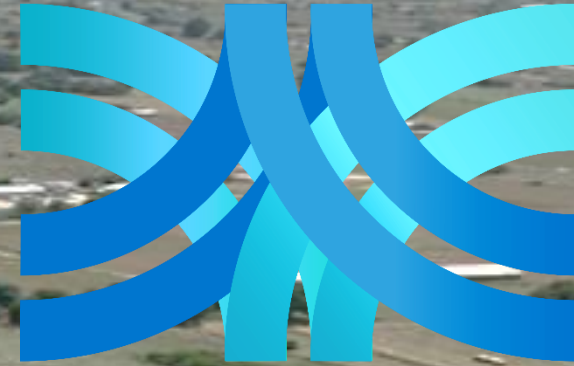


**ASECAP DAYS**



**COSTA NAVARINO 2019**

**Benoit Le Bouille – Managing director of Gefyra Litourgia**

***Positive Aura – A program to improve the customer satisfaction on the Rio-Antirion bridge***

*Costa Navarino, Messinia, Greece  
29-31 May 2019*

[www.asecapdays.com](http://www.asecapdays.com)



Organized by

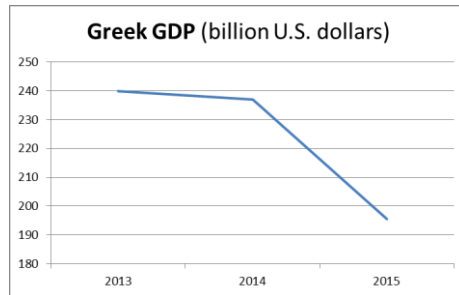


# Rio-Antirion bridge and ferries



# 2015

## For Greece



## For the Bridge

Lowest traffic since 2004

Lowest market share for the bridge (80% bridge / 20% ferries)



# 2015: The full awareness of the need

	2015
Company image	96%
Quality of information given	60%
Issue resolution	70%



# Our strategy in 2015

More dedicated services – less products  
No technological gadget



Implementation of a client oriented culture  
called Positive Aura  
3 years project ( End 2015 –2018)



# A client culture: Positive Aura

“The only complaints I accept are those concerning our pricing policy, the rest must be perfect.”



We consistently  
Appreciate  
our customers



We have  
a Positive  
attitude



We have  
Passion for  
Improvement



We offer  
Personalized  
solutions



Our 4 service  
values





## Το μοντέλο εξυπηρέτησης « ΘΕΤΙΚΗ ΑΥΡΑ»

<p style="text-align: center;"><b>A</b></p>	<p><b>Αναγνωρίζω</b></p> <ul style="list-style-type: none"> <li>-την κατηγορία του οχήματος</li> <li>-τον τύπο πελάτη</li> <li>-τη διάθεση μου</li> </ul>
<p style="text-align: center;"><b>Υ</b></p>	<p><b>Υποδέχομαι με ευγένεια</b></p>
<p style="text-align: center;"><b>P</b></p>	<p><b>Ρωτώ πρώτος τον πελάτη για τις ανάγκες του &amp; ανταποκρίνομαι ενημερωτικά</b></p>
<p style="text-align: center;"><b>A</b></p>	<p><b>Αποχαιρετώ με ευχή και χαμόγελο !!!</b></p>



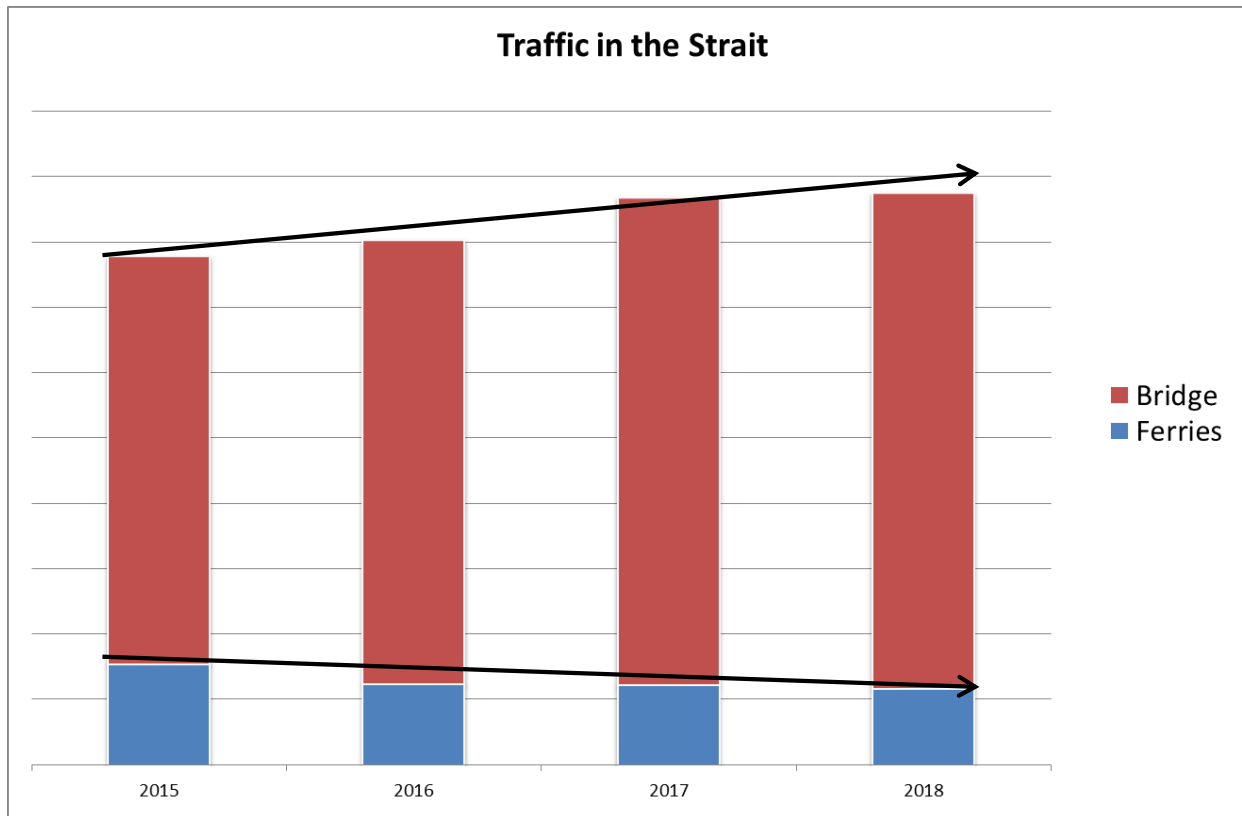
# First results

	2015	2017	2018
Company image	96%	96%	96%
Quality of information given	60%	77%	85%
Issue resolution	70%	80%	86%





# First results



Increase of the total traffic +12%

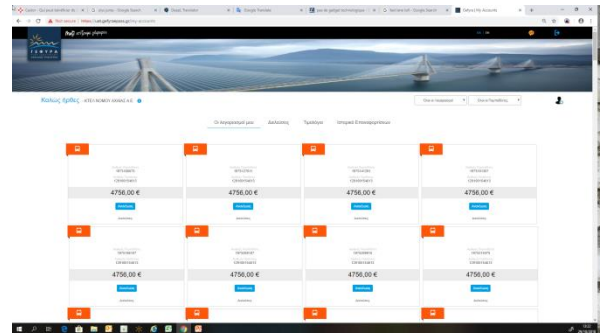
Decrease of the ferries traffic -24%

Market share of the bridge 80% to 86%



# Our strategy for 2019-2020

## New tools



## New website site



Σύνδεση στο ePass

Για τη είσοδό σας στην online υπηρεσία Γέφυρα ePass εισάγετε το όνομα χρήστη και τον κωδικό πρόσβασης που έχετε ορίσει.

Username

Password

Είσοδος

## Mobile App

A new cycle of 2 years based on systematic workshops to improve our processes and keep the momentum



# Rio-Antirion bridge and ferries

