

# GARA Global AirRail Awards

## CASE STUDY: Customer Service Excellence 2013 WINNER - Arlanda Express



Arlanda Express is a high-speed rail that connects Stockholm City and Stockholm Arlanda airport in 20 minutes. In 2012 Arlanda Express carried 3.3 million passengers.

In 2012 Arlanda Express introduced Mystery Traveller as a tool for measuring their degree of customer service. Their wish was to increase add-on sales in the form of more return tickets and to increase staff visibility on platforms and on board.

Arlanda Express started 2012 with a promise to customers:



“Those of us who work on the Arlanda Express want to give you an experience, not just a 20-minute ride between Stockholm City and Arlanda Airport. From when you're first planning your journey until you're home again, we want to meet and exceed your expectations.”

### Step 1 - Pilot study Mystery Traveller

A pilot study to test the survey and rating was done during 2011. A number of areas, such as welcoming reception, staff availability at the platform, staff awareness of the customers at the platform, overall impression and up-selling were targeted and the feedback from the Mystery Traveller surveys was very positive.

### Step 2 - Hosting Training Program

This included a 1-day training programme for all 180 employees, train attendants, drivers, head office staff and management team.

### Step 3 - Announcements, training and refreshment course

All drivers and train attendants have been trained in announcements skills on different PA-systems.

### Step 4 - Service Goals January 2012

The service goals were launched in January 2012 and surveys were carried out continuously under 2012.

Arlanda Express achieved all three Service Goals with largest improvement seen in increased sales of return tickets.

	Goals 2012:	Result 2012:
Overall journey Experience	93%	93%
Increase Sales of Return tickets	50%	57%
Welcoming reception in ticket counter	70%	73%

Additionally, staff training resulted in better customer announcements and improved information during disruptions. Arlanda Express customers can also enjoy free onboard wifi, improved departure information, shoe shine machines on the platforms and self-service check-in kiosks at Stockholm station.

