

LA MOBILITA'  
ENTRA IN RETE.



# The Gruppo Brescia Mobilità and Social Customer Care

Brescia, 15th January 2015

# The Gruppo Brescia Mobilità and 2.0 communication

In 2011 the Gruppo Brescia Mobilità inaugurated the **Facebook** profiles and in 2013 it started a “**Social Oriented Customer Care**” **project**: a new way of communicating became the expression of a **new strategy which puts clients at the centre of attention**, and plans and offers the service according to their needs.

Through the Social Customer Care the Gruppo Brescia Mobilità manages all the information on urban mobility: underground, bus, bike sharing, restricted traffic areas (ZTL) and **car parks**, guaranteeing answers for everyone who wants to move from, to and in Brescia.

The key words of the new communication are :

- Clarity
- Simplicity
- Promptness
- Dialogue

The **information system** is no longer linear and in one directions, from the company to the customer, and vice versa: communicating well means improving the service, as in the perception of the customer using the service becomes easier, but it also means building up a **service on the scale of the customer**, as ideas and possibilities of improvement come from listening.

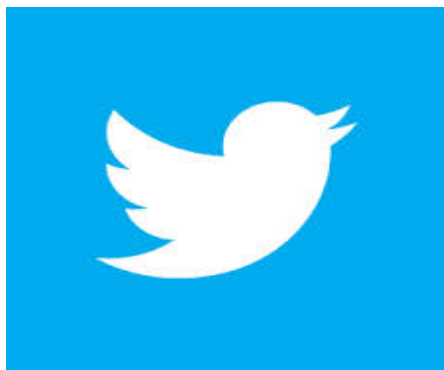
## Some numbers: the two Metro and Gruppo BSM profiles



+ 6,245 Likes



+ 2,180 Likes



+ 1,768 Followers



+ 1000 Followers

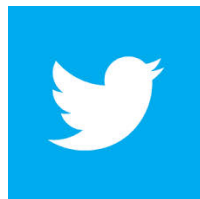
# Channels and profiles of the Gruppo Brescia Mobilità

The Gruppo Brescia Mobilità is present on **Facebook**, **Twitter**, **Instagram**, **YouTube**, and, a few months ago, the first in Italy, it activated a dedicated number on **WhatsApp**.

It works through two profiles

**Metro Brescia:** A fresh, conversational and young style, in line with the nature of the underground. Which represents in the collective imagination the “smart” means, which has changed the transport habits of Brescia’s inhabitants

**Brescia Mobilità:** More institutional, the vehicle of the main service information of the whole Group with special attention for car parks. Through this profile, promotional campaigns and competitions are launched which aim to involve the customers and create a direct contact with them.

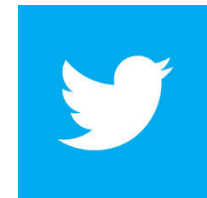


Brescia Mobilità manages 19 underground and surface level car parks throughout the city for about 10,000 cars and 334 parking meters in the urban area which offer 5000 parking places.



The Customer Care of Brescia Mobilità informs its “friends” and followers every day through the social media on :

- News about car parks
- Rates and season tickets
- Availability of parking places
- Competitions





# Social Customer Care: some examples



Gruppo Brescia Mobilità

Pubblicato da Alessandra Capano [?] · 9 gennaio

Il parcheggio in struttura conviene!

Se lasci l'auto in uno dei parcheggi in struttura della città, con la Park City il costo della sosta è dimezzato!

Per info: 800.013812



78 persone raggiunte

Metti in evidenza il post

Mi piace · Commenta · Condividi

👍 Piace a Marco Medeghini e Mauro Zanelli.



Gruppo Brescia Mobilità

Pubblicato da Alice Bonbon [?] · 3 giugno 2014

Concorso rinnova online l'abbonamento e vinci!

904 abbonamenti ai parcheggi rinnovati online!

Vi ricordiamo che chi effettua l'operazione numero 1000 avrà un bonus sull'acquisto dell'abbonamento successivo!

Se effettui il 50esimo rinnovo: sconto del 30%

Dai un'occhiata al concorso: <http://www.bresciamobilita.it/news/sfida-la-fortuna-rinnova-online-l-abbonamento-al-tuo-parcheggio-e-vinci>

Per Info. 800 01 38 12



Social Customer Care Project

# Whatsapp: a successful experiment



In May 2014 the **Customer Care of the Gruppo Brescia Mobilità** started the **experimentation** of the activation of a dedicated number to communicate with customers through **WhatsApp**: no local public transport company in Italy had taken this path yet but it had been taken by some Customer Care departments in other sectors and already tested abroad.

The management of the service includes:

- The dedicated number 342/6566207
- Use of the app via smartphone
- Use only in pull mode, to answer customers' requests
- Priority of answer over all the other customer channels
- In exceptional situations (special events in the city, blocked underground) extension of the Customer Care hours through use of WhatsApp
- Diffusion without dedicated promotional campaign, only viral word of mouth

Contacts

- About 40 WhatsApp contacts/day
- Over 1000 different users since the start

# WhatsApp Social Customer Care: some examples

## Prompt information

Buongiorno, è possibile sapere quanto costa lasciare l'auto in sosta per due giorni al parcheggio della stazione? 17:43

Buongiorno, oltre le 6 ore e fino alla 24<sup>a</sup> ora di sosta la tariffa giornaliera al parcheggio della stazione è di 10,50 euro. Quindi se lasci la tua auto parcheggiata due giorni al ritiro pagherai 21 euro. Buona serata 17:47 ✓✓

Grazie buona serata 😊 17:48

Ciao, quanto costa l'abbonamento mensile al parcheggio Fossa Bagni per i residenti in centro? 18:52

Ciao, l'abbonamento mensile da 24 ore per i residenti in centro costa 45 euro. 18:54 ✓✓

Dove posso sottoscriverlo? 18:54

Puoi abbonarti presso la cassa del parcheggio stesso dal lunedì al sabato dalle ore 9.00 alle ore 15.30! 18:56 ✓✓

Grazie mille! 18:56

😊 18:56 ✓✓



# The feedback of the Social Customer Care

The social experiment is also winning over the world of Instagram: Brescia Mobilità uses the application to promote its services and news through pictures



# Promotional campaigns

The official Facebook and Twitter pages of Gruppo Brescia Mobilità are also used to showcase promotional campaigns on the car parks: communicating news on openings, special offers, rates, season tickets and competitions open to everyone.

## Parcheggio Arnaldo CONVIENE



### TARIFE ORARIE:

1 € all'ora

 **per i residenti a Brescia**  
0,50 € all'ora

tariffa giornaliera (forfait): 6 € • 3 € per i residenti a Brescia  
nuova tariffa notturna (h 20-7): 1 €/ora • 2 €/notte

**Abbonamenti:**  
50 €/mese diurno • 500 €/anno diurno  
70 €/mese 24h/24 • 700 €/anno 24h/24  
per residenti centro storico: 495 €/anno 24h/24

Info: bresciamobilità.it | customercare@bresciamobilità.it | 800 01 38 12 numero verde | bresciamobilità@comune.brescia.it | 342 6565207



## Sosta in struttura CONVIENE

Dal 15 Settembre 2014  
i parcheggi in struttura, a Brescia,  
COSTANO MENO...

... inoltre, per i residenti,  
valido il 50% di sconto  
con Park City Card



