

# **Service Quality in Public Passenger Transport EN 13816**

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# 1 The challenge

## **The EC policy on Public Passenger Transport focusses on open markets and controlled competition**

i.e. tendering of public service contracts, transparency of public fundings, exclusive rights for limited periods only

(see EC Directive 1191, KOM(2000) 7 - 2000/0212 (COD))

### **That means for PPT companies**

- ensuring competitive costs levels
- at defined quality standards

# 1 The challenge

**Ferry lines operate in highly competitive markets. It is vital therefore to ensure high quality standards and to communicate these standards to customers – to differentiate from competitors through quality, not only through price.**

Which quality criteria are important for the ferry passenger?

- Safety - objective and subjective feelings
- Information – easy to get and comprehensive
- Comfort – on ship and on land
- Time – punctuality, speed, total time on ship and on land
- .....??



**If we knew what is most / less important for our customers we could optimize our service and focus our efforts.**

# 1 The challenge

## The benefits of quality management according to EN 13816

- data and facts on service quality initiate cause analysis and permanent improvements
- less costs through avoidance of failures  
(e.g. higher punctuality, less iddle time, less double work, higher reliability etc.)
- increase of income through higher customer satisfaction
- competitive advantages in tendering processes
- transparent quality criteria and reliable quality level
- better image as a „brand name“

## 2 Why Service Standard EN 13816 ?

**The standard EN 13816 „Definition, determination of performance objectives and measurement of service quality“ was published in december 2001 and is valid in all EU countries since 2002**

**The main objectives of the standard are**

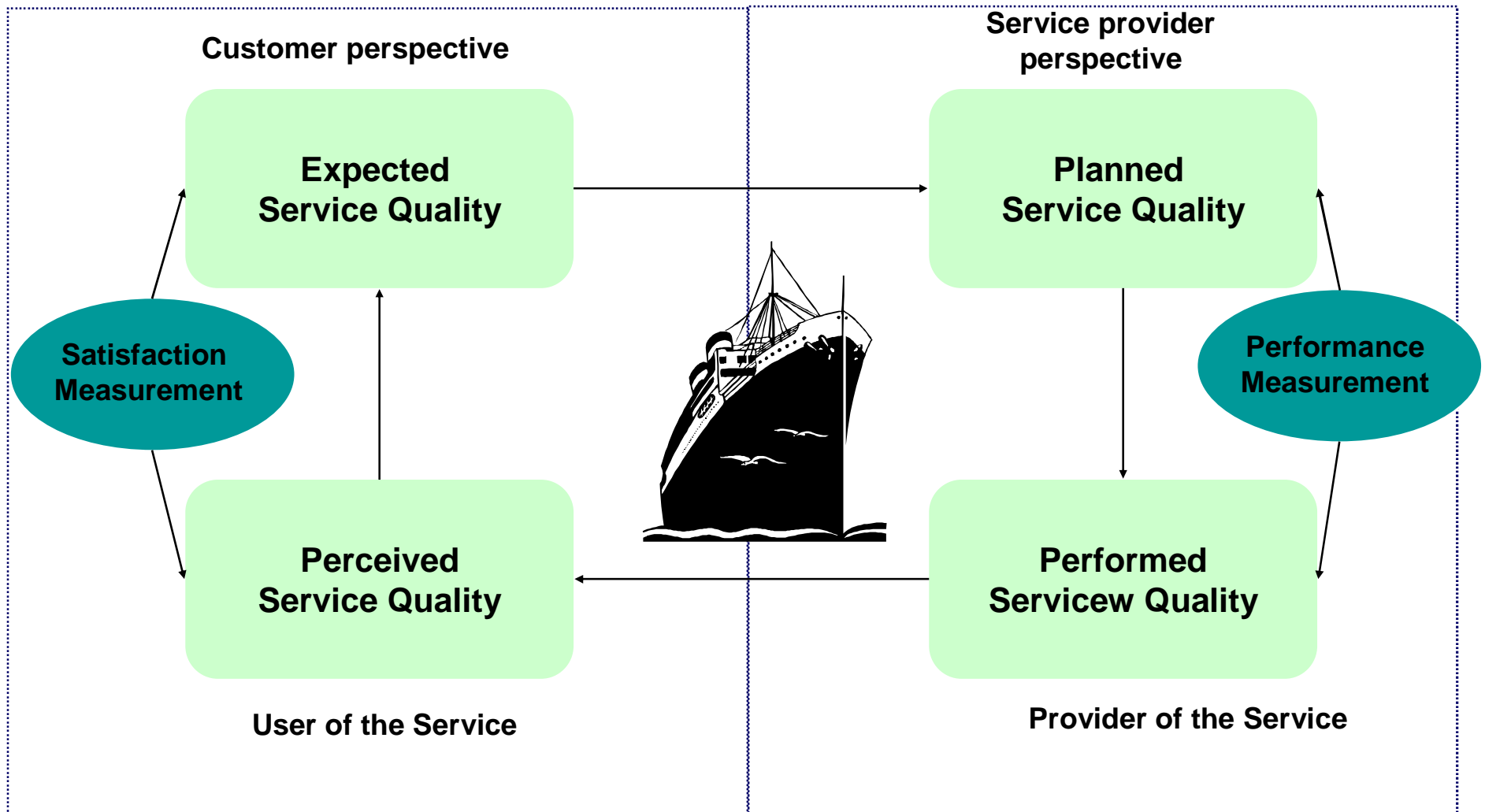
- to promote the quality philosophy for public transports,
- to direct the focus on the needs and expectations of customers,
- to direct attention of public authorities on these issues,
- to clarify allocation of responsibilities,
- to enable comparison of quality promises of different service providers,
- to contribute to a continous quality improvement.

(see EN 13816, Introduction)

## 2 Contents of the EN 13816

Chapter	Main Contents
I Scope	<ul style="list-style-type: none"> <li>• Definition, determination of objectives and measurement of service quality in public passenger transport</li> </ul>
II Definitions	<ul style="list-style-type: none"> <li>• Public passenger transport, Service provider, Service quality</li> </ul>
III Approach	<ul style="list-style-type: none"> <li>• The quality circle</li> <li>• Deployment of the quality circle principles on any quality management</li> <li>• Quality criteria (8 main categories)</li> </ul>
IV Requirements	<ul style="list-style-type: none"> <li>• Quality management must be installed by the service provider, including identification of customer requirements, identification of areas for improvements, measurable quality criteria, compensation, levels of non-acceptance, measurement of performance, customer evaluation, corrective action, communication)</li> <li>• Definition and measurement of service quality</li> </ul>
V Recommendations	<ul style="list-style-type: none"> <li>• Allocation of responsibilities between all parties involved</li> <li>• Joint or separate QM-systems of more than one providers</li> <li>• Other QM-activities (self-assessment, CIP, service guaranties)</li> </ul>
Annex A – (informative) Annex B – (informative) Annex C – (informative)	<ul style="list-style-type: none"> <li>• Quality criteria</li> <li>• Glossary of important definitions in PPT</li> <li>• Guidance for measurement of performance and satisfaction (direct performance measurement, surveys, mystery shopper)</li> </ul>

### 3 Approach of the EN 13816: The Quality Circle





## 4 Requirements of the EN 13816: To define and to measure quality criteria

### 8 Quality Criteria Groups (Annex A EN 13816)

- **Availability** (network, operation time, reliability)
- **Access** (interfaces, ticketing)
- **Information** (travel information, regular and occasional, )
- **Time** (travel time, punctuality, regularity)
- **Customer Service** (availability of personal, competence, assistance)
- **Comfort** (space, driving, environment)
- **Safety** (Avoidance of criminal attacks and of accidents, emergency)
- **Environment** (pollution, resources)

## **4 Requirements of the EN 13816: To manage relevant processes**

**Processes which influence the service quality from a customer perspective should be determined and managed.**

This could be:

- Market research
- Product planning
- Operational planning
- Operations
- Customer information and service
- Claim management
- Measurement, analysis and reporting
- Improvement actions

## 5 Recommendations of EN 13816

- **Agreement on responsibilities in case of several service providers involved**
- **Joint or separate quality management**
- **Additional quality management provisions**
  - Self Assessment
  - Continuous Improvement Process
  - Benchmarking
  - Standardisation and / or Certification
  - Partnerships for Quality
  - Service warranties

## 6 EN ISO 9001:2000 and DIN EN 13816

Similarities and differences

**ISO 9001 is an effective platform for EN 13816.**

	EN ISO 9001	EN 13816
<b>Objective</b>	<ul style="list-style-type: none"> <li>• Quality assurance of an enterprise</li> <li>• Evaluation of an enterprise</li> <li>• Comparison of enterprises</li> </ul>	<ul style="list-style-type: none"> <li>• Quality assurance for a certain service product</li> <li>• Evaluation of products</li> <li>• Comparison of offers</li> </ul>
<b>Scope</b>	<ul style="list-style-type: none"> <li>• worldwide, all industries</li> </ul>	<ul style="list-style-type: none"> <li>• European wide, PPT only</li> </ul>
<b>Requirements</b>	<ul style="list-style-type: none"> <li>• comprehensive quality management system for the company</li> </ul>	<ul style="list-style-type: none"> <li>• Product features (quality criteria) and product related quality management</li> </ul>
<b>Approach</b>	<ul style="list-style-type: none"> <li>• PDCA-Cycle</li> <li>• Process orientation</li> <li>• Customer orientation</li> <li>• requirements for all products</li> </ul>	<ul style="list-style-type: none"> <li>• Quality Cycle</li> <li>• Product orientation</li> <li>• Customer orientation</li> <li>• requirements for each single product</li> </ul>

Source: Wagener& Herbst

***„The sweetness of a low price is long forgotten  
when the bitterness of a poor quality still remains.“***



***Can we afford not to manage quality?***