

BEST workshop # 4 - 2017:

New digital customer services and New innovations

Helsinki, December 4-5, 2017

Topic:

New digital customer services and New innovations. How the new digital solutions and innovations improve customer experience? How could the PTA's take advantage of the new technological possibilities to improve customer feedback, how to engage in digital dialogue with operators and passengers, how to improve traffic information, payment systems etc.

If You have a new concept and You feel that the concept is useful to all, then this is Your workshop! HSL shall make a video of each presentation (10 minutes). All the videos will be published at the HSL Youtube channel. <https://www.youtube.com/user/hslhrt>

Each participant is given a chance to share their new services and innovations. After each presentation, the concept will be discussed and rated in groups. Your innovation may be in use and You can demonstrate the benefits of Your innovation. Your innovation may also be in planning, POC or Pilot phase as well.

Keywords: Customer experience, Needs, Costs, Benefits, Comparison (before vs after, old vs new).

Target group:

People working with innovations, Curious people who want to learn, Amicable people who want to share

Preliminary program:

4.12.2017

18.00 – 21.00	Dinner Restaurant Caverna Yliopistonkatu 5 Helsinki City
---------------	---

5.12.2017

8.30 – 9.00	Coffee, tea and morning snack
-------------	-------------------------------

9.00 – 9.02	Welcome by Marko Vihervuori and Laura Sundell
-------------	---

9.02 - 9.30	Innovations by HSL: The Instant Feedback System, The new process of proving maps + other innovations as well
-------------	--

9.30 – 10.00	Innovations from Rotterdam
--------------	----------------------------

10.00 – 10.30	Innovations from Bergen
---------------	-------------------------

10.30 – 11.00	Innovations from Oslo
---------------	-----------------------

11.00 – 11.15	Coffee break
---------------	--------------

11.15 – 11.45	Innovations from Stockholm
---------------	----------------------------

11.45 – 13.15	Lunch at Terra Nova
13.00 – 13.30	Innovations from Copenhagen
13.30 – 14.00	Innovations from Göteborg
14.00 – 14.15	Coffee break
14.15 – 14.45	Innovations from Vienna
14.45 – 15.15	Innovations from Haag
15.15 – 15.45	What did we learn today? Summary & conclusions

Practical information:

Fee:	The workshop is open for all PTA's, and free for both members and non-members of BEST
Where:	HSL, Opastinsilta 6 A, Helsinki City, Finland
Contact person:	Antti Vuorela: +35 840 504 4582, antti.vuorela@hsl.fi
How to register:	Send an e-mail to antti.vuorela@hsl.fi or kjetil@vrenne-enable.no (BEST project coordinator)