

Auckland – NEW ZEALAND

MAXX

A rail revolution



Contract facts

CLIENT

Auckland Transport

OPERATOR

Veolia Transport Auckland

CONTRACT START

2004

Key figures

NETWORK

95 km of track

40 stations

WEEKLY SERVICES

Over 1,950

RIDERSHIP

10 million passengers/year

KILOMETERS TRAVELED

2.9 million km/year

VEHICLES

38 trainsets

147 carriages

STAFF

Over 460 employees

Challenge

Significant investment has been made by both regional and central government in redeveloping Auckland's rail network. This includes track works, signaling system improvements, station upgrades and a major electrification project of the rail network, part of an overall plan to develop high quality public transport corridors and encourage more people to regularly use public transport.

Veolia Transdev's solution

Continuous Service Improvements

Deliver a transformation in passenger rail services in New Zealand's largest city:

- > managing the successful introduction and operational performance of new electric train sets,
- > extending the network from three to five lines,
- > working with Auckland Transport on an extensive program of re-signaling, platform lengthening, station modernization, real-time passenger information displays at stations, automated announcements on trains and integrated ticketing,
- > a 248% increase in train services between 2003-2011.

Result: An average compound ridership growth of 17% a year since 2004.

A customer-centric business strategy

A comprehensive review of the business resulted in a more customer-focused organization.

Initiatives include:

"Going for Green"

- > All staff have attended at least one full-day training in Veolia Transdev's proprietary customer care program: "Going for Green"
- > Training sessions are delivered by our in-house training team who build internal capacity and performance.

Objectives

- > Increase and enhance passenger rail services sustaining high levels of passenger satisfaction and punctuality.
- > Provide customer service excellence.
- > Deliver world class services for the Rugby World Cup.

> Special events modules and a full day of additional training have been delivered to prepare for the Rugby World Cup.

> Continued customer service training takes a central role in the introduction of integrated ticketing and a further 40% increase in services in 2012.

"Meet the Managers"

> Jointly held "Meet the Managers" sessions with Auckland Transport and KiwiRail. The sessions provide the opportunity for senior managers and passengers to share views, discuss and identify areas of concern at stations.

Major events preparation

A full operating plan has been put in place in preparation for the Rugby World Cup, including:

- > an internal communications initiative - "Game On" – to provide progress updates,
- > quick reference guides, including key contacts and emergency procedures,
- > extensive collaboration with government, transport authorities, other transport providers, security services and stakeholders.

Result

- Continuous customer satisfaction improvement: from 79% in May 2007 to 86% in 2011.
- A new record in rail patronage, tripling passenger trips to 10 million a year.