



**Customer Satisfaction**

**2016**

**Servizio extraurbano**

**obiettivo dell'indagine:** Misurare la qualità percepita dai clienti STP, incrementare il livello di confronto cogliendo spunti di riflessione operativi e concreti.

**metodologia dell'indagine:** Questionario anonimo somministrato face to face alle fermate delle linee, sui mezzi e presso il PuntoSTP.

**caratteristiche dell'indagine:** Domande chiuse a risposta guidata, attribuzione "voto" da 1 a 10.

**numerosità del campione:** 439 interviste complete. Percentuale di rispondenti al questionario completo: 99%. Numerosità campionaria individuata secondo la norma UNI 11098

**distribuzione delle interviste:** Su tutte le linee, in diverse fasce orarie, individuate con l'Uff. Movimento, in proporzione all'utilizzo.

## Distribuzione delle interviste sulle linee extraurbane (indicazione STP)

TUTTE LE LINEE

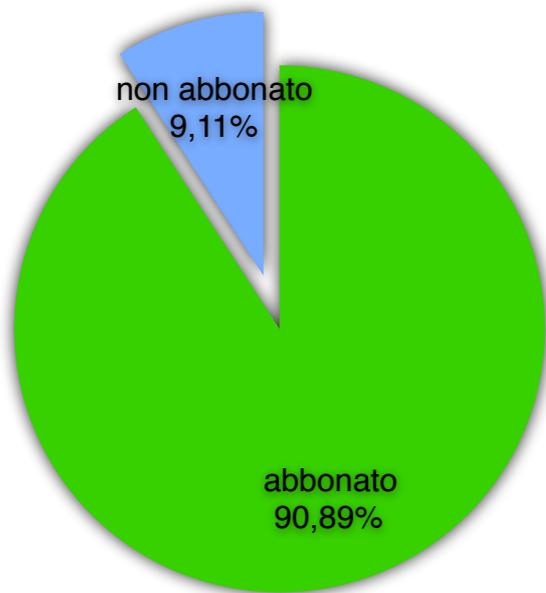
## Fasce orarie (indicazione STP)

Piena

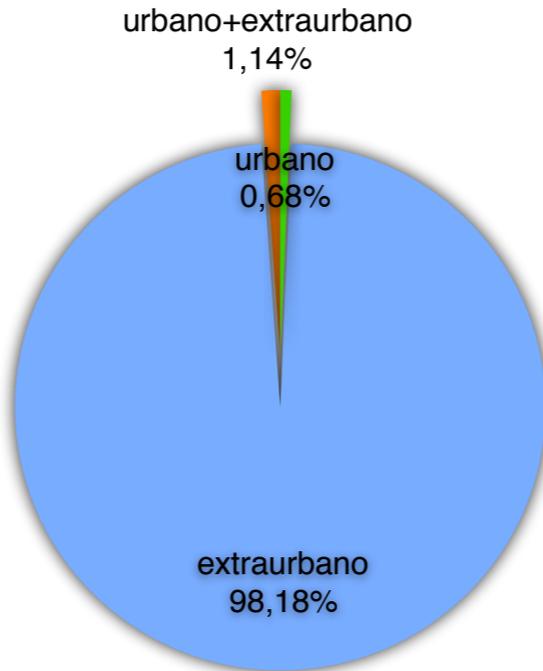
Morbida

Schema allegato

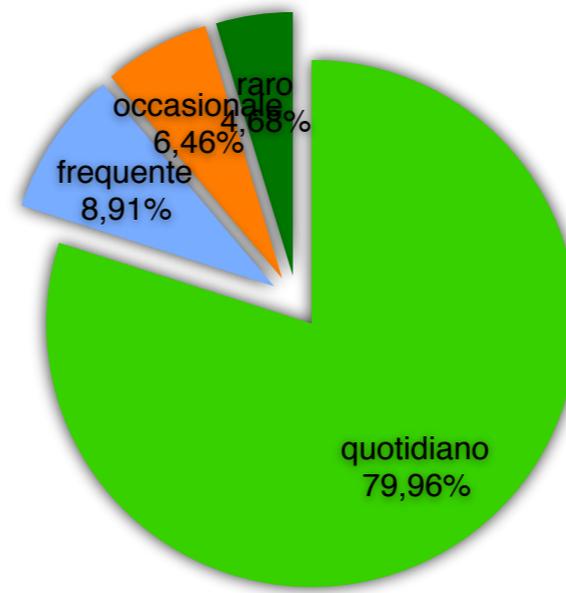
**Abbonato**



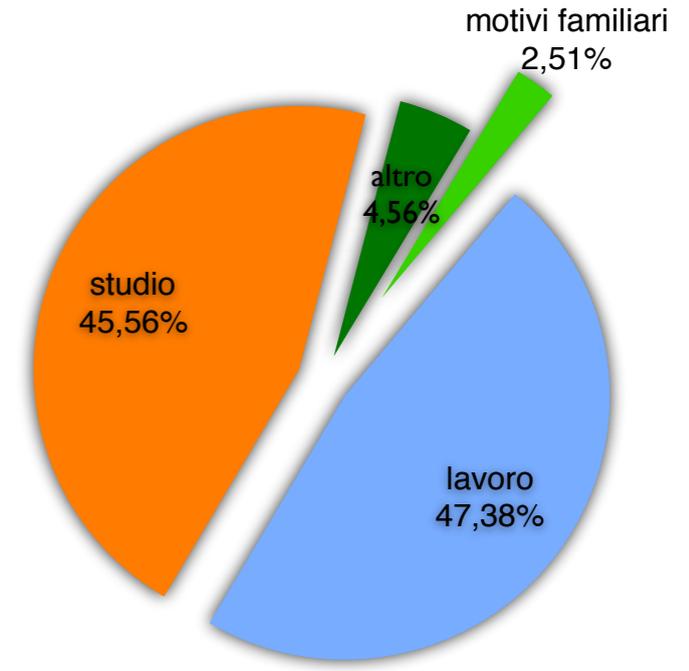
**Servizio**



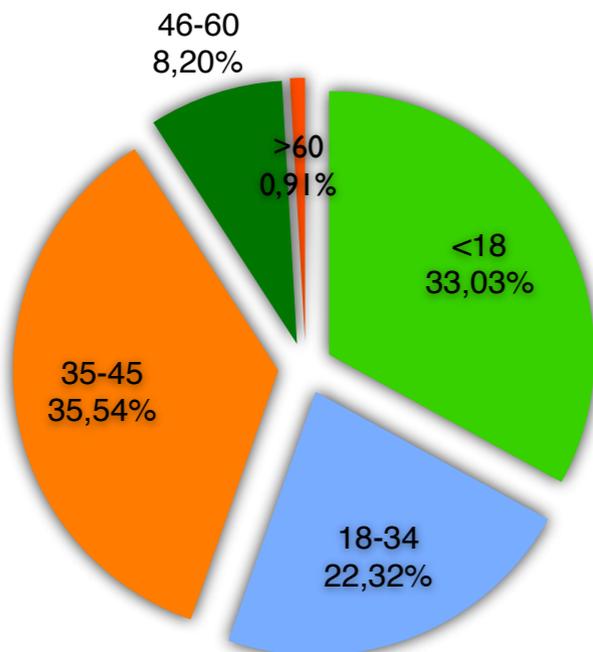
**Utilizzo**



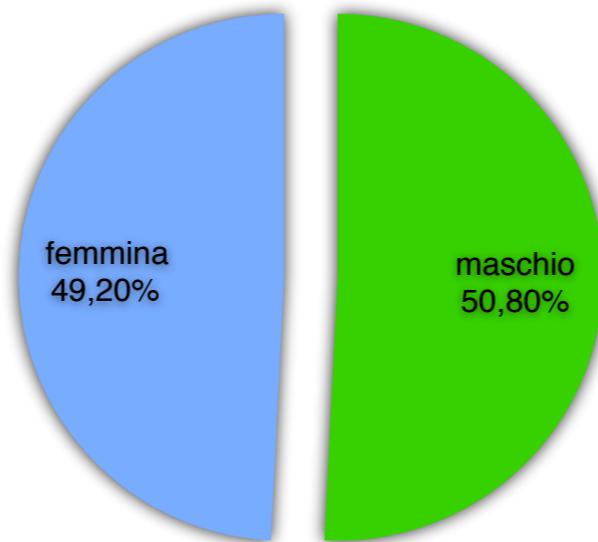
**Motivi**



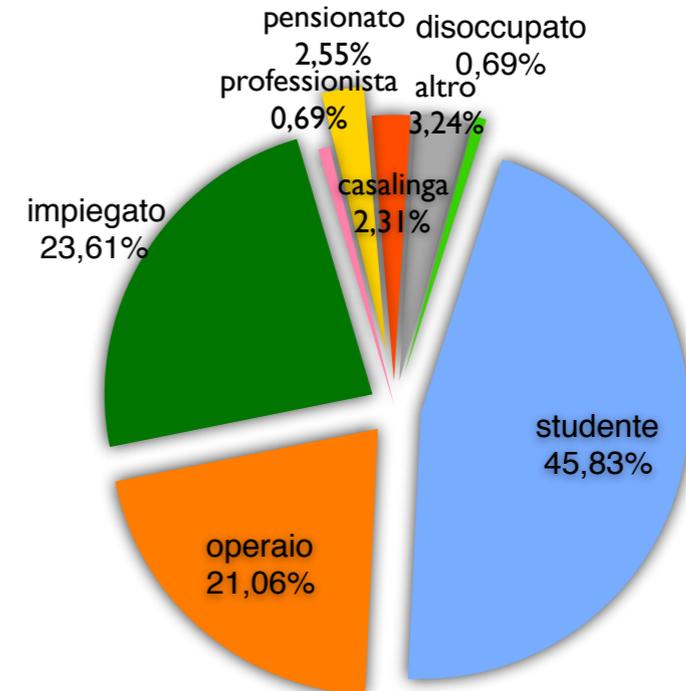
**Età**



**Sesso**



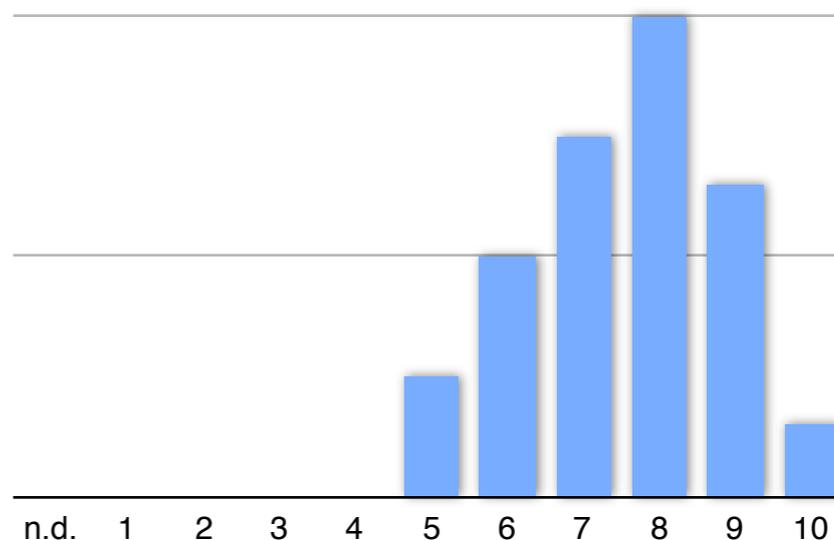
**Occupazione**



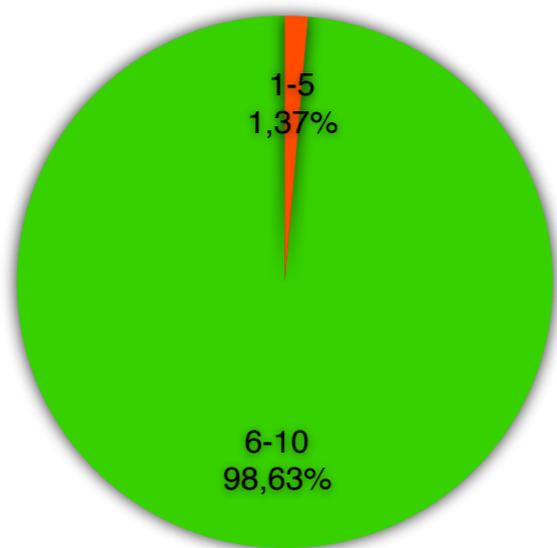
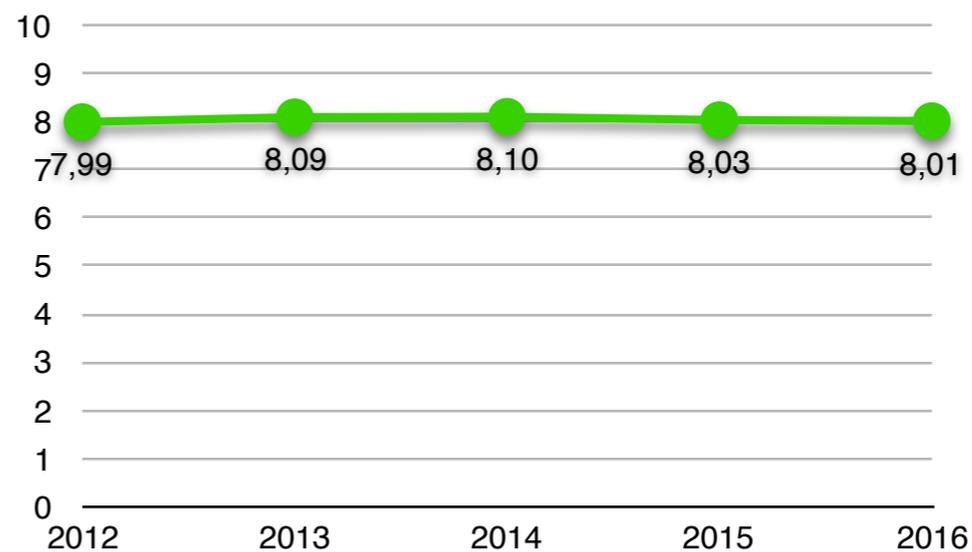
# Gli autobus garantiscono un adeguato livello di sicurezza del viaggio?

Voto medio  
**8,01**

Distribuzione voto



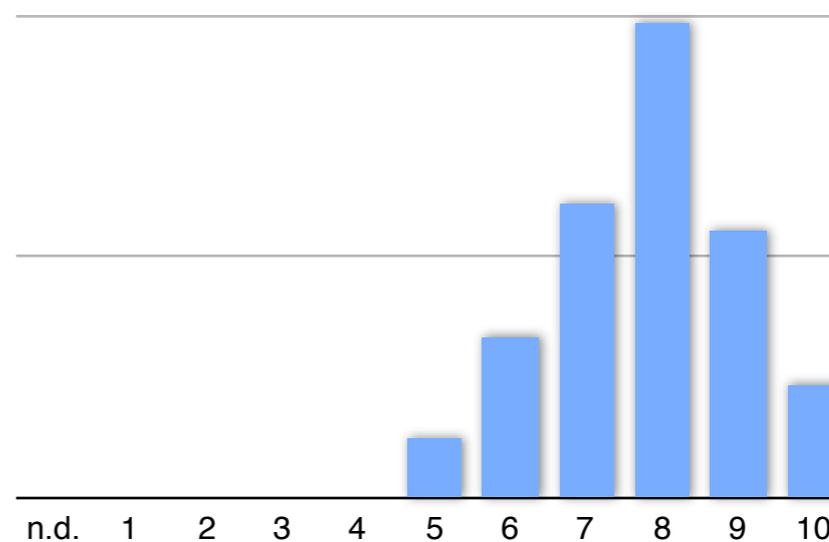
Voto medio 2012-2016



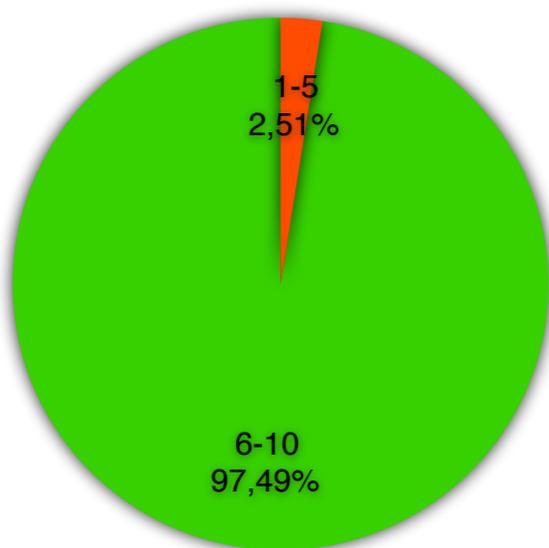
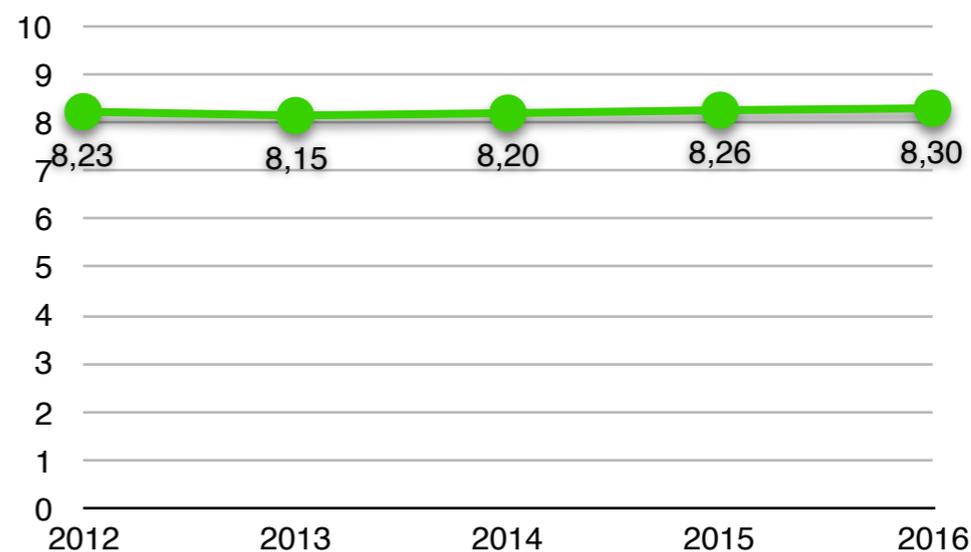
Percezione di sicurezza data dall'autista che conduce il mezzo.

Voto medio  
**8,30**

Distribuzione voto



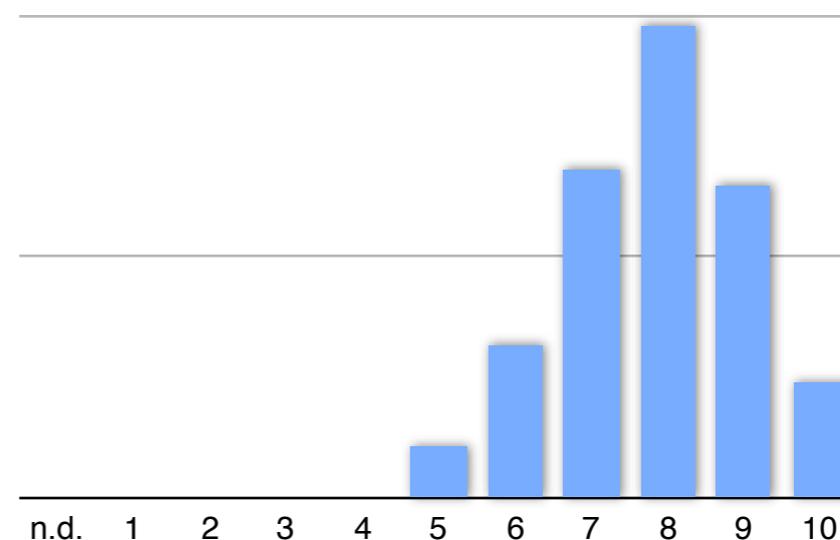
Voto medio 2012-2016



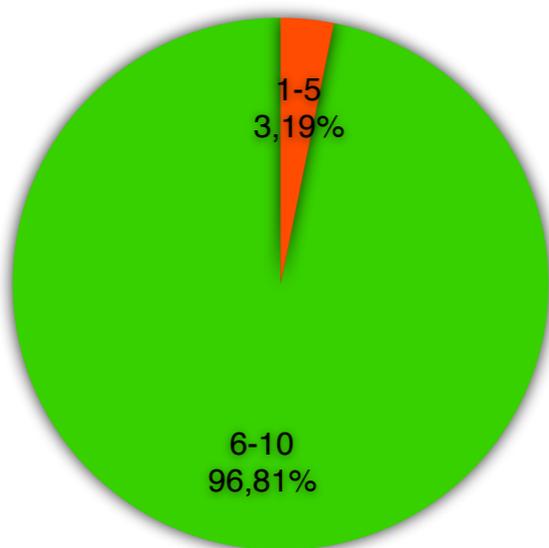
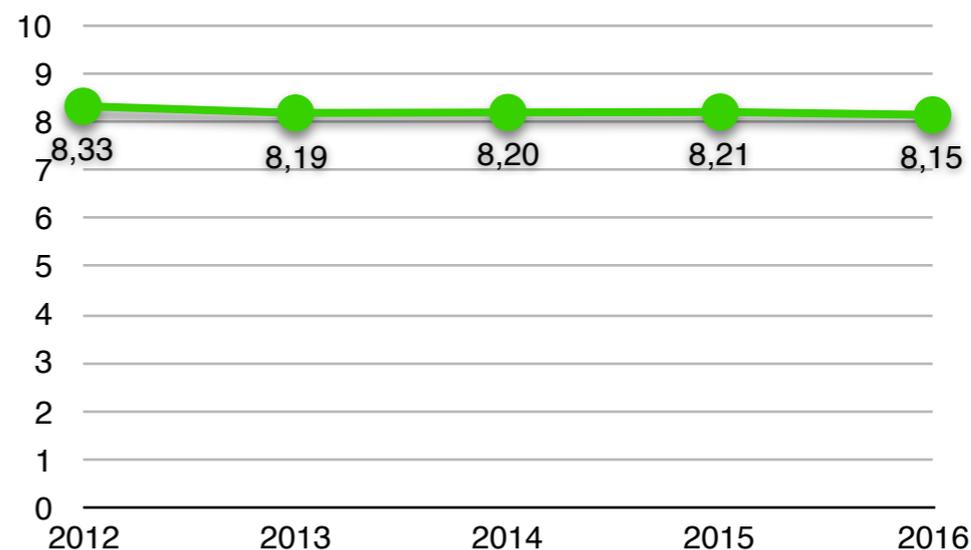
Percezione di sicurezza a bordo da furti, rapine, aggressioni o molestie.

Voto medio  
**8,15**

Distribuzione voto



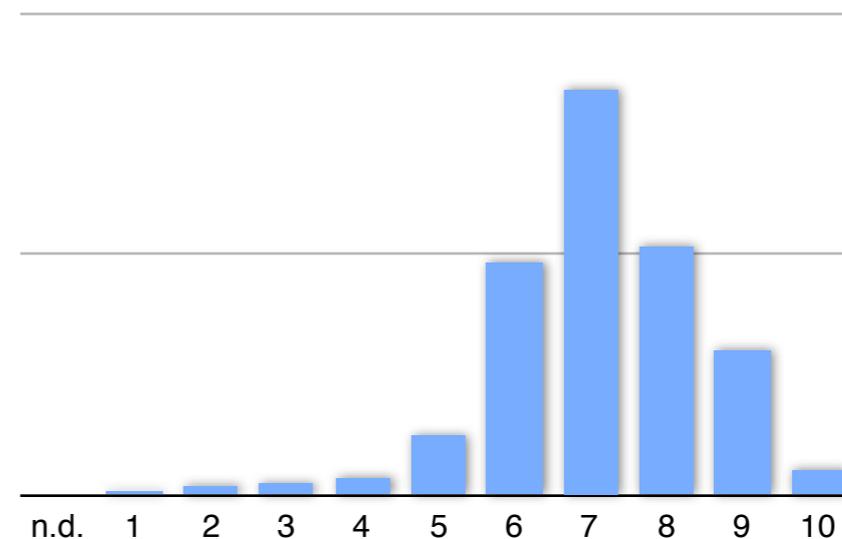
Voto medio 2012-2016



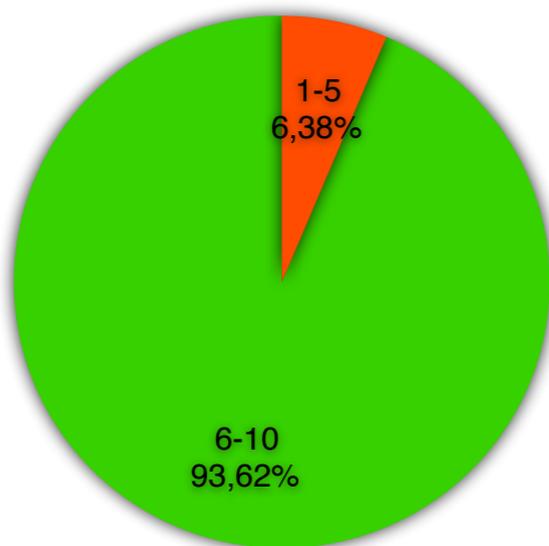
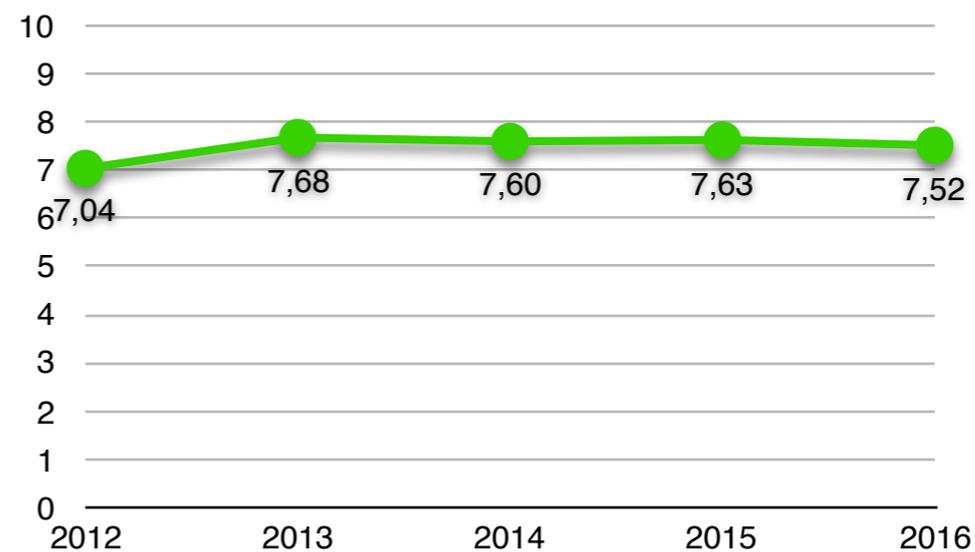
## Valutazione sulla regolarità delle corse.

Voto medio  
**7,52**

■ Distribuzione voto



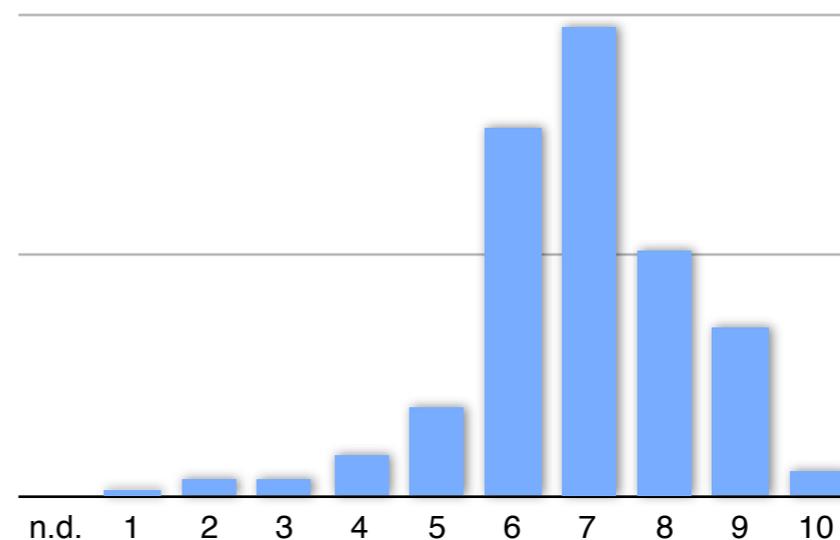
● Voto medio 2012-2016



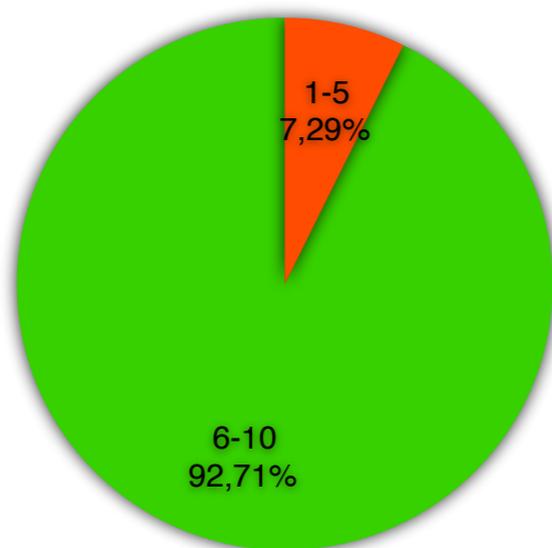
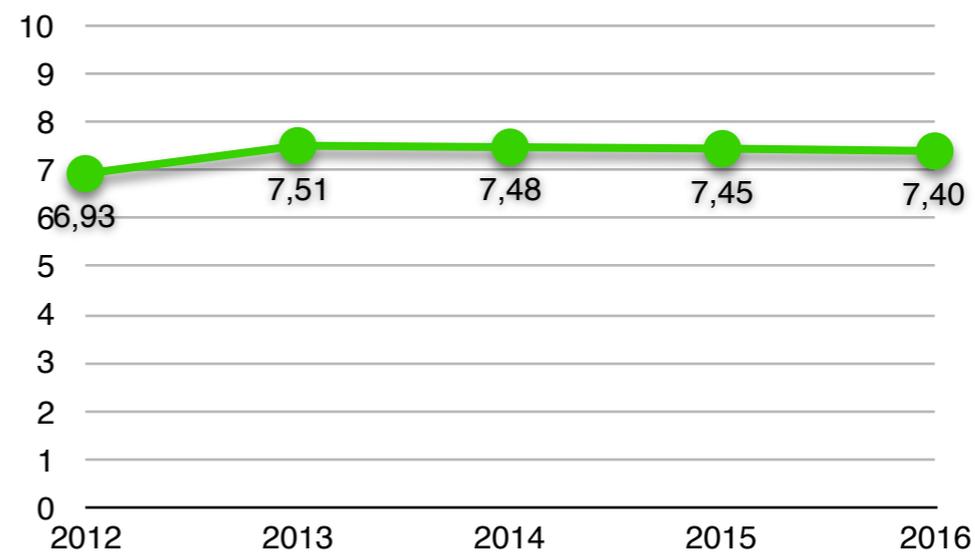
## Valutazione sulla puntualità delle corse.

Voto medio  
**7,40**

■ Distribuzione voto



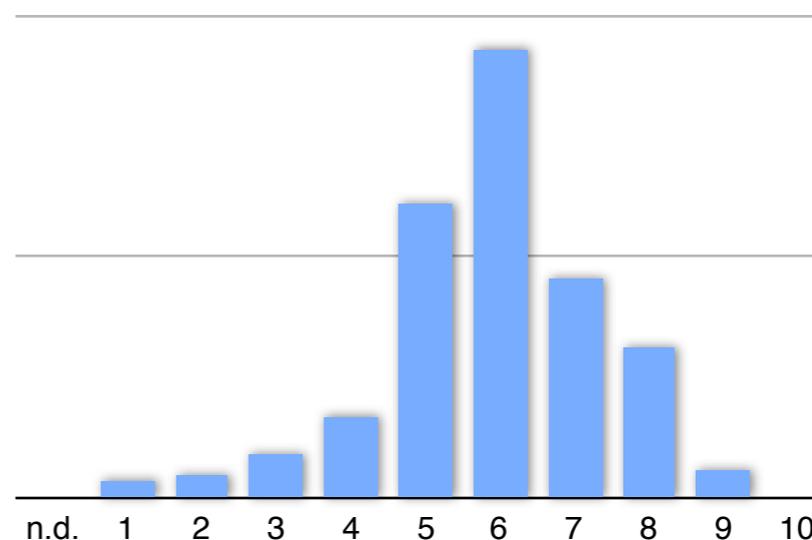
● Voto medio 2012-2016



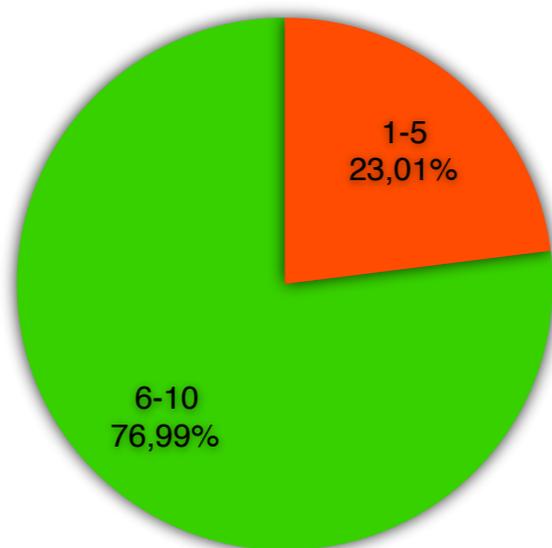
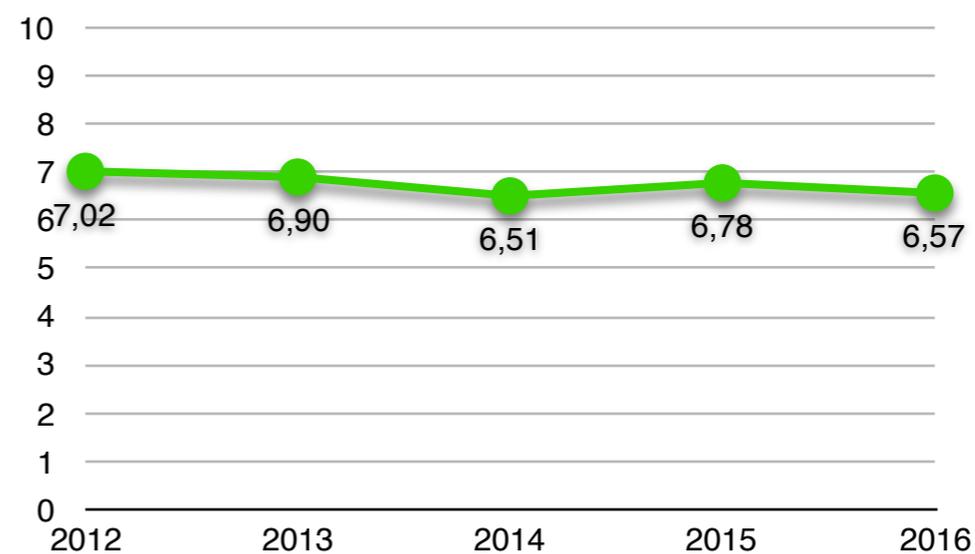
## Valutazione sulla condizione igienica generale dei mezzi.

Voto medio  
**6,57**

■ Distribuzione voto



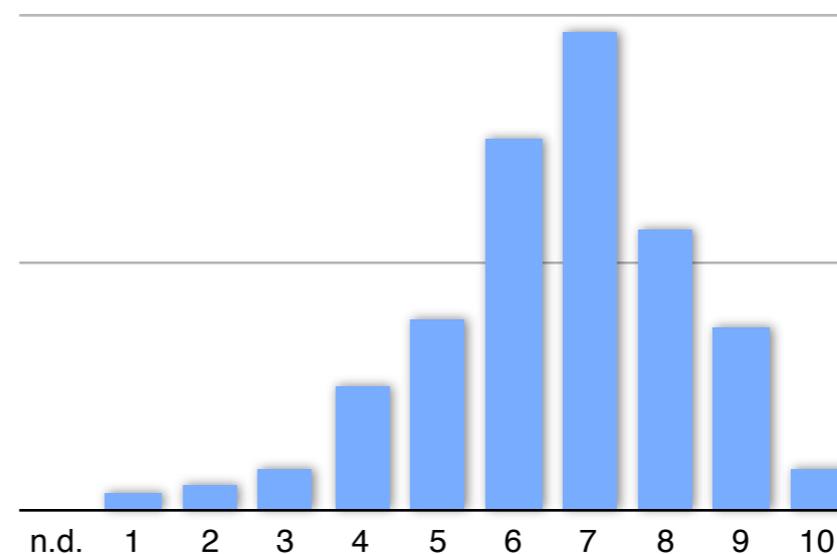
● Voto medio 2012-2016



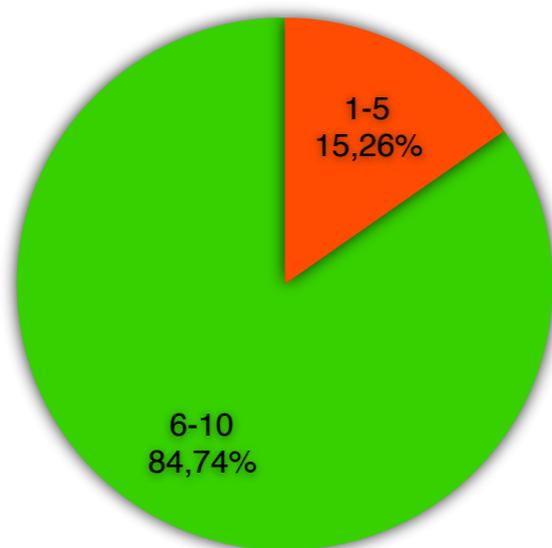
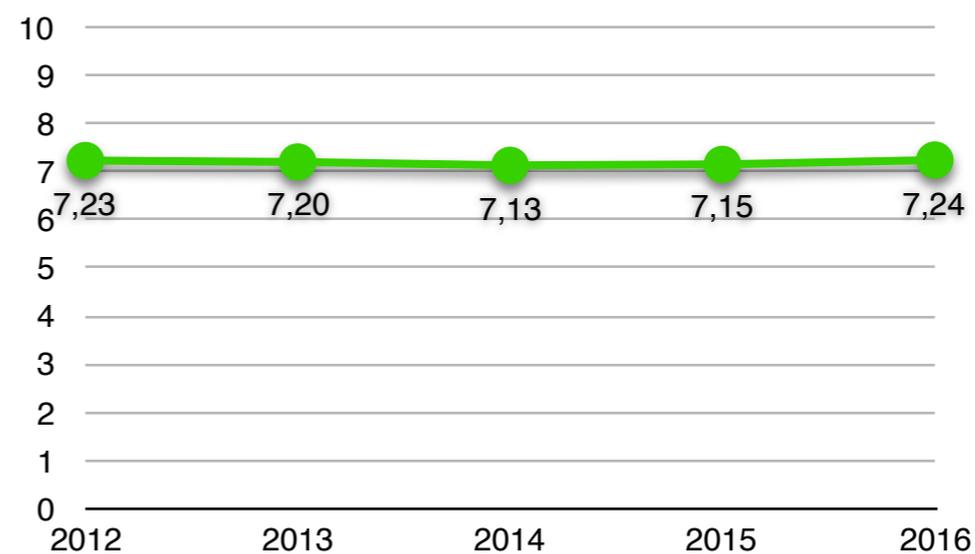
## Valutazione sulla confortevolezza di viaggio a bordo dei mezzi.

Voto medio  
**7,24**

■ Distribuzione voto



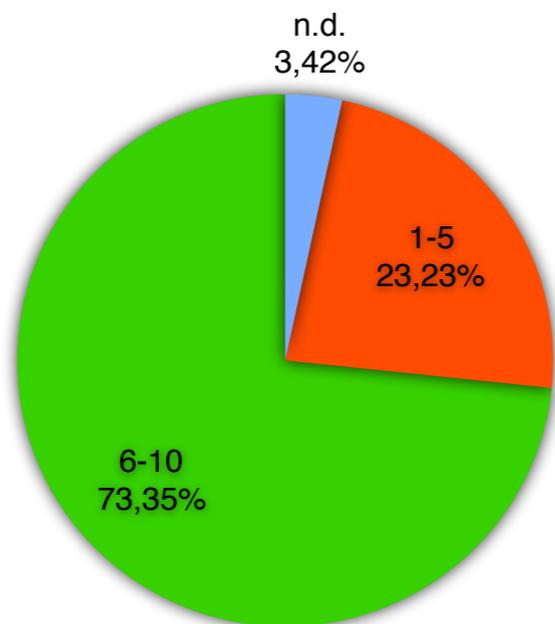
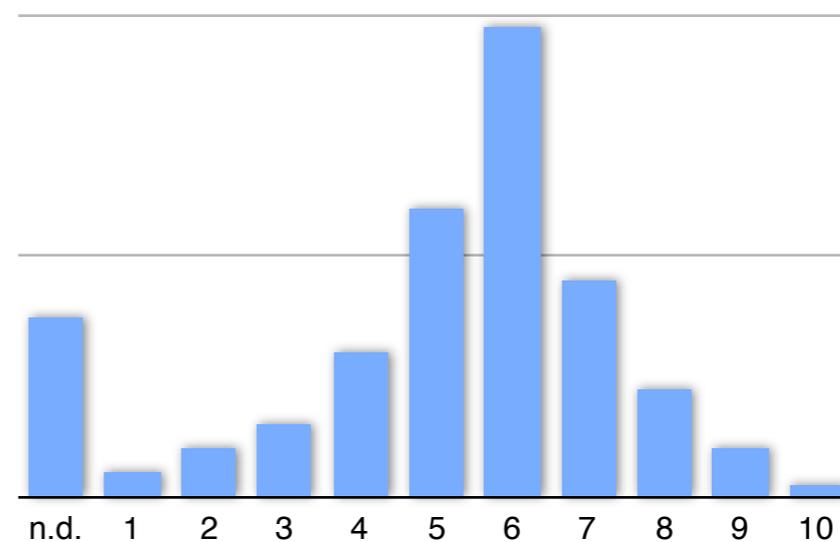
● Voto medio 2012-2016



# Valutazione sulla attenzione rispetto alle problematiche dei diversamente abili.

Voto medio  
**6,15**

■ Distribuzione voto

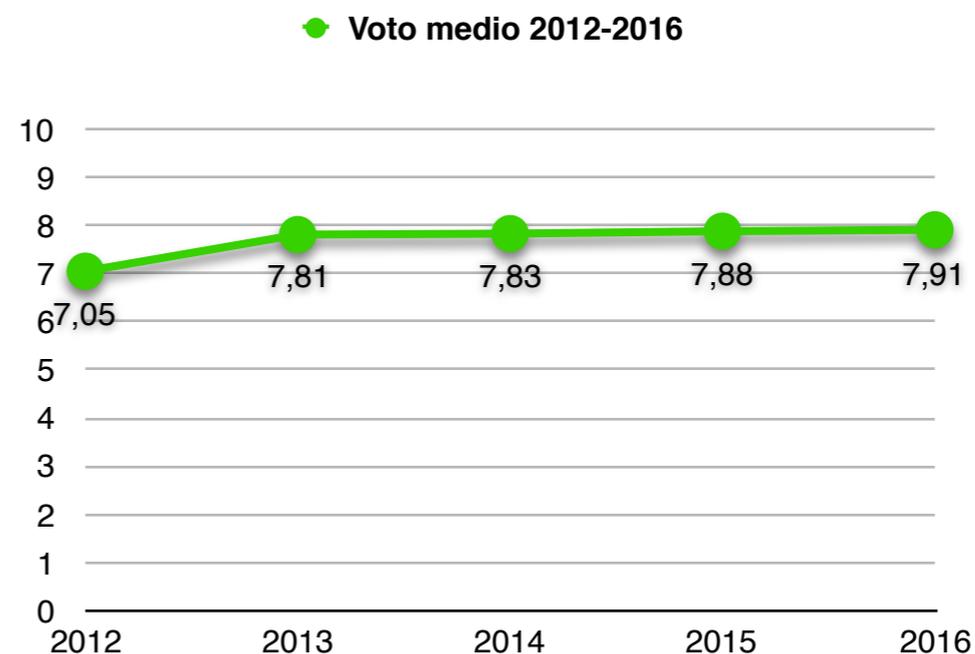
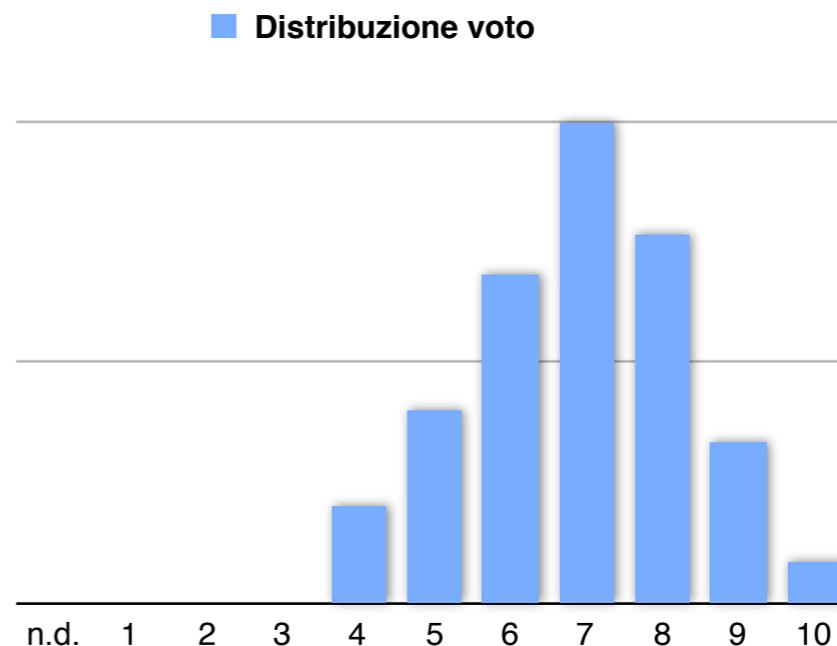
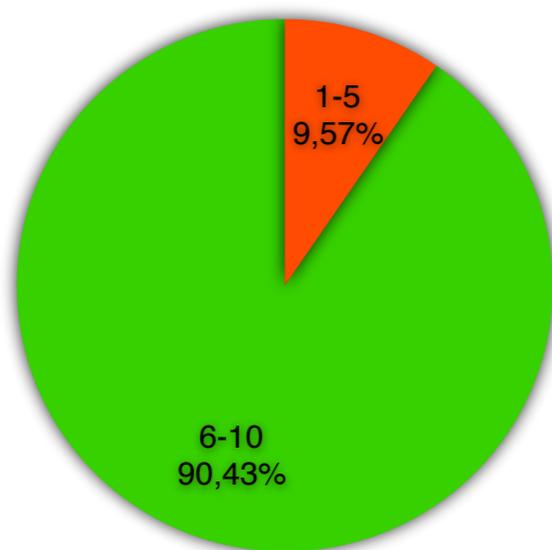


● Voto medio 2012-2016



## Valutazione rispetto alle opportunità di reperire informazioni per la organizzazione e la realizzazione del viaggio.

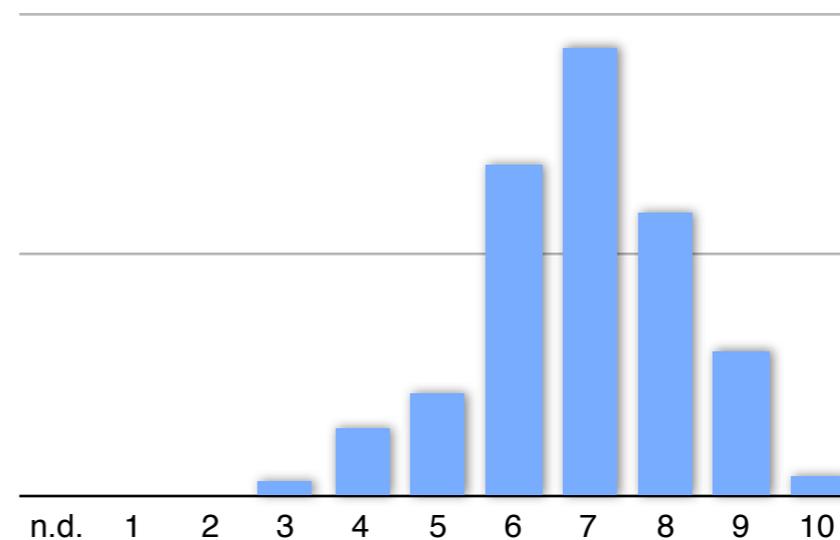
Voto medio  
**7,91**



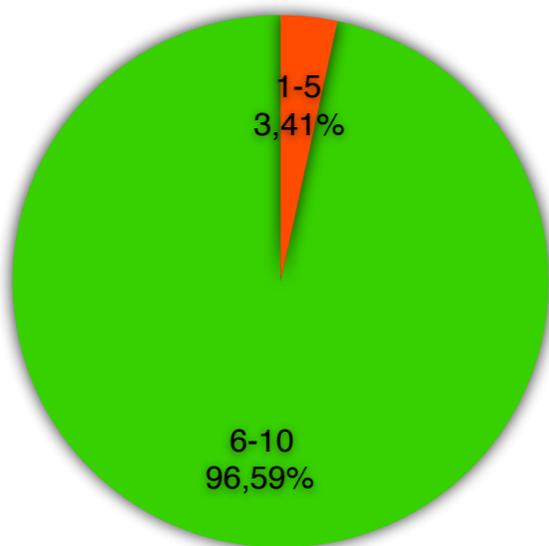
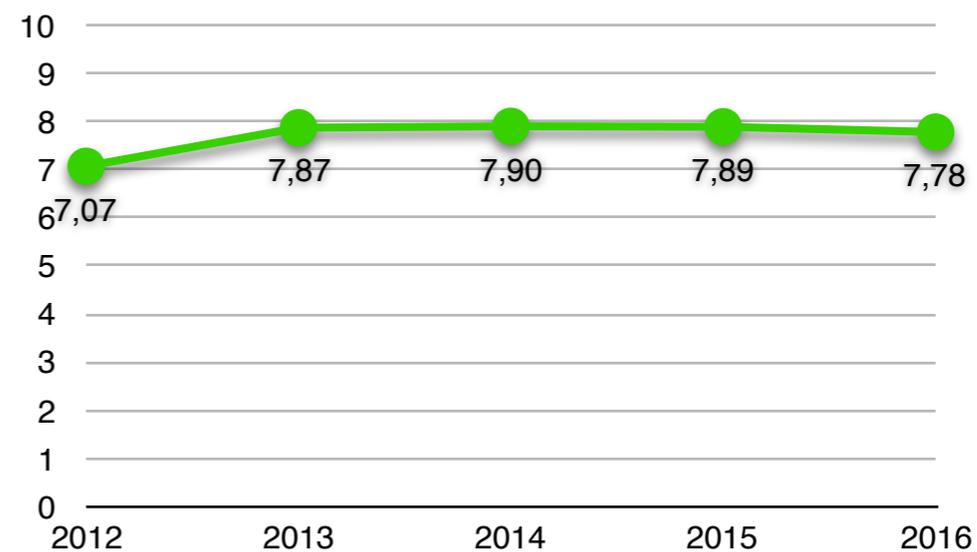
## Percezione della chiarezza dei messaggi di informazione.

Voto medio  
**7,78**

■ Distribuzione voto



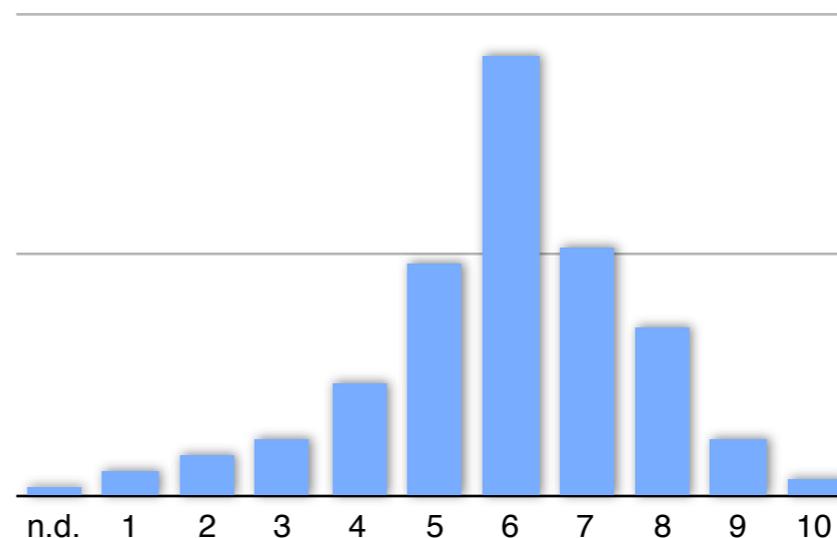
● Voto medio 2012-2016



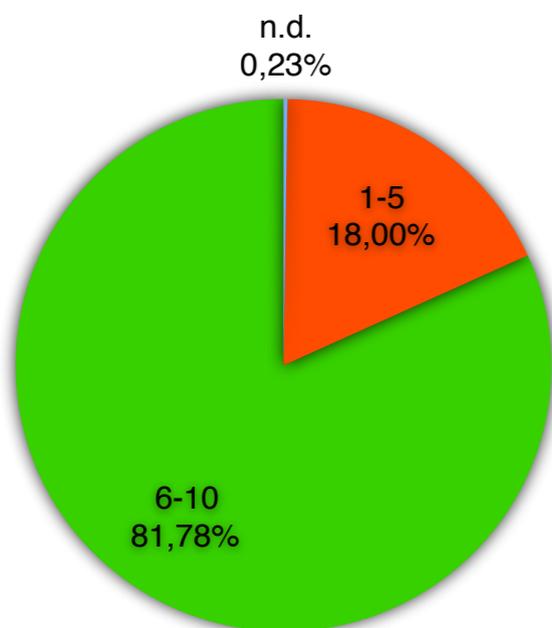
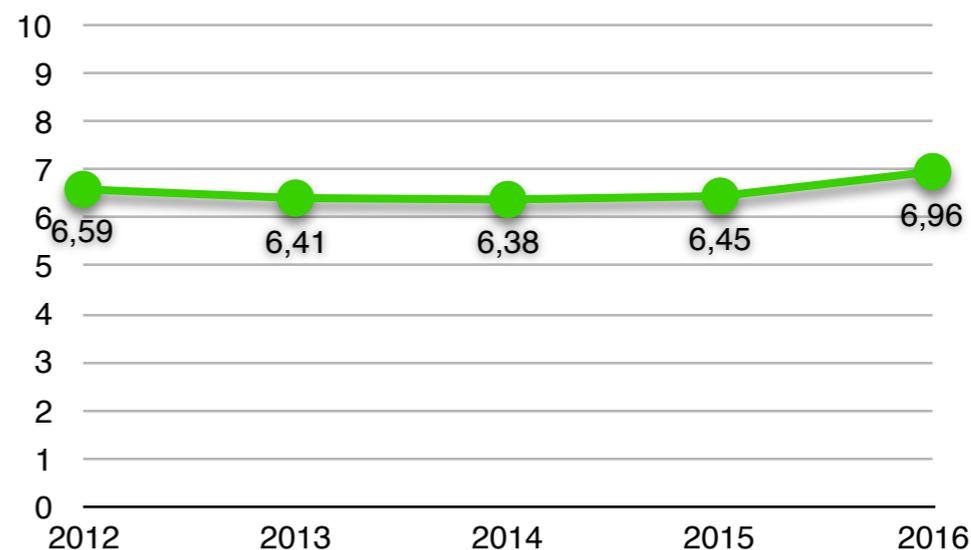
## Valutazione sul PuntoSTP - Ufficio per le Relazioni con il Pubblico

Voto medio  
**6,96**

■ Distribuzione voto

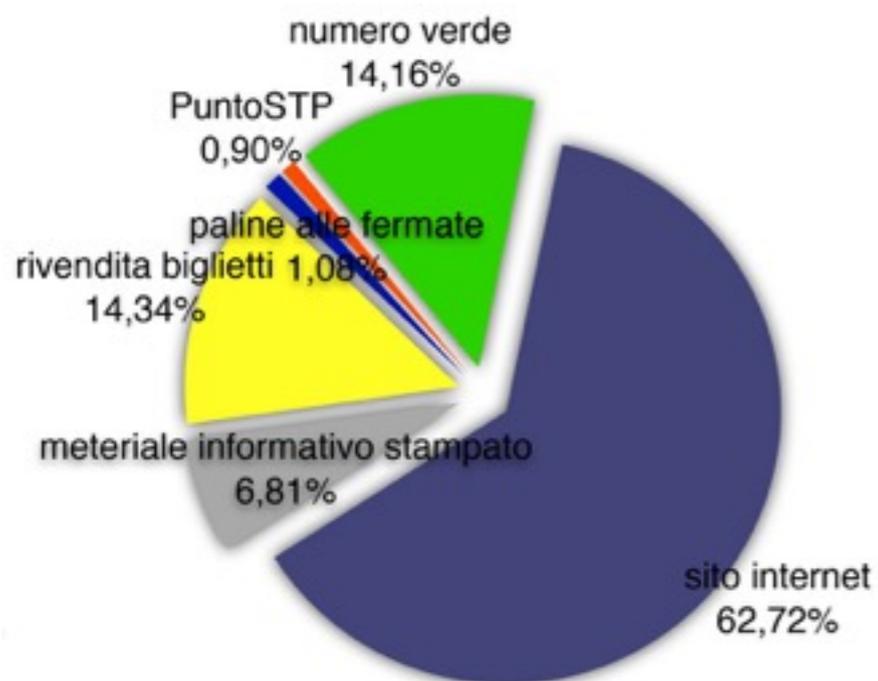


● Voto medio 2012-2016

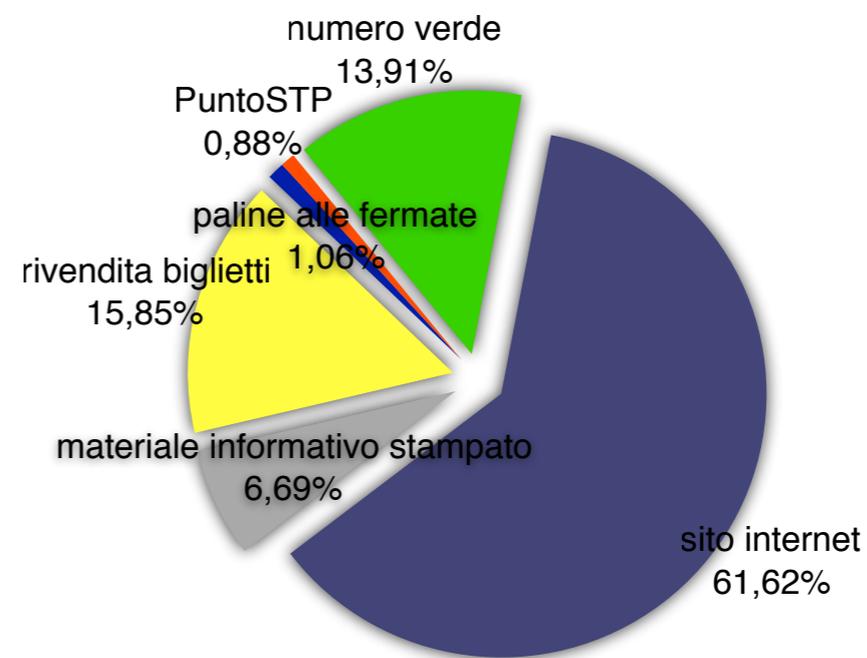


### Servizi informativi utilizzati

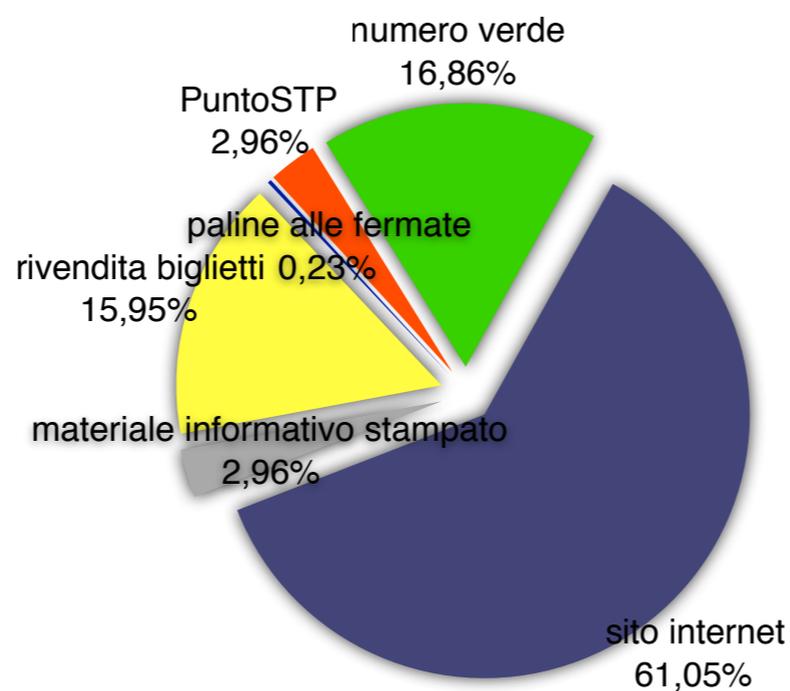
**2014**



**2015**



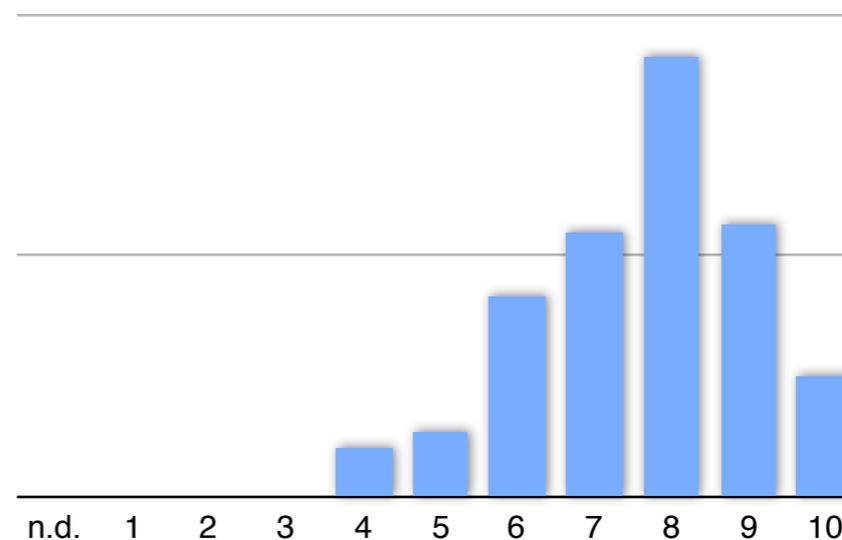
**2016**



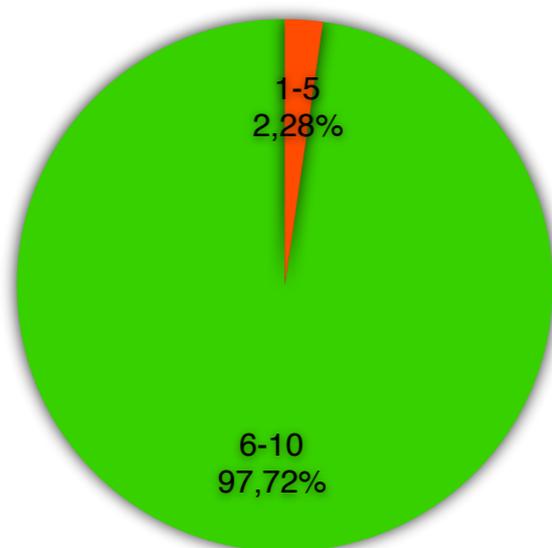
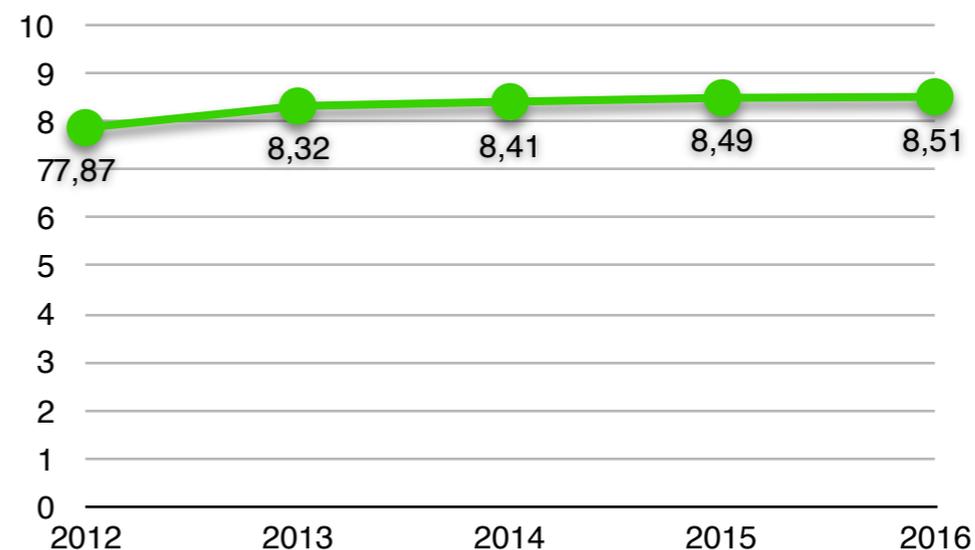
**Valutazione cortesia, disponibilità, correttezza nel comportamento del personale di servizio.**

Voto medio  
**8,51**

Distribuzione voto

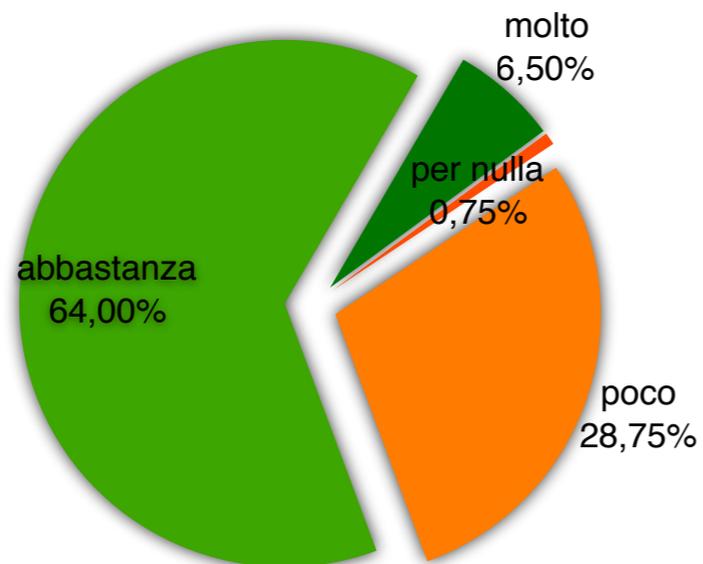


Voto medio 2012-2016

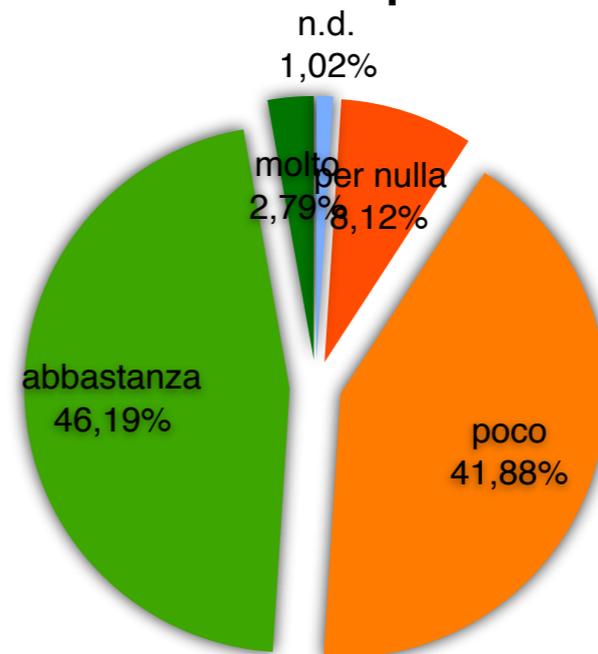


2015

Le risulta semplice reperire i titoli di viaggio?

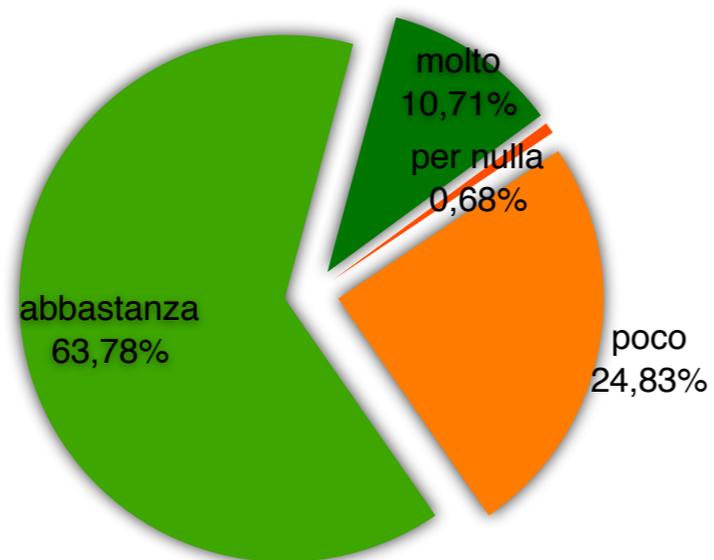


Conosce l'offerta dei prodotti STP?

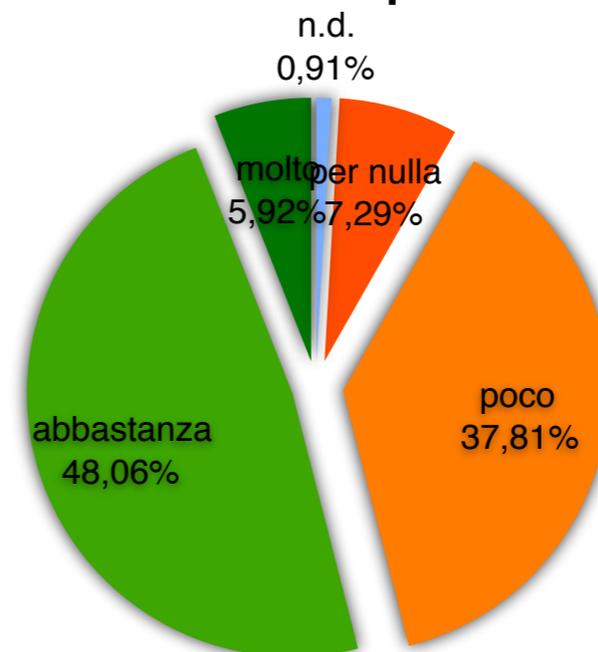


2016

Le risulta semplice reperire i titoli di viaggio?



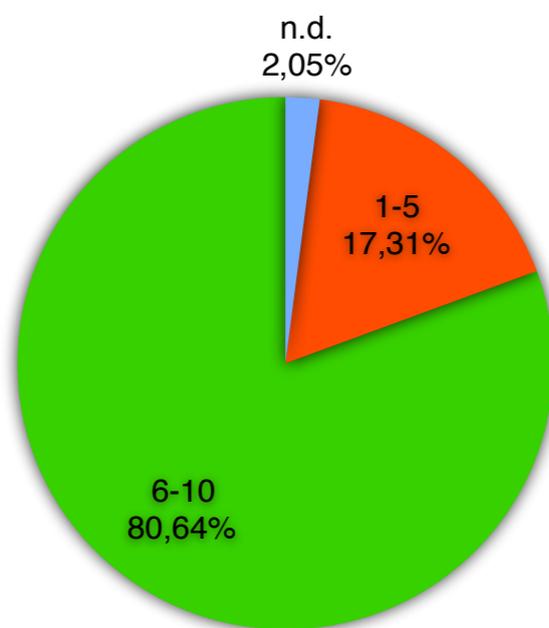
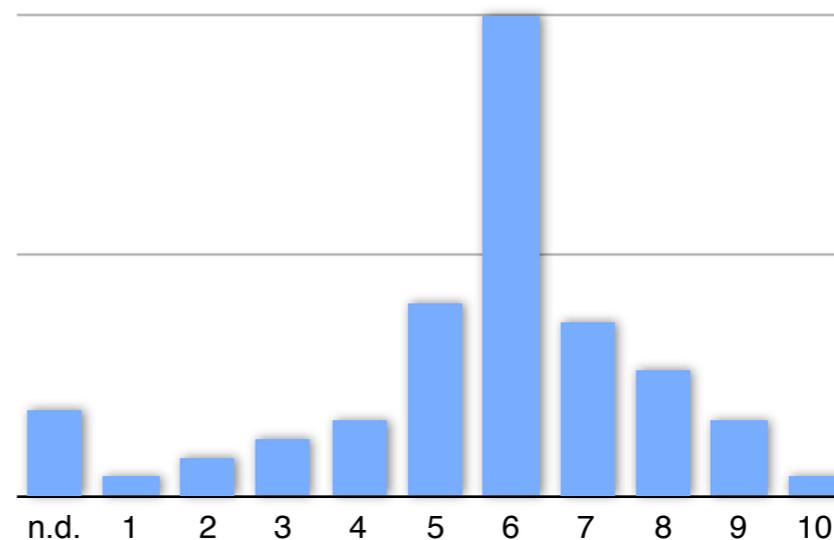
Conosce l'offerta dei prodotti STP?



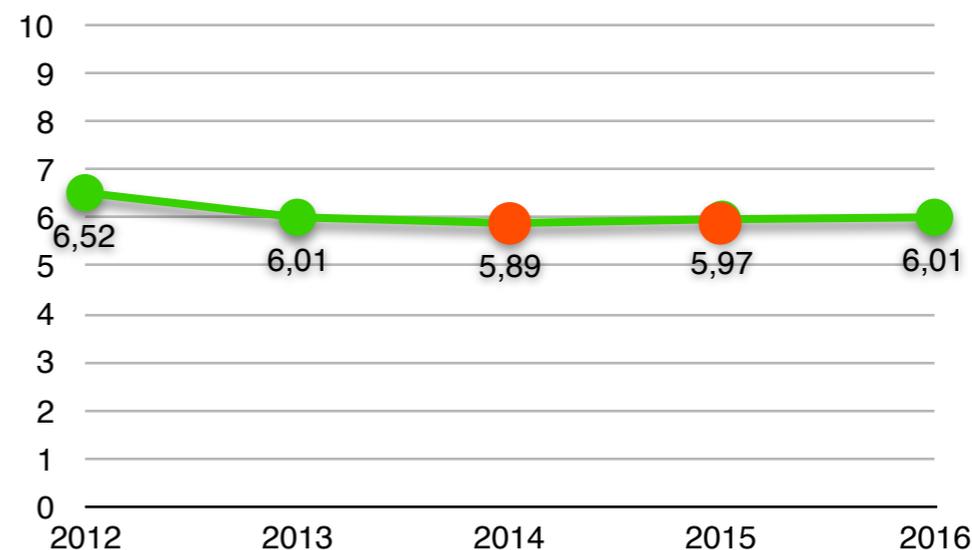
Valutazione sulla attenzione per l'ambiente.

Voto medio  
**6,01**

Distribuzione voto

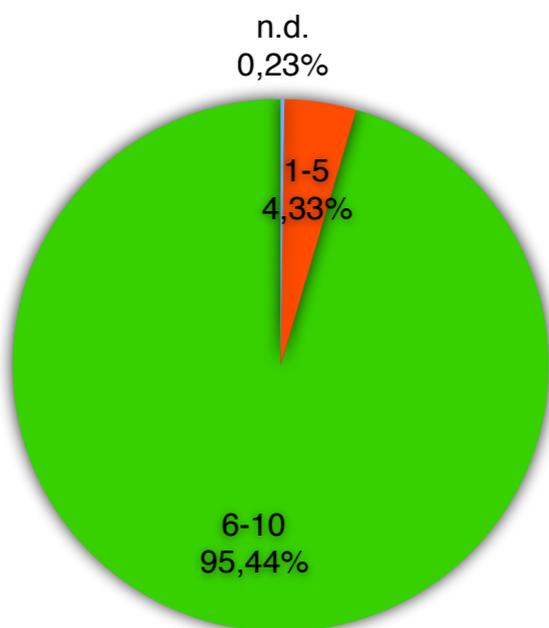
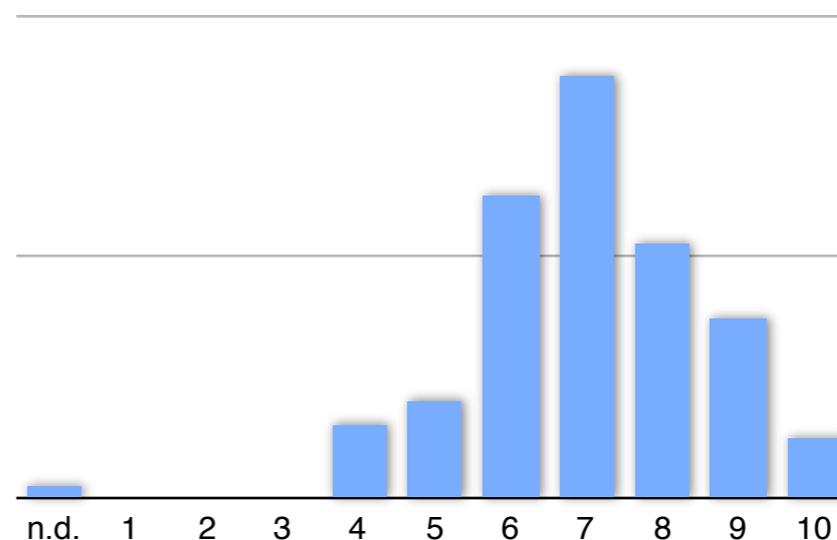


Voto medio 2012-2016

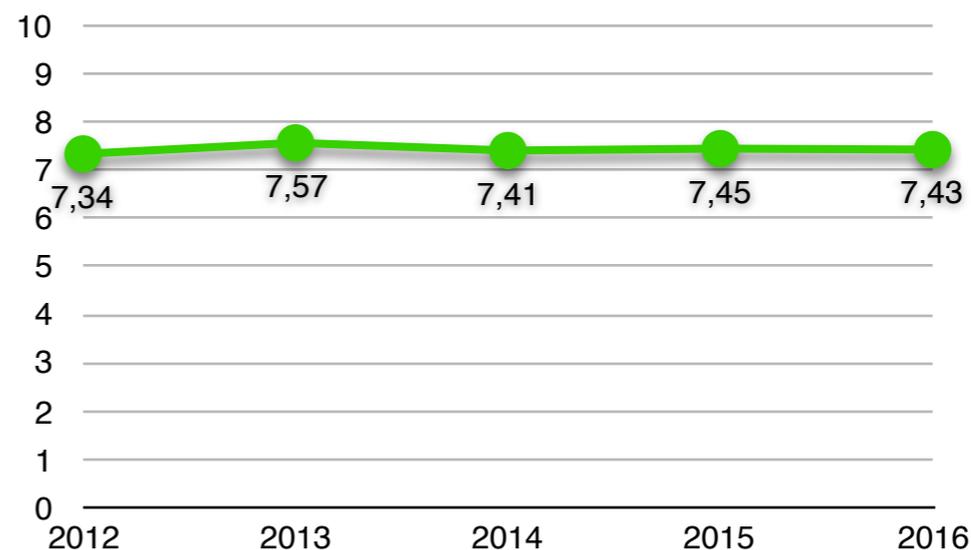


Voto medio complessivo  
**7,43**

Distribuzione voto

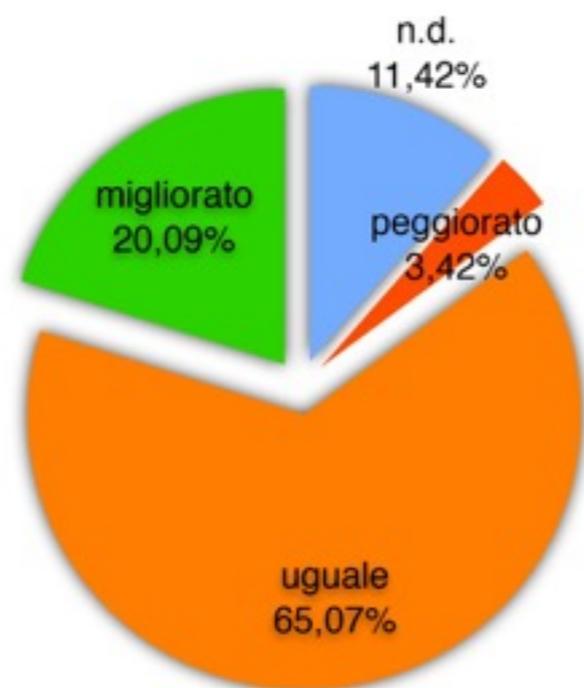


Voto medio 2012-2016

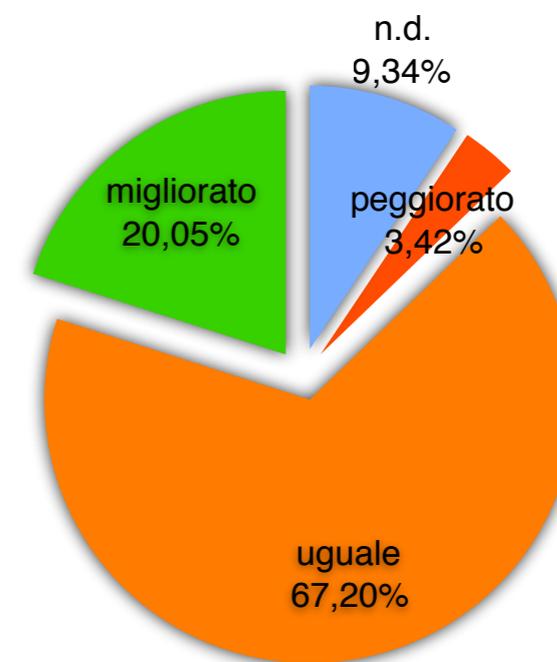


## Rispetto allo scorso anno come giudica il servizio offerto?

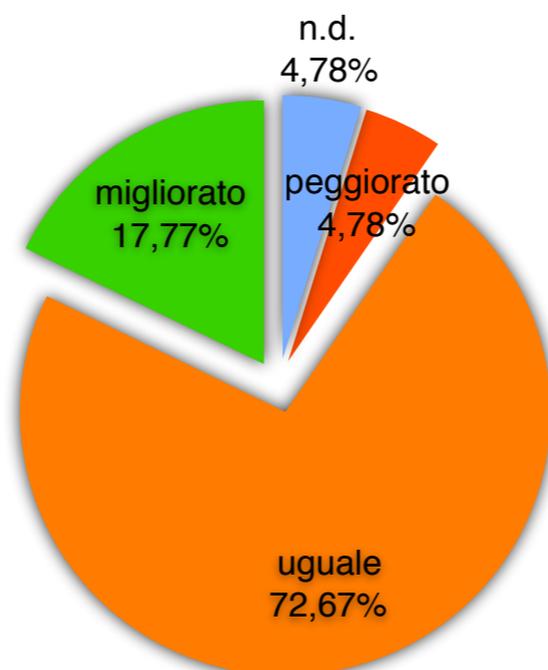
**2014**

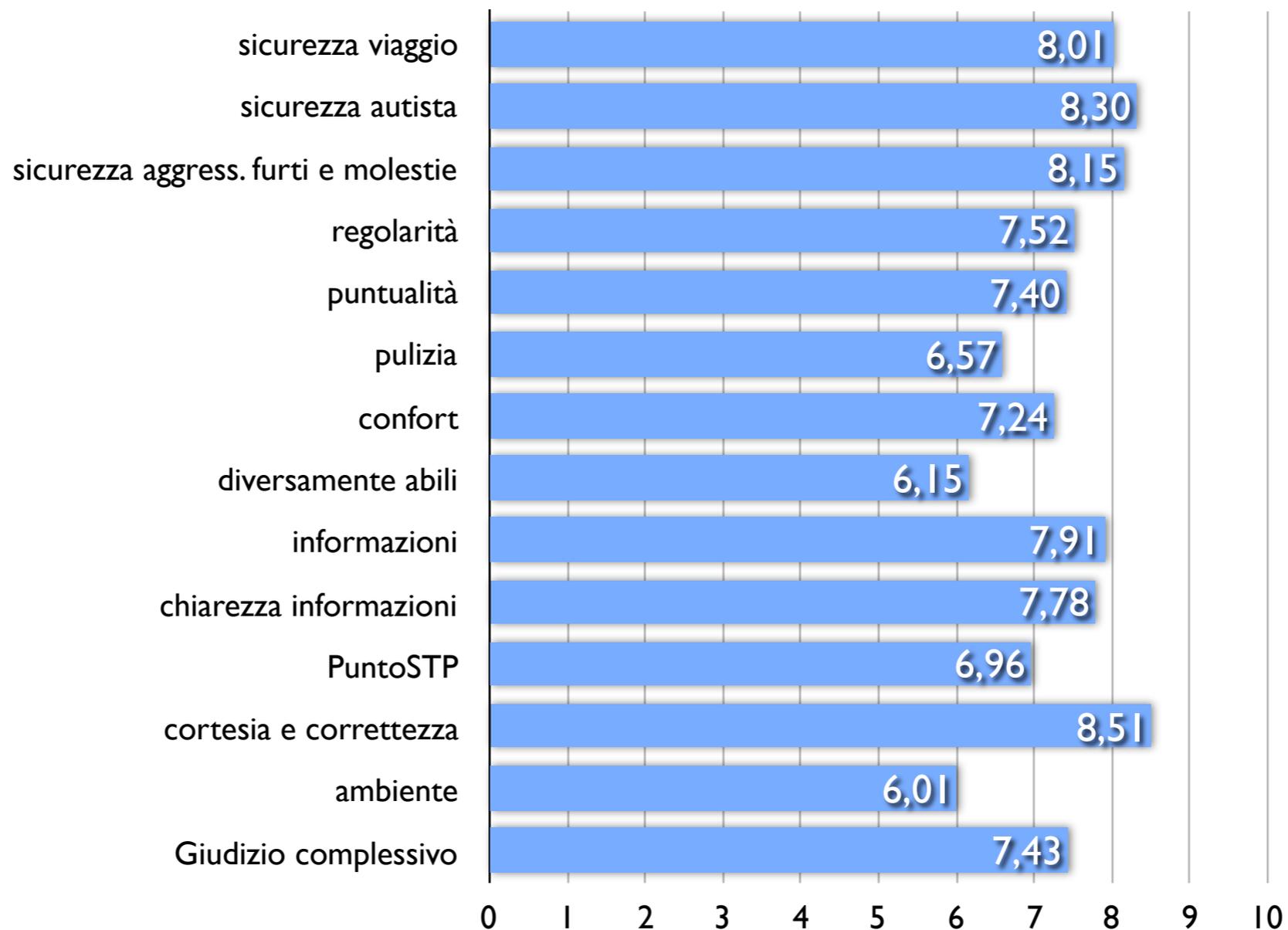


**2015**

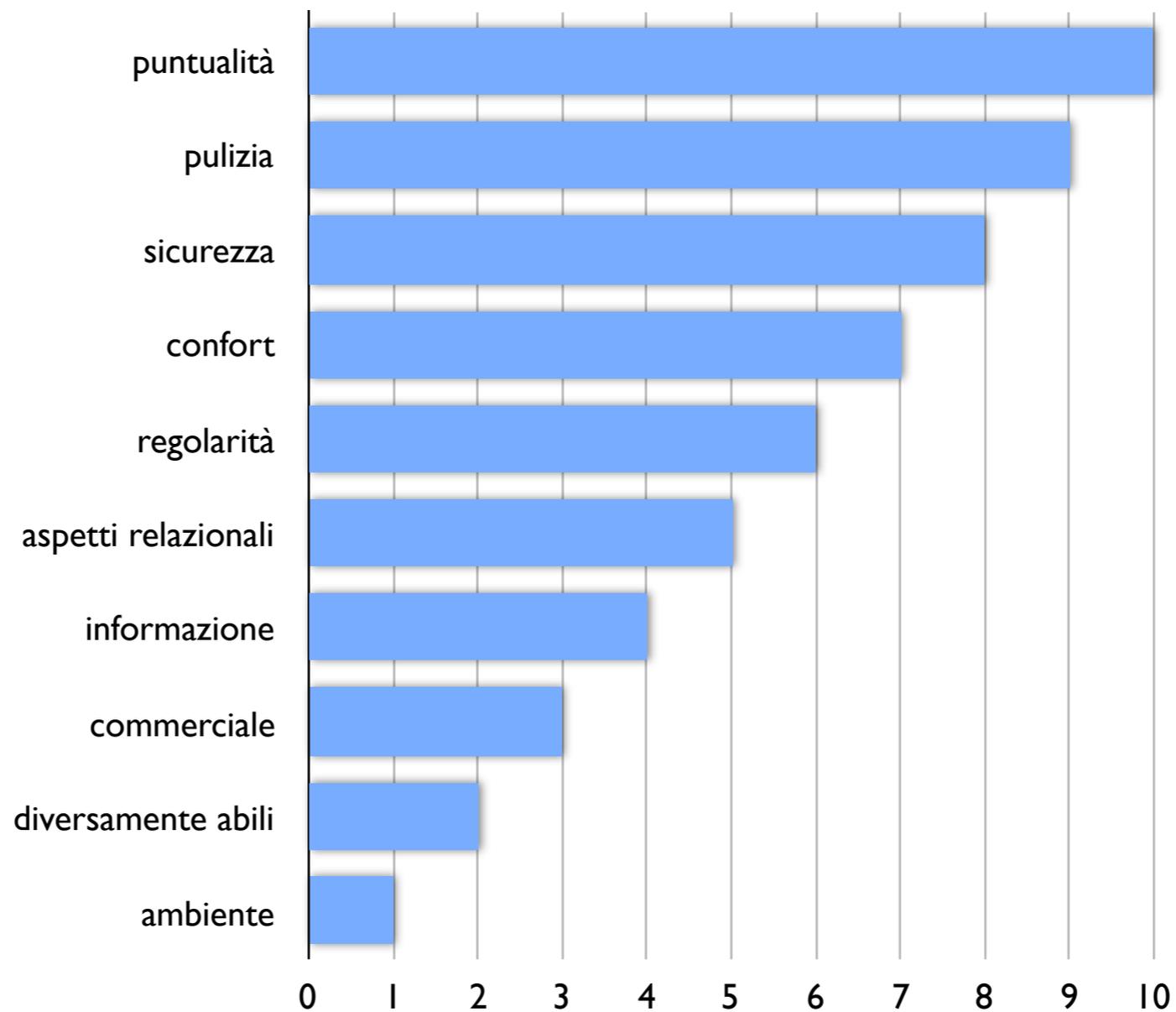


**2016**





## Importanza attribuita dai clienti agli indicatori oggetto dell'inchiesta



**Quale suggerimento darebbe per migliorare complessivamente o in uno degli aspetti esaminati il servizio?**

