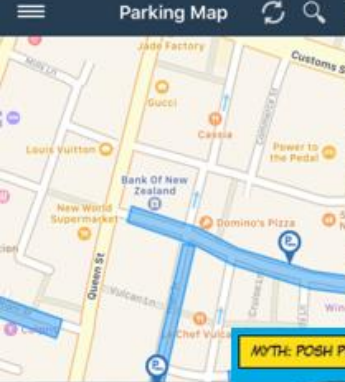


# Customers are Complex Enough

Glen Wright *AT Insights*





# The best Method...



# Frameworks keep us focussed



Know Your  
Customers

Make Stuff  
With Them

Speak Their  
Language

Measure and  
Refine Experience

# Who are our customers?



Auckland Transport serves the people of Auckland both now and into the future. This includes those who live in or travel to and through Auckland, or who rely on or provide transport for other people, goods and services.

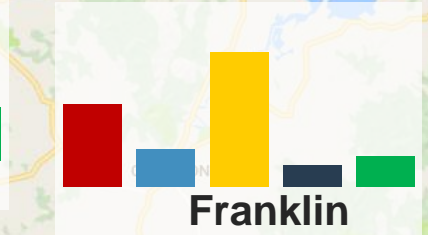
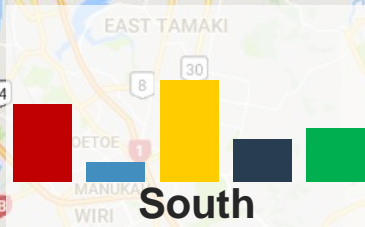
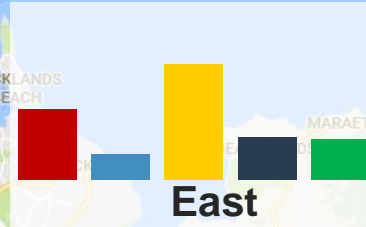
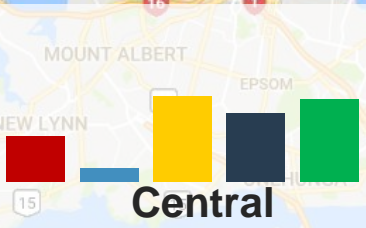
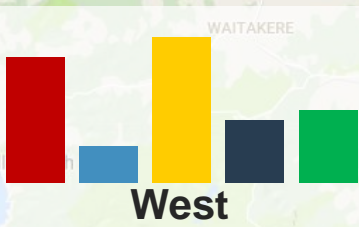
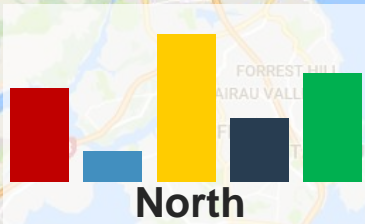
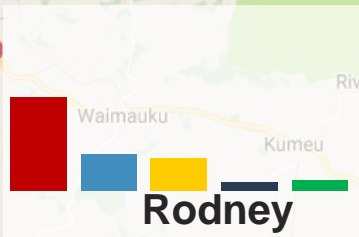
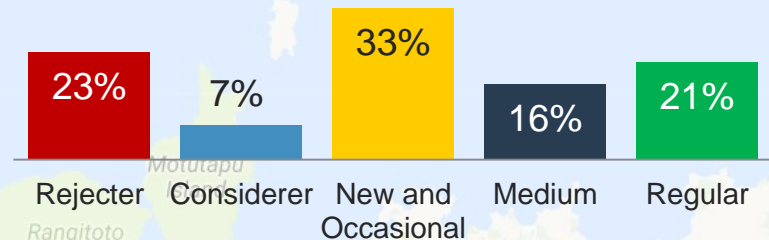
Their children, grandchildren, and future visitors and residents are also our customers. They will experience the legacy of decisions we are making today.





# What distinguishes us?

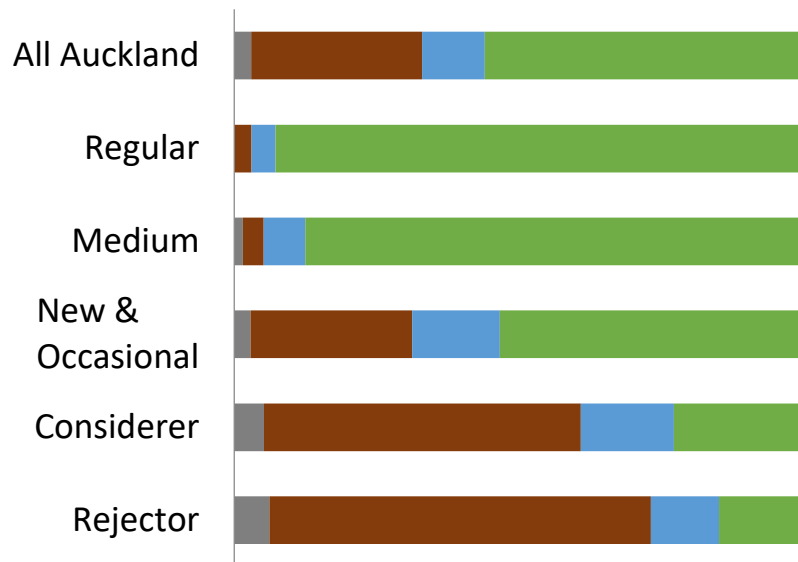
## PT Adoption - All Auckland



# How are our products used?

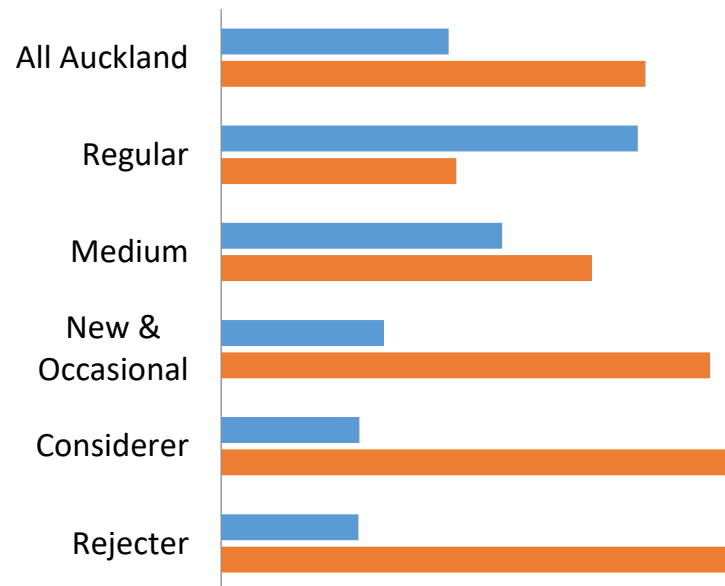


## Do You Have an AT HOP Card?



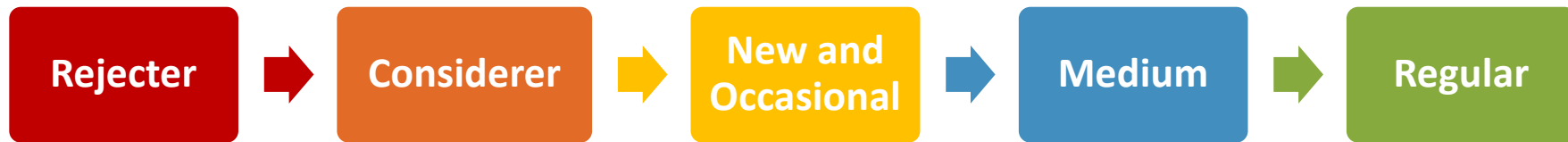
- I don't know this card
- No, and I do not intend to get one
- No, but I do intend to get one
- Yes

- Most Common Destination Central
- Most Common Destination Not Central



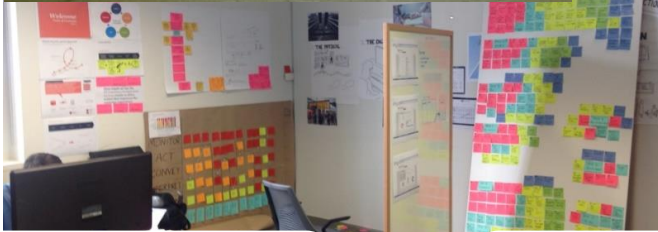
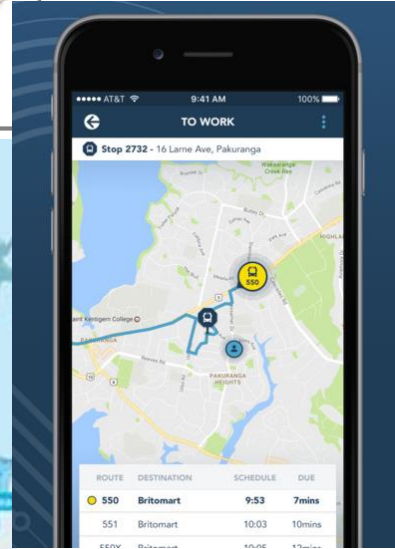
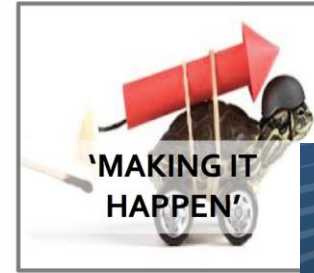


# How do we change behaviour?



<b>Priority</b>	<b>Build Reputation</b>	<b>Improve Local and Family Services</b>	<b>Make PT Routine</b>	<b>Build Frequency</b>	<b>Make Advocates PT Outside Routine</b>
<b>Perception From</b>	Little need Poorly operated Council service	Transport complex & expensive Want more options Works for some, how do I use it?	Occasional use to CBD or events Timetables and cash	I can use a route sometimes	It works for me/ because I have to
<b>Perception To</b>	Competent operation Good use of public \$	PT could work for me & my family PT is easy	Easy for my routine People like me Digital makes it easy	Easy to use <u>network</u> Good value Digital makes it easy	Mode of choice It would work for most Easy after hours/ when disruptions

# Building Simplicity



Market Modelling

Qual Testing/  
HCD

User Trial

CX Monitoring

# Why it works



Consistent

Accurate

Compelling

Fast

# Why it works



Make Sense of  
the Data

Work with  
Agencies

Empower our  
Partners

Iterate to Build  
Better Stuff



# Thank you.