
Revolving Around the Customer: Indicators of the Market and its Regulation

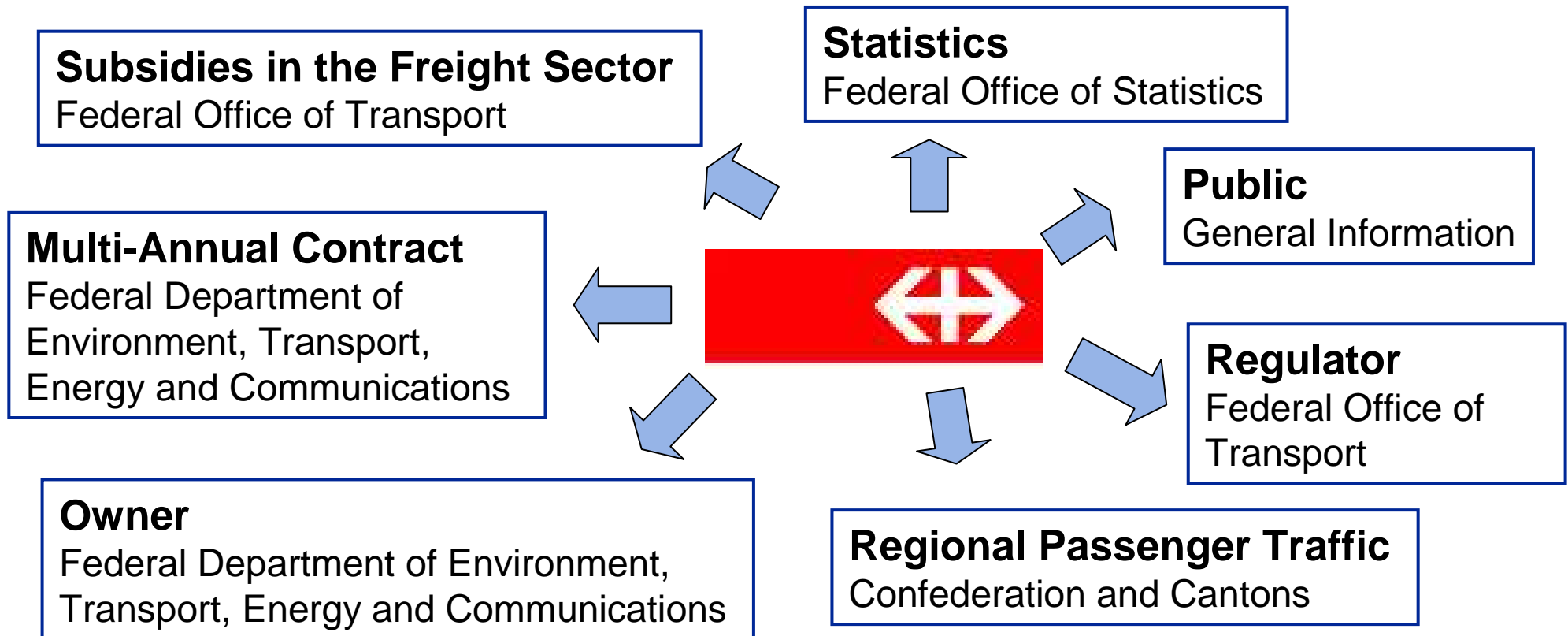
Swiss Federal Railways

Stephan Osterwald
Markus Kern

Florence Workshop on Rail Transport Regulation
November 15, 2010

Current Situation in Switzerland:

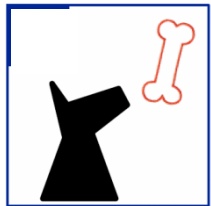
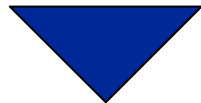
Who wants to know what?



What should Determine the Quest for Indicators?

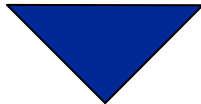


Objectives of the railway system



Incentives to reach objectives

- ▶ on system level
- ▶ on undertaking level



Indicators

Required information further depends on:

- ➔ market order
- ➔ functioning of the market
- ➔ involvement of public funds
- ➔ public policy objective (e.g. modal shift)

Key Elements of Railway Performance

Quality















Efficiency



Customer orientation



SBB implements key elements of performance by means of nine strategic objectives

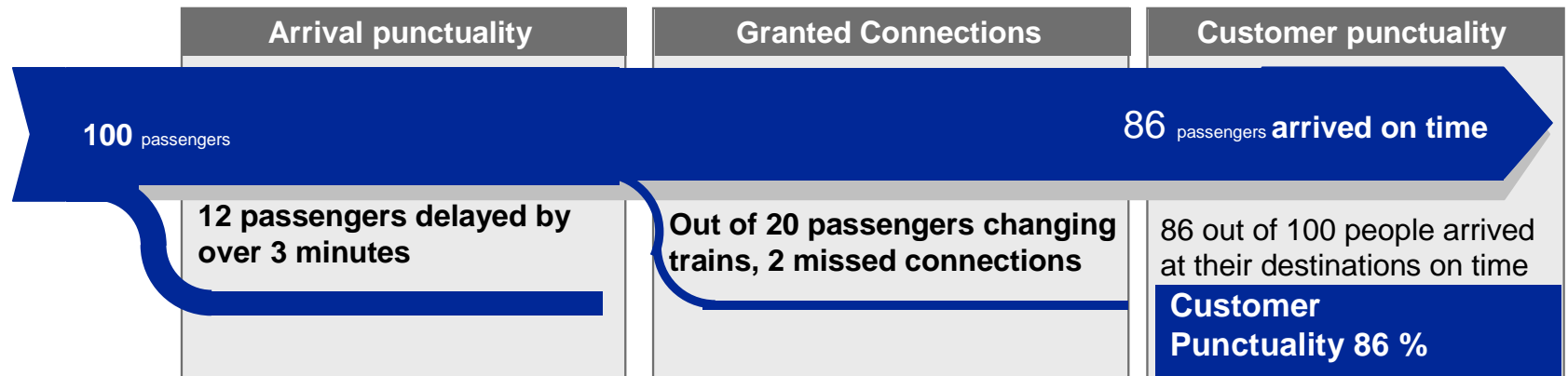
Strategic Objectives of SBB	
	1 Customer Satisfaction 
	2 Image
	3 Employee Satisfaction
	4 Customer Punctuality 
	5 Safety
	6 Annual Result
	7 Free Cash Flow
	8 Market Share
	9 Ecological Sustainability 





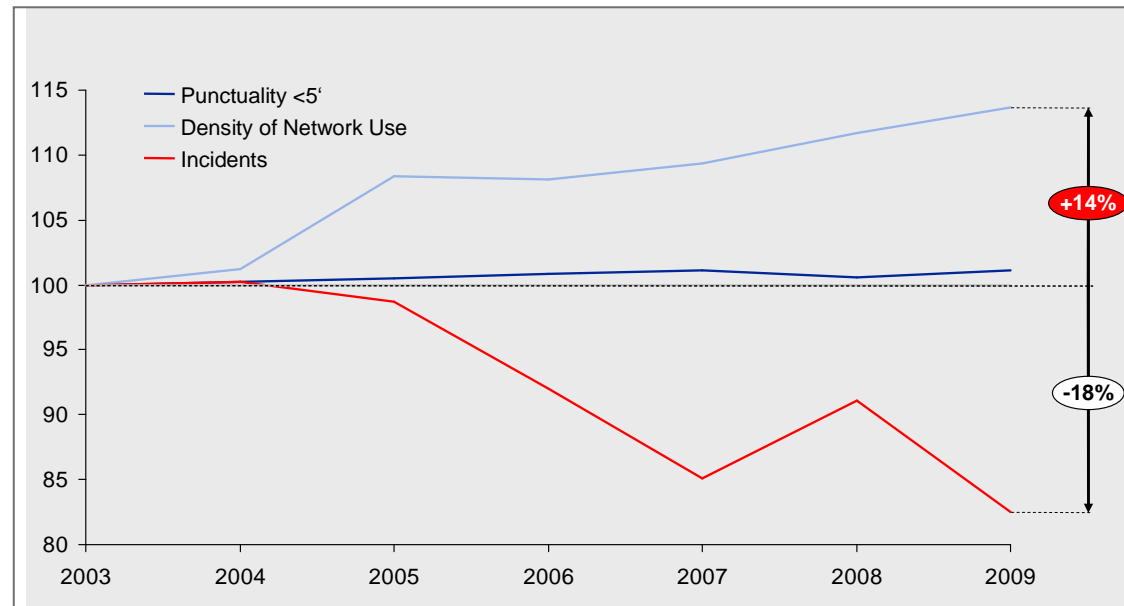
Customer Punctuality

Measuring Customer Punctuality



Relative Development

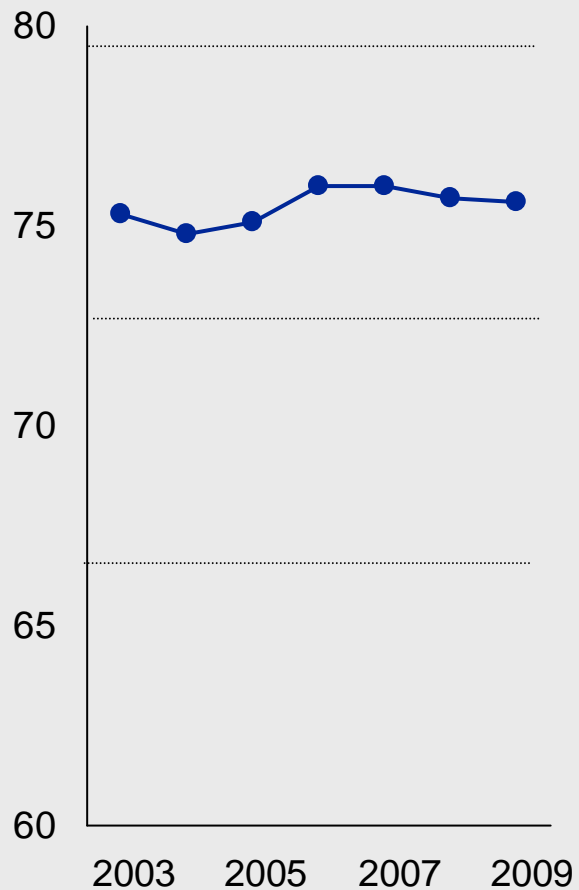
- Incidents,
- Punctuality <5'
- Density of Network Use



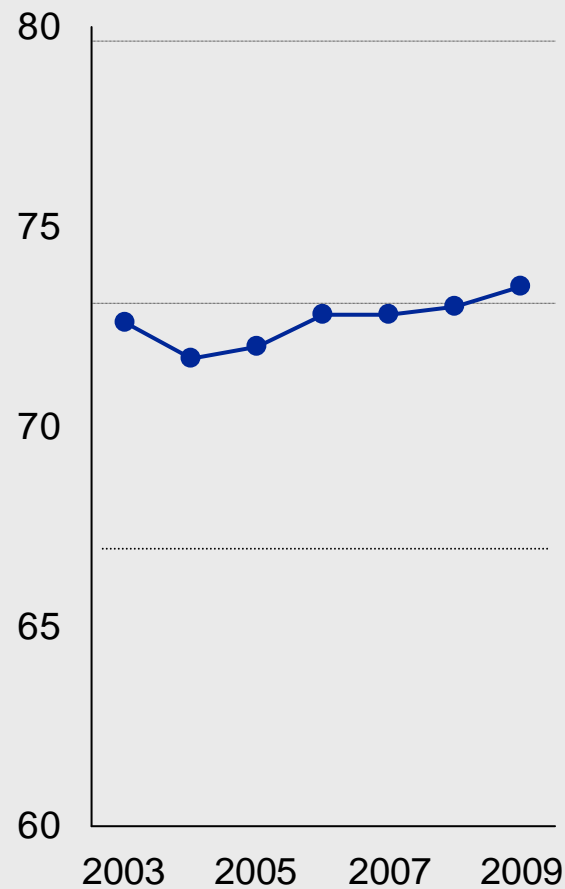


Customer Satisfaction

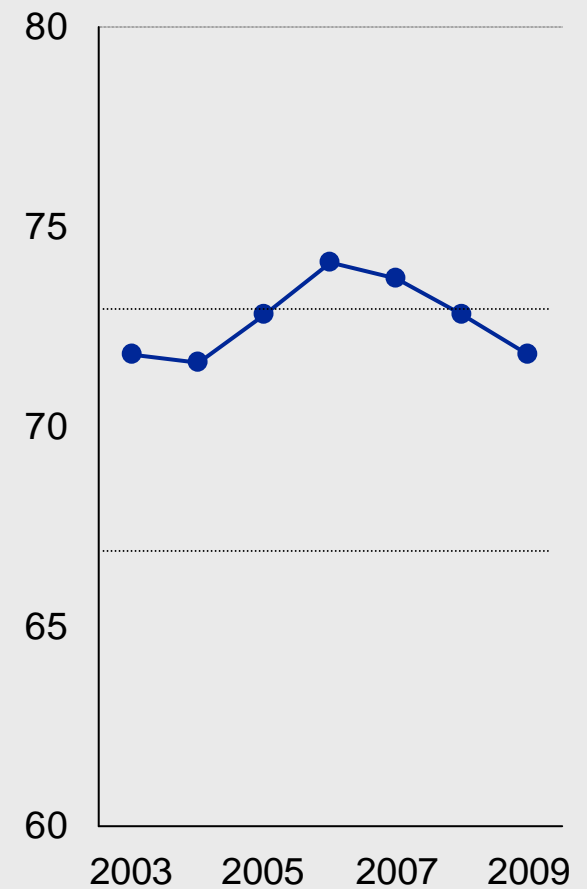
Overall Satisfaction



Offer/Performance



Wellbeing







Sustainability: Facts and Figures

Development since 2000



CO₂-Emissions **Freight: 13 g CO₂/tkm** (truck 40 tons: 107 g/tkm) 
Passenger: 7.9 g CO₂/Pkm (car: 189 g/pkm) 
Electricity: 71% from hydro-electric power production



Reduction of noise emissions **Low-noise rolling stock:** Passenger 97% Freight 77% 
Noise barriers constructed: 193 km



Low particle emissions **58% of diesel engines equipped with particle filter** (corresponding to 73% of total output) 

Sustainability Objectives 2015

CO₂-Emissions

Energy Savings

Environment-managementsystem

Concluding Remarks

1

« Unbundling » of roles und functions of public authorities in the process of liberalization and deregulation

→ Clarification of roles regarding the handling of information



2

Proportionate information requirements

→ Current tendency towards higher administrative burdens of railway undertakings



Concluding Remarks

- 3** Risk that detailed information requirements serve as a starting point to micromanagement by the regulator
→ « over-information » bringing along « over-regulation »
- 4** Information requirements must be in line with ultimate objectives of regulation
→ quality, efficiency and customer orientation as key elements
- 5** Use indicators to assess the performance of the system for its further development and improvement
→ “enlightened” instead of trail-and-error process

Thank you for your interest !