

# Berlin – GERMANY

InterConnex – The first privately operated long-distance train service



## Contract facts

### TRANSIT AUTHORITY

Operated under full commercial risk

### OPERATOR

Ostseeland Verkehr GmbH

### OPERATION START

2002

## Key figures

### NETWORK

415 km of track  
9 stations

### SERVICE

2 connections  
Leipzig-Berlin/day  
1 connection  
Berlin-Rostock/  
Warnemünde/day

### RIDERSHIP

400,000 passengers/year

### KILOMETERS TRAVELED

400,000 km/year

### VEHICLES

1 electric locomotive,  
6 coaches

### STAFF

15 employees

## Challenge

In contrast to German regional rail transport, long-distance railway operators are not provided with public subsidies. In 2002, Veolia Transdev was the first private company to run long distance rail services under the brand name InterConnex. This is a full-risk venture. A situation that also offers opportunities, such as free structuring of fares and sales channels.

## Veolia Transdev's solution

### A new service

> High levels of comfort and friendly spaces; rail vehicles have been re-designed with new passenger features, such as multifunctional areas for up to 50 bicycles, children's strollers, wheelchairs, etc.

> Short travel times, simplified fares and timetables are defined around carefully studied customer needs.

### Simplicity

> Online ticket purchase is made easy with a state-of-the-art passenger website.

> Specific marketing campaigns have delivered special benefits to targeted customer segments, such as campaigns to "over 55's" and students.

### Close to our passengers

A customer care center able to respond by phone and email, 24 hours a day, 7 days a week:

- > high quality operational processes,
- > ticket sales,
- > customer feedback and complaints management.

## Objectives

Operate cost-effective long distance traffic on a market asserting itself in the face of a dominant state-owned player. Increase InterConnex's market share by:

- > boosting passenger numbers, especially through attracting people who would normally drive,
- > achieving high customer satisfaction rates,
- > developing an innovative and ambitious commercial strategy.

### A positive image

After eight years of operations, passengers have an extremely positive image of the InterConnex network:

- > in a 2009 independent customer satisfaction survey, 98% of passengers would recommend the service – and 63% expressed themselves "very satisfied",
- > customer-facing staff have followed the unique and proprietary Veolia Transdev customer care training program "Going for Green" to ensure the best possible passenger experience.

## Results

- Passenger numbers have increased by 54% since 2007
- Thanks to a carefully crafted and easy-to-use Internet website, 60% of ticket sales are conducted online