



CUSTOMER SATISFACTION

The Group, in compliance with the objectives of the quality and road safety policy, is committed to monitoring quality perceived by users of its own motorway infrastructure. To this end, the licensee companies carry out customer surveys on a regular basis and the results are analysed and used internally to identify strengths and weaknesses, plan improvement actions and follow them up.

Supporting these activities, in February 2020 the Customer Experience Project "Qui Nord Ovest" was completed, which the Group licensee companies had begun in February 2019 in cooperation with Codacons, the main Italian consumer association, and Markonet.

The "Qui Nord Ovest" Project provided a series of information services with the intention of activating the interactive engagement of drivers in order to facilitate the continuous improvement of services and safety. Driver satisfaction, alongside changes in expectations, are necessary indicators for assessing the quality of the services provided and for continuously improving the services offered.

The Project involved the collection of reports (alongside photos and videos) of events, circum-

stances and critical situations encountered in motorway journeys by users in order to improve the services and safety on the motorways managed by the ASTM Group.

Reports coming from drivers who participated freely and interacted through channels made available involved not only aspects that negatively influence the Customer Experience, but also recommendations and proposals, compliments and constructive criticism.

The Project has made use of the following communication channels:

- the quinordovest.it website, which describes the objectives and purposes of the project, collects the main information about the stretches involved, supplementing official websites, promotes the local area through specific sections dedicated to tourist events and routes and places emphasis on the Highway Code. During the 12 months of the project, the website received over 200 thousand visits from 10 thousand unique users;
- the "Qui Nord Ovest" Facebook page, through which users can send reports and comments by private message or comments on posts, which

reached over 300 thousand people during the project;

- the mobile line, to which users can send reports and images through “WhatsApp” messages;
- the dissemination of the landline telephone numbers of the motorway companies’ operating centres, where motorway emergencies can be reported (e.g. presence of objects or animals on the carriageway).

As a whole, the Project has generated 867 reports, including suggestions, positive and negative comments, of which 202 immediate reports on critical situations, sent to the relevant licensee company in order to facilitate its intervention. Critical situations included various sectors such as service areas, the roadbed, objects in the carriageway, signage and vegetation.

Analysis of the research showed how users’ atten-

tion was rather polarised on the issue of road safety and even more so in relation to infrastructure: in that regard, growing awareness is evident that almost always results in concerns about the structural conditions of motorways, viaducts and tunnels.

Although recent events involving Italian motorways lead opinions down a more critical path, on the other hand we have seen a more aware and informed outlook from users, who demonstrate their appreciation for the commitment of the ASTM Group, which, through investments and the development of new technologies, guarantees infrastructural safety, and therefore the safety of travellers.

In this way, it is even more obvious how studied and in-depth the construction of real dialogue must be, aimed at discussion and to counter the circulation of news which can be insidious for the company’s reputation - in order to create an active interrelationship at the basis of long-lasting improvement and traveller loyalty.