

Passengers Experience – Deep dive in social media

Objective of the study

Transdev strategy is based on a very strong focus on passengers needs and experience. To get deeper in our understanding of the reality of their day to day experience, Transdev decided to set-up an original process of gathering feedbacks from social networks, analyzing especially “weak signals”. Then we compared the results from one region to another to observe common issues and specific ones.

Methodology of the study

Transdev launched a Social media listening initiative using a data gathering program for social network analysis, configured with the keywords and topics that represent the rider experience for Transdev. Public posts on Facebook, Twitter and Instagram were analyzed in select regions from August 29 to September 28, 2018. 36.000 posts were collected and analyzed in three phases, covering the main regions of Transdev’s operations: France, UK, Germany, Netherlands, US and Australia.

Key outcomes

The main outcomes that emerged through the study are as follows.

The strongest signals on social networks relate to riders’ basic needs—on-time performance, safety, price and comfort—demonstrating that **there is still ample room for improving the experience.**

Mobility is obviously a part of daily life, a routine that individuals are increasingly adept at planning and organizing in order to “optimize” their commute. Commuters have also become **experts in their daily journey**, on the lookout for the slightest malfunction or technical glitch, and critical of customer service. They should be considered as an informed audience on mobility issues

Sharing space: a mix of tensions and cooperation. As urban areas grow denser and more complex, some users have taken it upon themselves to become **advocates for a specific mode of transit.** This phenomenon is particularly pronounced among cyclists, who are very active and organized into communities on social networks. Some users’ high level of engagement has led them to gradually become experts and participate in groups. Together they form ad hoc collectives to pinpoint a recurring problem or even implement a solution. These groups foster positive impetus that **enables them to provide constructive criticism and offer solutions** to transit authorities.

When users’ primary needs—on-time performance, safety, price and comfort—are met, they are inclined to **view their trip as an experience in and of itself.**

The advent of new modes of transit in public spaces **boosts enthusiasm** and helps establish a new narrative on mobility, which is viewed as electric, connected and effortless.

On the whole, many similarities appeared in different regions, but clear differences exist particularly when **relational issues** with transport companies or between passengers occur.