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## EMT MADRID: EXAMPLES OF CUSTOMER CENTRIC-APPROACH

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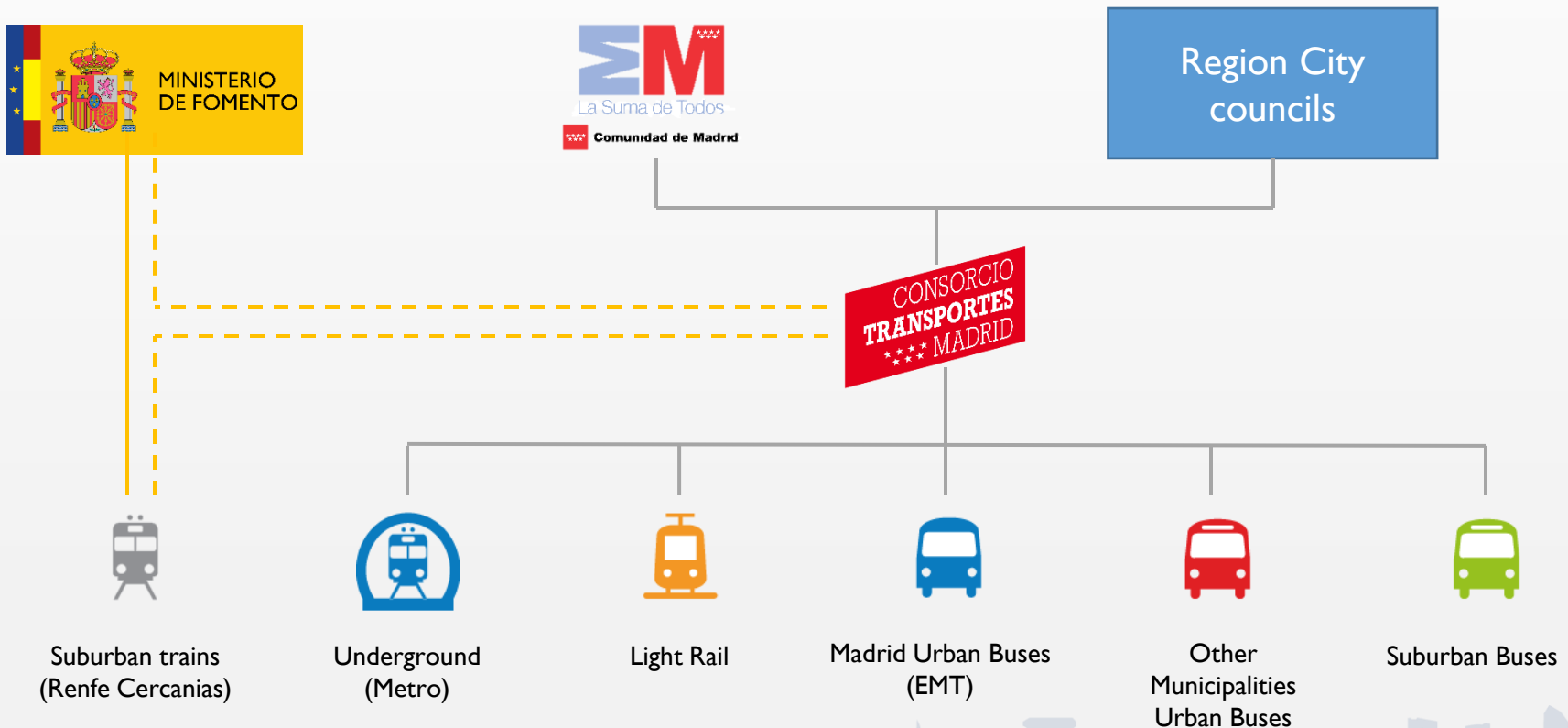
Empresa Municipal de Transportes de Madrid S.A.

Istanbul, April 15<sup>th</sup>, 2016



## Public Transport Institutional Framework

### Organizational Structure



## The Public Transport Authority of Madrid Region

CRTM – Consorcio Regional de Transportes de Madrid



Since May, 1985 the Public Transport Authority of Madrid Region (CRTM) is responsible for providing and managing all public passenger transport services.

Principal functions:

- Planning public transport infrastructures.
- Managing an integrated fare system.
- Planning services.
- Controlling the financial management.

## Madrid Public Transport Company

EMT – Empresa Municipal de Transportes



- Originated in 1920 as a tram company.
- In 1947, EMT is created.
- Since 1972, EMT manages only bus services.
- Limited company owned 100% by Madrid City Council.
- We provide 24/7 service every day of the year.
- Direct management of the urban bus network.
- Since 2013, management of city parking facilities and taxis service.



## Main figures

5 depots

1,500,000 passengers  
every day

1,904 buses

85,500,000  
kilometers per year

204 bus lines: 178  
daytime & 26 night  
services.

8,559 employees

## The fleet

72% of our fleet is “green”



- Diesel (50% with filters and catalyzers)
- Compressed Natural Gas
- Fully Electric
- Hybrids: Electric+Diesel and Electric+CNG

The first company in Europe with CNG and CNG-Hybrid buses



## International Presence

Active consultancy activities: exporting know-how





## Activities Abroad

We know of main work field: operation projects.



- **Lima (Peru):** Currently operating in Lima by Transvial Company.
- **Bursa (Turkey):** Consultancy for the development of Public Service Contract of the new LRT city transport system.
- **La Paz (Bolivia):** Consultancy for a BRT system at La Paz
- **Da Nang (Vietnam):** Consultancy for a BRT system at Da Nang





## Why EMT?

Wide experience in urban environments

- Our knowledge strength is the operation of complex systems of networks.
- We are a global operator of transport in large and complex cities with different social and economic environments.
- Experience in the use of different traction systems and alternative energies.
- Own designs of buses, bus stations, workshops and depots.
- Leader in the application of IT technologies for urban transport with our own developments.



## What do we do?

After 70 years of managing a big city as Madrid



Demand studies and design of urban transportation routes



Applications technological tools to transport companies.



Engineering for the design of depots and workshops.



Consultancy in Advanced Maintenance systems,



Working tools for operating complex transport networks.



Buses and chassis settings advice.

## Examples of customer centric-approach

A way to generate new services and to improve existing ones



- Proximity services with clean fleet (fully electric)
- European projects (with active citizen's participation)
- Payment with contactless credit card (for occasional users and tourists)
- Improved information both on board buses and at bus stops
- New website and social media services
- Smart Madrid



## Service of proximity for vulnerable users

Specially oriented to elderly users



Started in 2007

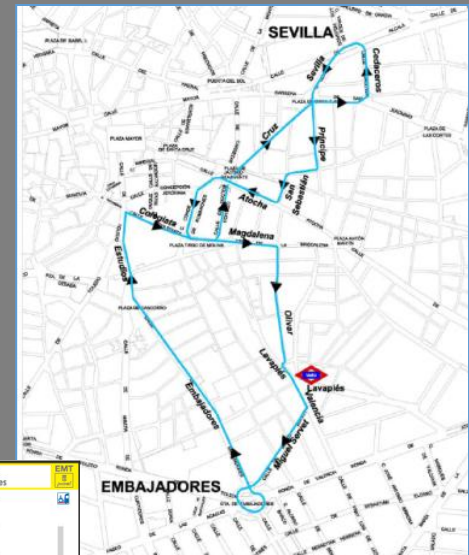
Narrow streets with lack of other  
means of public transport

Average consumption: 0.84 kWh/km

Commercial speed: 6 km/h

Silent and no local emissions

20 units



M1 Sevilla Gta. Embajadores	M2 Sevilla Argüelles
<b>Paradas:</b> SEVILLA Plaza Cardenal Plaza Santa Ana Plaza Morera Plaza Justicia Benavente Plaza Torre de Hohen Oliver Plaza Leopoldo Riquelme Sever ETA EMBAJADORES	<b>Paradas:</b> SEVILLA Santa Ana Callejón de San Pablo Paseo Argüelles Alfonso Aguilera Torreón de San Juan Argüelles
<b>Horario:</b> Lunes a viernes: 08:00 - 19:00 Sábados: 08:00 - 14:00 Domingos: 08:00 - 14:00	<b>Horario:</b> Lunes a viernes: 08:00 - 19:00 Sábados: 08:00 - 14:00 Domingos: 08:00 - 14:00
<b>Frecuencia:</b> Cada 15 minutos	<b>Frecuencia:</b> Cada 15 minutos
<b>Longitud:</b> 1,2 km	<b>Longitud:</b> 1,2 km
<b>Velocidad:</b> 6 km/h	<b>Velocidad:</b> 6 km/h
<b>Consumo:</b> 0,84 kWh/km	<b>Consumo:</b> 0,84 kWh/km
<b>Emisiones:</b> 0 g/km	<b>Emisiones:</b> 0 g/km
<b>Coste:</b> 0,15 €	<b>Coste:</b> 0,15 €

## Fostering public participation

A wide range of research projects.



Sustainable development of  
SmartCity applications  
through open and standard  
platforms,



Foster mobility services using a more intelligent use  
of ITS resources.



Smart City applications + Internet  
of Things applied to health



## Attending customer needs

Tourists and occasional users oriented

1



2



3



- Easy way to pay, being tested now in two bus lines: number 27 and Airport express one
- Target group: 5-6% total EMT passengers
- Launched in March'16

## The better information, the higher client satisfaction

Hyper connected information = higher value for the client



### Wifi on board and at bus stops

#### 800 PMV

- These media channels allow us numerous real time features providing fully updated information to our users, specially for those who don't use portable devices (waiting time, incidents, connections, interesting information, warnings, weather information, etc.)

Plan to install information TV screens  
on board buses

Open data policy since 2011





## The better information, the higher client satisfaction

Hyper connected information = higher value for the client



Launched in december'16

Integrating all services (buses, parking, tow trucks, etc.)

Transparency portal (openness)

Responsive web design (RWD)

Specific contents for visitors in 8 languages



## The better information, the higher client satisfaction

Hyper connected information = higher value for the client

Essential information and communication  
channel between EMT and users

Facebook: 30.000 followers

Twitter: 60.000 followers

Instagram, Youtube and corporative blog

Continually updating our users on the service  
(changes, incidents, information of interest, etc.)

These channels are a basic tool of active  
listening; they allow us to have a permanent  
feedback from our users about complaints,  
needs, suggestions, etc.



## ALL INFORMATION AT A “CLICK”

In cooperation with Connecthings



“Smart Madrid” labels at all bus stops (5.500)

NFC and QR technology

Free of charge

Real time

All information available about EMT service  
(including tourist information and cultural  
activity)



Thank you very much!  
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Empresa Municipal de  
Transportes de Madrid

