

Eurailspeed

Parallel Session A.2

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Alta Velocidad 

8/11/2005

Managing the supply of high-speed rail services



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Alta Velocidad ✓

8/11/2005

1. Who are we?
2. What have we achieved?
3. How have we achieved it?
4. How are we perceived by the general public?

- **Who are we?**
- **What have we achieved?**
- **How have we achieved it?**
- **How are we perceived by the general public?**

- **Who are we?**
- What have we achieved?
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The Mission

**“TO OFFER A SAFE AND PROFITABLE
TRANSPORT SERVICE, BASED ON
QUALITY AND SUSTAINIBILITY CRITERIA,
TO BE THE MARKET LEADER IN A
LIBERALIZED ENVIRONMENT**

HIGH SPEED Products

April 1992



**AVE Long Distance
Madrid - Sevilla
(40 trains daily)**

October 1992



**AV Medium Distance
Madrid-Puertollano
(26 trains daily)**

January 93



**Talgo 200
Madrid-Málaga
(12 trains daily)**

October 2003 / February 2005



**AVE Long Distance Madrid-
Zaragoza/Lleida/Huesca
(16/18 trains daily)**

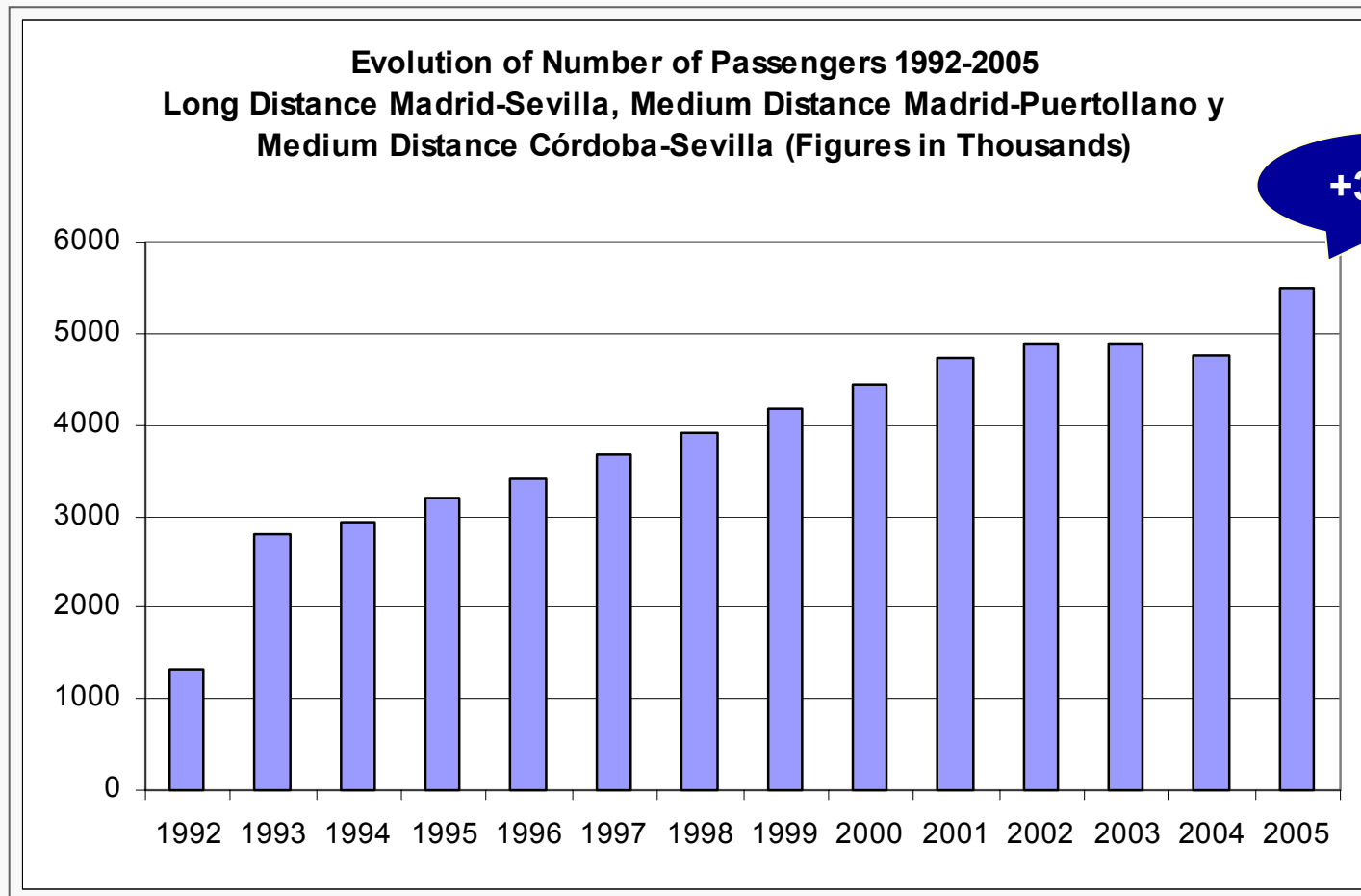
December 2005



**AV Medium Distance
Córdoba-Sevilla
(16 trains daily)**

- Who are we?
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Number of Journeys Evolution 1992 - 2005



Evolution of business parameters

Thousands of Euros	1993	2003	Δ%
TOTAL INCOME	103.032	212.790	107
TOTAL COSTS	132.247	165.042	25
RESULTS	-29.215	47.748	263
Turnover / employee	180	730	306

Customer Satisfaction

	1993	1995	1997	1999	2001	2004
Long Distance	8.6	8.6	8.6	8.5	8.5	8.1
Medium Distance	8.3	8.6	8.4	8.6	8.4	7.8
Talgo 200	8.0	8.1	8.0	8.1	8.0	7.6
% Customers SATISFIED and VERY SATISFIED		98%	97%	97%	96%	94%

QUALITY SYSTEM

- **October 98: European Quality Award granted by EFQM.**
- **June 2000 European Seal of Excellence granted by CGQ and BVQ.**
- **In 2002 AVE Publishes its Sustainability Report**
- **In 2003 Integrated System of Quality and Environment Certification.**

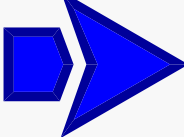
Punctuality on AVE Trains

Commitment to Punctuality from 12.09.94 to 31.12.04

Number of Trains:

Total:	167 056		0.24%
Delayed:	398		

Number of Passengers:

Total:	42 974 881		0.23%
Delayed:	97 442		

Turnover (Mill.Euro):

Total:	1 432.7		0.22%
Refunded:	3.2		

- Who are we?
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Main Commercial Strategies

- **Constant adaptation Demand – Supply**
 - **By permanent monitoring of traffic figures**
- **Clear Price System**
- **Complementary Services**
 - **Stations: Check-in, Parking, VIPs Lounge, ...**
 - **On Board: Catering, Newspapers, Audio / Video, Gift articles sales, ...**
- **Various Distribution Systems to get closer to the customer:**
 - **Stations, Travel Agents, Internet, Call Center, ...**

Main Commercial Strategies

- Punctuality Commitment: **AVE Guarantee**
- “Club AVE” Card as **Loyalty tool**
- Claim System as a source of information for **better product design**
- Market Research: **Different Surveys (Customers, Competitors, General public)** for better decision making
- **Exhaustive** Customer Knowledge

Management of Suppliers

→ And with the collaboration of our main suppliers:

→ Rolling stock maintenance

→ On-board services

→ Station services

→ Infrastructure

Management of Suppliers

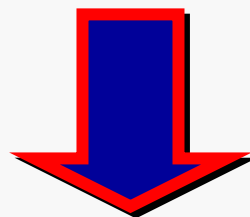
- **Aligning the supplier's strategy with AVE business**
- **Approving and monitoring the work procedures**
- **Linking the objectives stipulated in the contract with economic penalties**



**THE SUCCESS OF AVE IS THE
SUCCESS OF THE SUPPLIERS**

Management of Suppliers

How is this collaboration established?



CONTRACTS WITH THE SUPPLIERS

**QUANTITATIVE
PARAMETERS**

**QUALITATIVE
PARAMETERS**

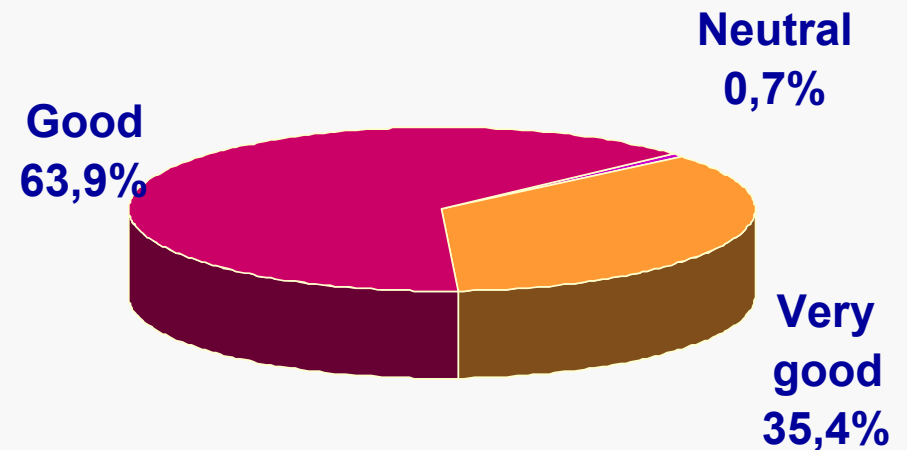
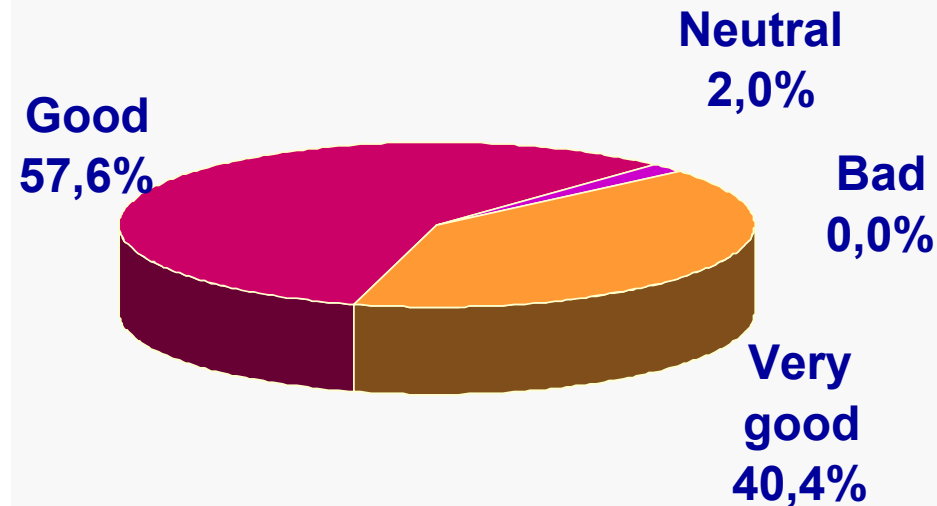
**COMMITMENT TO QUALITY WITH OUR
CUSTOMERS: AVE PASSENGERS**

- Who are we?
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AVE Appraisal by the General Public

Residents in the corridor

Residents out of the corridor



Evaluation of AVE and Airplane by Spanish General Public

