



Improving services on the Weser

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To help find out how to improve existing ferry services, iTransfer partner, the Bremerhaven Tourist Board, have released a report to analyse customer satisfaction and suggest recommendations to improve the Weser ferry services and vessels in Germany.

Although nearly 90 percent of all those interviewed were satisfied or very satisfied with aspects such as the good connections and accessibility, cleanliness and friendliness of staff, areas of improvement included coordinating journey information service for a more



integrated approach.

To address this, the report proposes using enhancing the ticket and service range by offering combined package tickets with other public transport systems booked through an integrated online system. It also suggested providing special discounts to keep prices competitive.

The report also highlighted the importance of the internet, social media and other digital channels such as mobile technology, and would benefit the organisation's marketing strategies. However, it noted that an integrated and regular approach would be required rather than just taking place occasionally.

Over a thousand passengers took part in a customer satisfaction survey at the end of last year for their vessels and ferry routes between Bremerhaven and Bremen and the route from Bremerhaven to Heligoland.