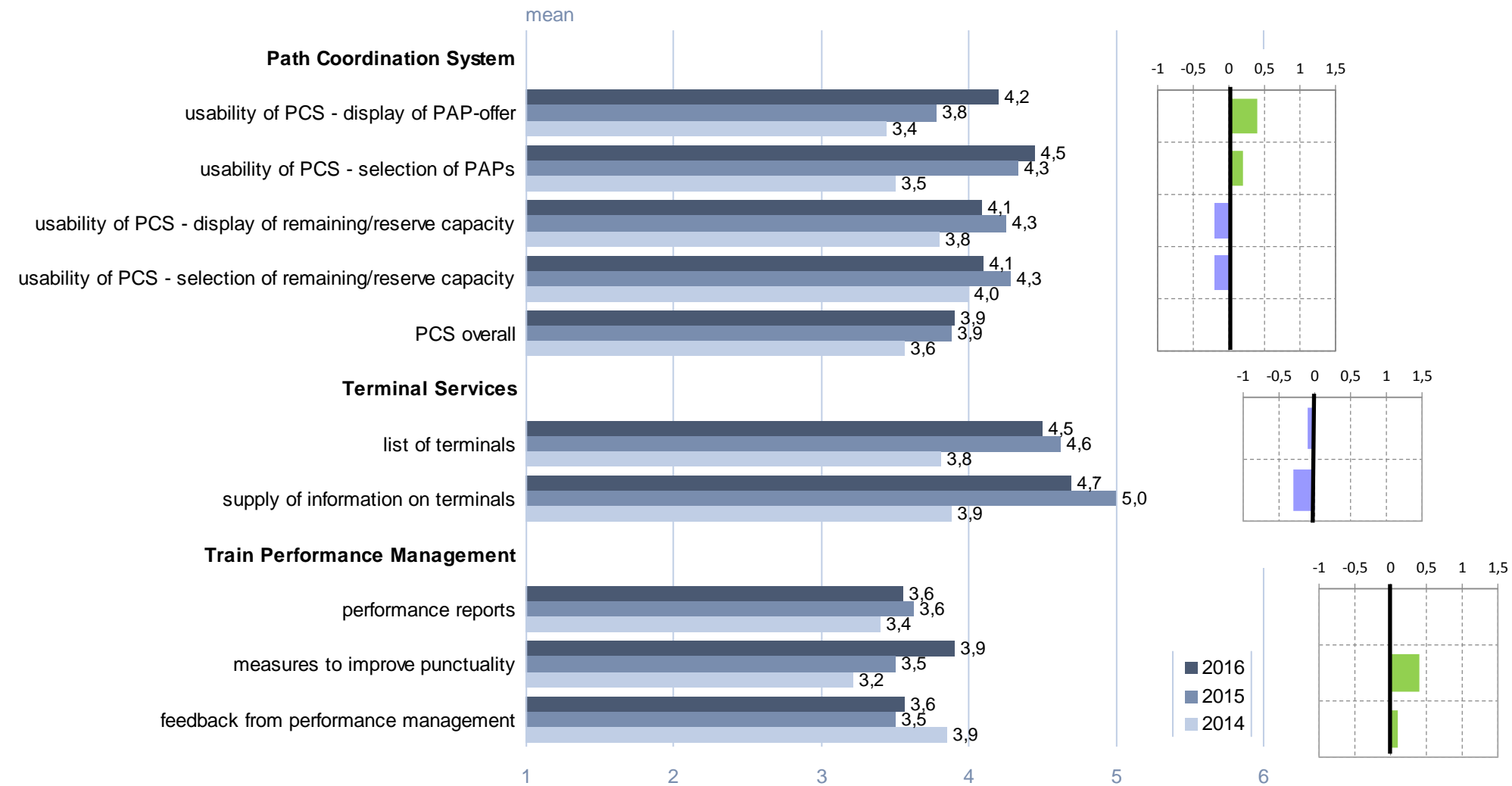
**Attention: very small sample sizes!**

*(Not significant differences)*

Source: marketmind RFC User Satisfaction Survey 2016 reports  
RFC 7 additional analysis



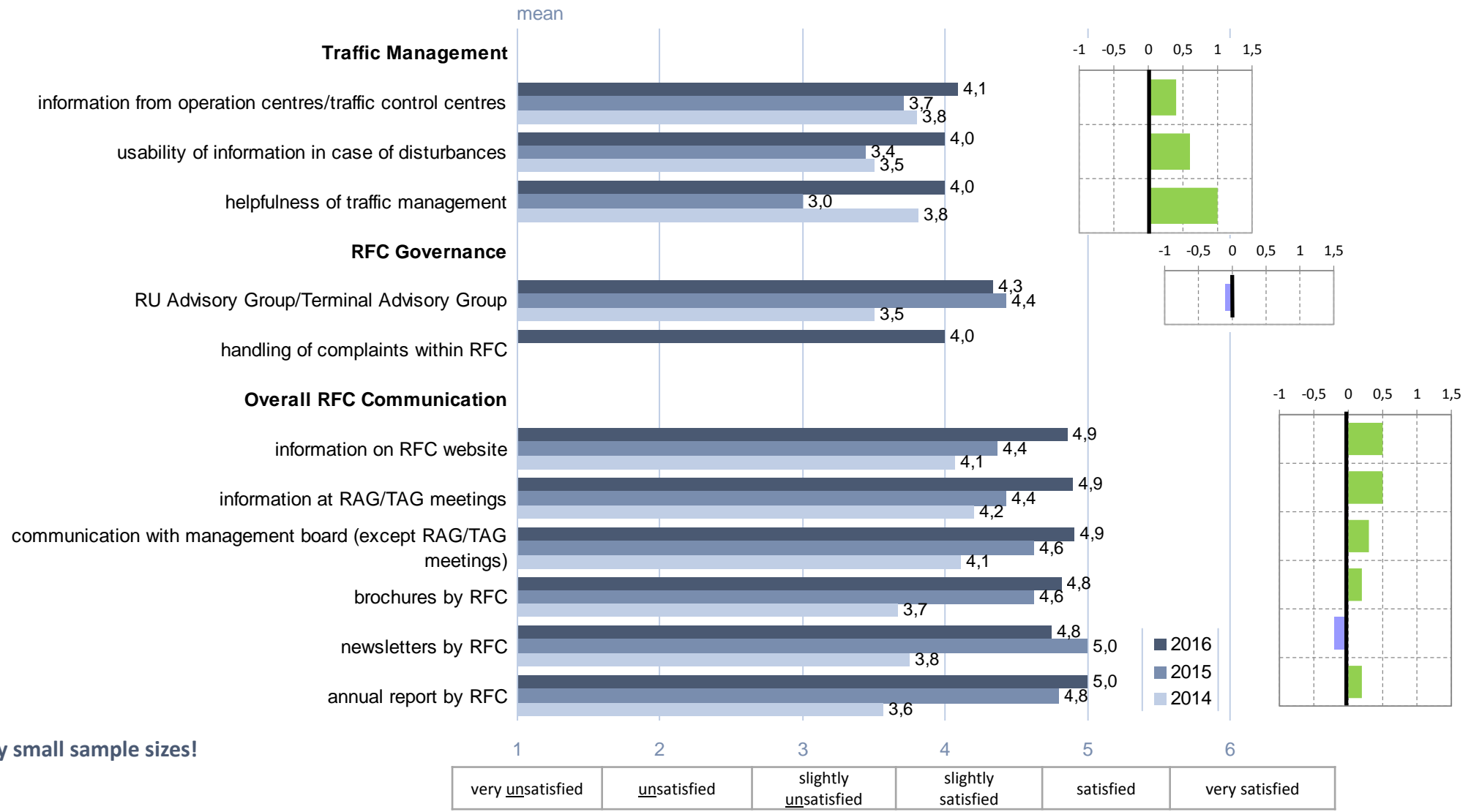
# Summary - Satisfaction Rating - Comparison to 2015 (3)



**Attention: very small sample sizes!**  
(Not significant differences)

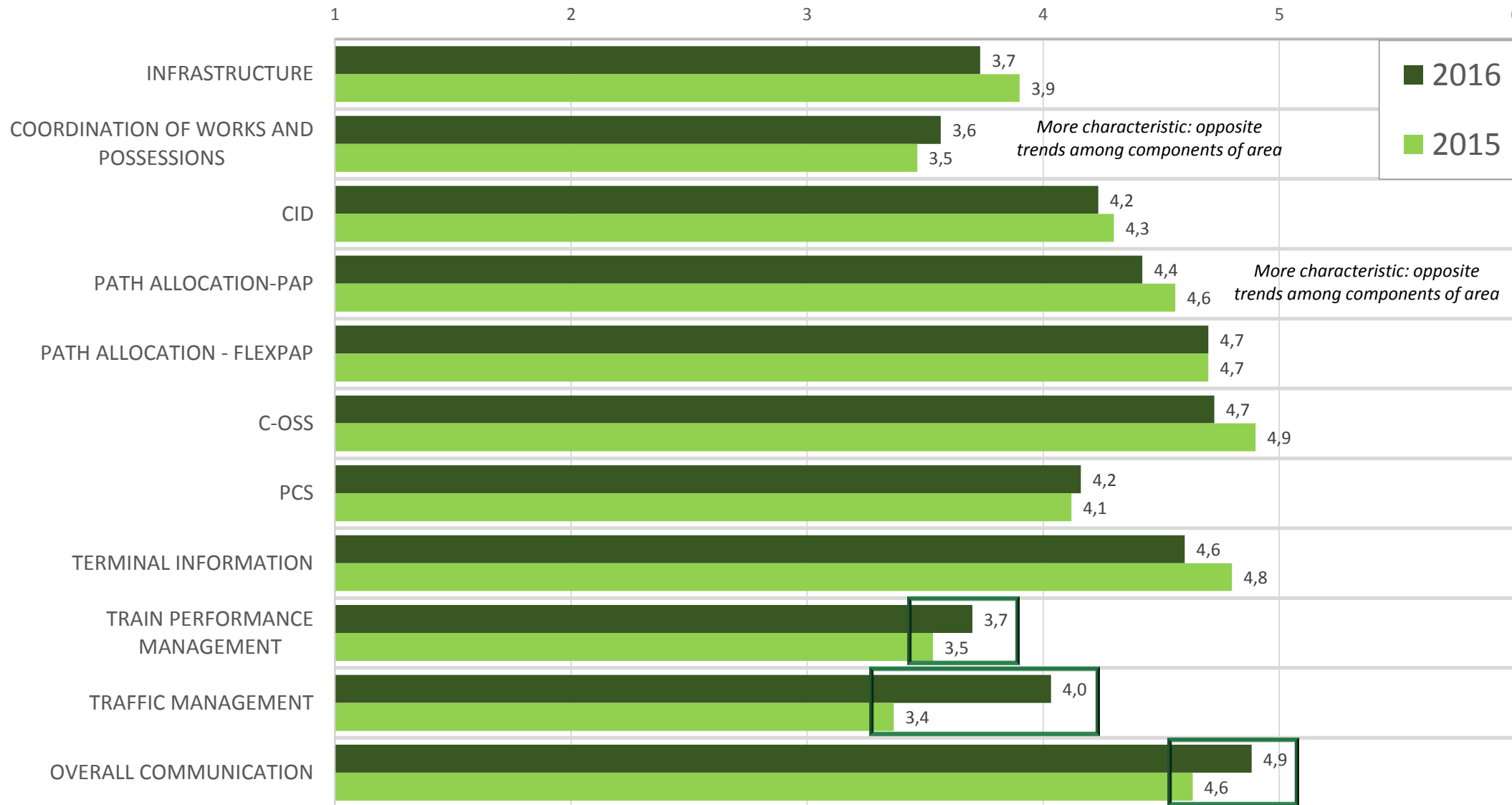
very <u>u</u> n	<u>u</u> n	slightly <u>u</u> n	slightly	satisfied	very satisfied
satisfied	satisfied	satisfied	satisfied	satisfied	satisfied

# Summary - Satisfaction Rating - Comparison to 2015 (4)



Attention: very small sample sizes!

# Area averages compared to 2015



**Small sample size!**

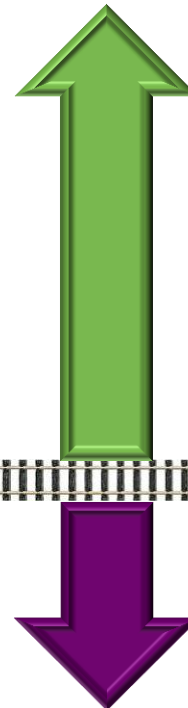
Source: marketmind RFC User Satisfaction Survey 2016 raw data  
RFC 7 additional analysis

**Comparable results only!**

# Main conclusions

## Improvements on

- TRAFFIC MANAGEMENT
- OVERALL COMMUNICATION
- TRAIN PERFORMANCE MANAGEMENT



## To be retained

- Annual report
- Communication with MB except RAG/TAG meetings
- Information at RAG/TAG meetings
- Information on website
- Brochures
- FlexPAP concept
- Availability and business know-how of C-OSS

## Special attention to

- PATH ALLOCATION (to keep the outstanding high level)

## To be developed

- Works and possessions
  - result/quality of coordination
  - quality of information
  - involvement of RU in relevant processes
- Infrastructure standards

*Small sample size!*

Source: marketmind RFC User Satisfaction Survey 2016 reports  
RFC 7 additional analysis

- More steps forward, than backward – Positive balance 2 years in row
- Need to focus on:
  - **Infrastructure standards**
    - Condition of infrastructure
    - Train parameters
    - Electrification
    - Works
  - **Works and possessions**
    - Coordination
    - Quality and time of information
    - Keeping to plans
    - Alternatives

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*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 2017!**

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