


Customer Training for TU

Methods and approaches to train and educate potential customers.



Main Idea

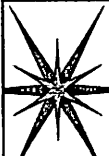
- Establish strategies to educate the public on how to best use the system and how useful the system is for them.



Outline

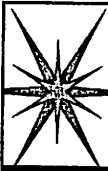
- A. Gather information concerning new transit systems in Latin America and the U.S.
 - 1- What has been done?
 - 2- Which public sector and behavior has been targeted?
 - 3- How effective were the strategies?

- B. Applicability of this experiences to T.U.
 - 1- It's a necessity to attack the same public and behavior in S.J.M.A.?
 - 2- How effective could those strategies be in S.J.M.A.?



Outline

- C. Important themes to attack during training
 - 1- Safety
 - a- How safe and secure is the system?
 - b- How to handle the inherents risk of the system?
 - 2-Functioning of the system
 - a- What does the system offer?
 - b- How to use the system?
 - c- Enough general information to satisfy the curious Puertoricans



Outline


D. Recommendations

To assimilate, adapt and develop training strategies for the future users of the Tren Urbano.



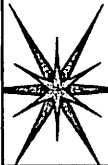
What has been done?

- Identify case studies
- Gather information
 - 1- Printed material samples
 - 2- “Theoretical” information from operators
 - 3- Potential customers survey
 - 4- Operators survey



Identified case studies

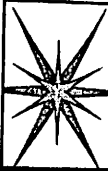
- Medellín, Colombia
- Caracas, Venezuela
- Santiago, Chile
- Miami
- St. Louis
- Denver
- Dallas



What has been found?

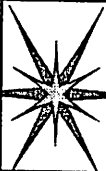
Training strategies and tools used on the case studies

- Meetings and conferences with community sectors
 - Schools, neighborhoods, laboral sectors
 - To gather information of potential customers and answer their questions.
- School stations and vehicles
 - A way to bring to the community information, training and educational programs.



What has been found?

- Informative booklets distribution
 - Booklets on the history of the system, general information, users manuals and coloring books
 - To distribute those booklets during all others activities.
- Site Visits
 - Use of the nearly finished facilities in the training process.
 - Free rides during weekends before the system opens
- Information spots
 - Metro stand (it is more stable and attract public attention)
 - Itinerant exhibitions with mechanized models or Informative boards



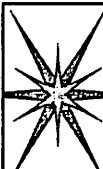
What has been found?

- Movies and all communication media
 - Movies during some of the others activities
 - All media campaign
 - News media has shown to be useful, specially covering the inauguration activities
- Integration of the schools in the training process
 - Emphasize all activities in the schools because children are an effective way to reach the whole families.
 - Inclusion of the training effort in the school curriculum



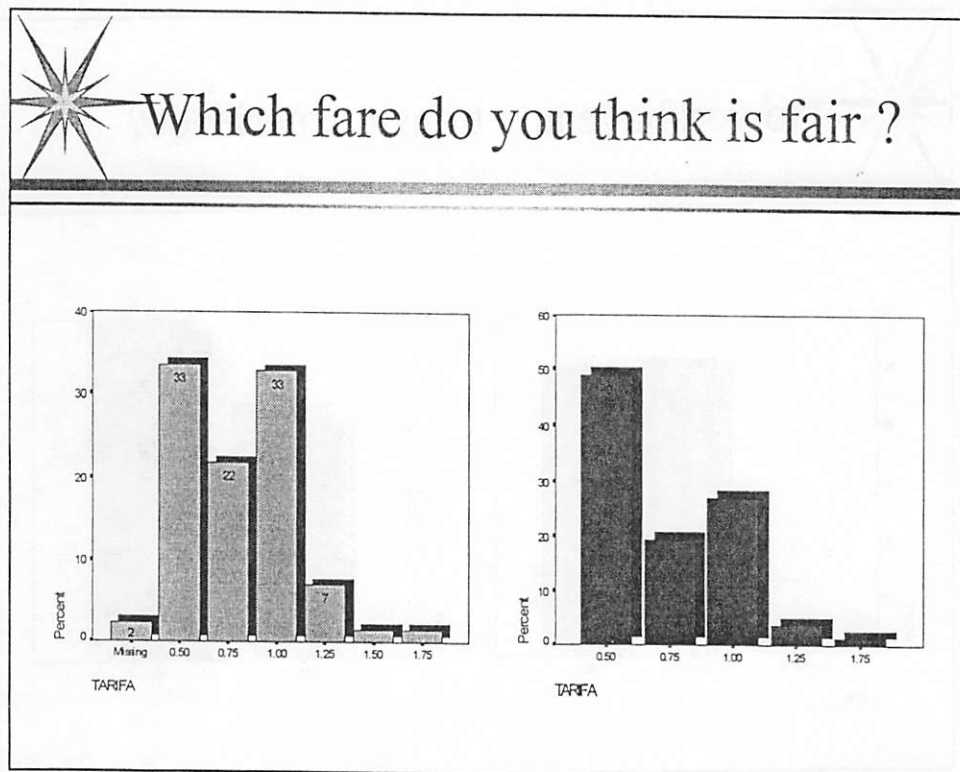
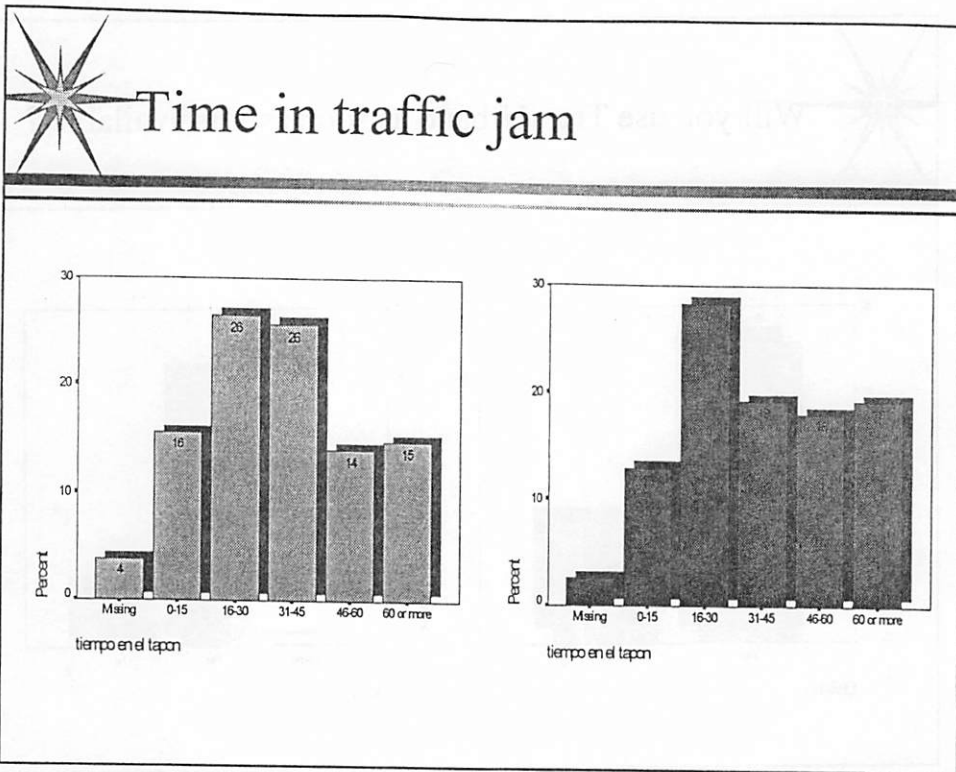
What has been found?

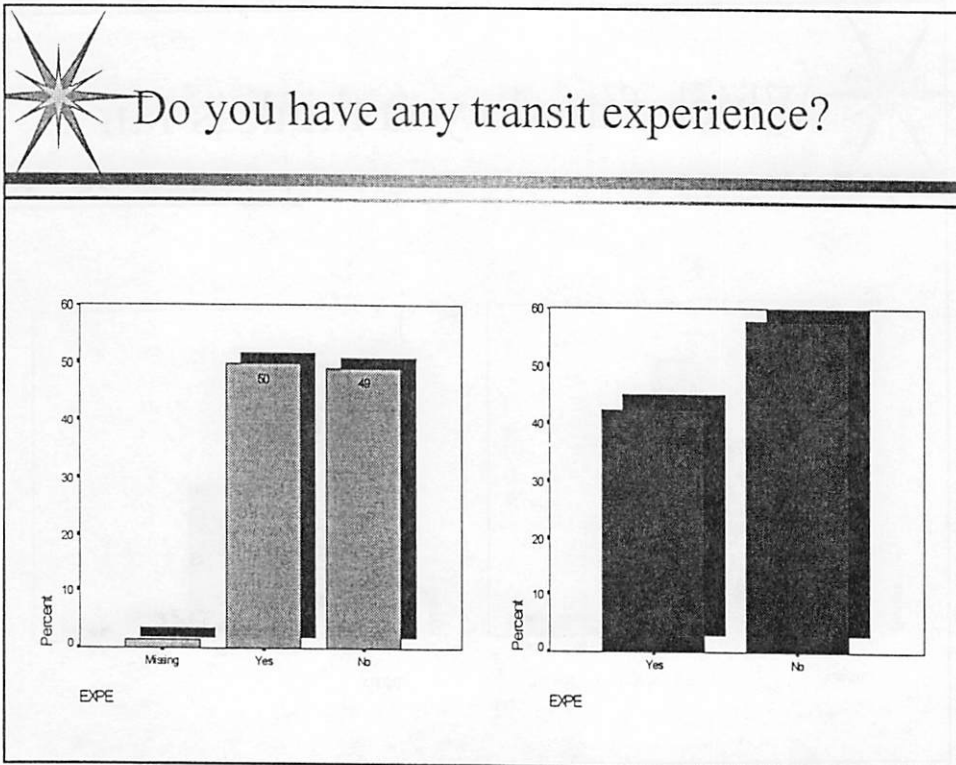
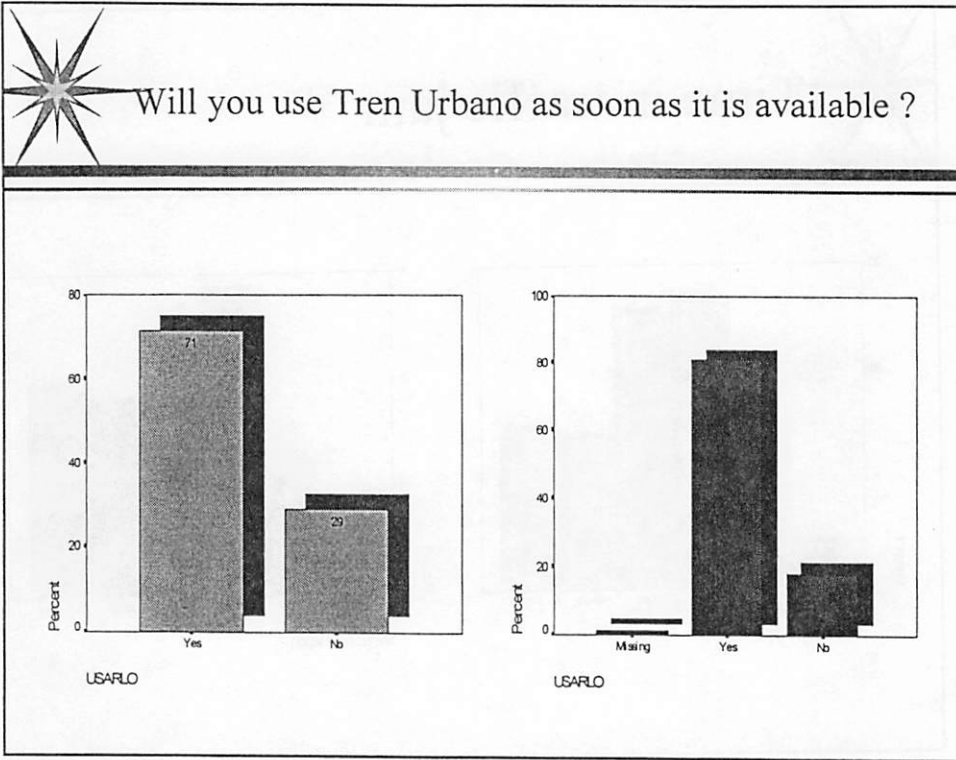
- The adoption of a character that represents and distinguish the training campaign.
 - Create a public personality to the system.
 - Motivate, in the public, positive feelings to the system.
- Clarify every detail of the use of the system.
- Emphasize a set of rules and fees.
- Security personnel of the system
 - Trained to assist the customers, not only for security.
- In communication with the potential customer
 - To inform first and then to train.
 - Always use a positive or persuasive tone.

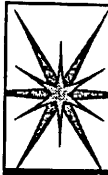


What has been found?

- Telephone numbers with recorded messages
- Emphasis on environmental issues
- Use of a uniform and consistent campaign
- Survey results

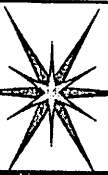






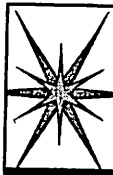
What needs to be done?

- Analyze the operator survey
- Compare case studies with S.J.M.A.
- Identify the necessities of public training in the S.J.M.A. and the applicability of the case studies' experiences to T.U.
- Suggest...



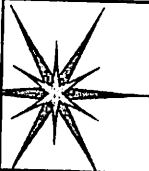
Preliminary conclusions

- The campaign needs to be huge, positive and uniform. Must cover at least the following issues
 - > Benefits of the system for the users and the whole community
 - > Cost effective, efficient and safe
 - > Economically, environmentally and culturally good
 - > Specific instructions for the users
 - > Rules and fees (positively stated)



Preliminary conclusions

- Direct contact with the public is essential.
- Emphasis on schools as a contact with the families.
- School stations and vehicles should be consider.



Comments or Suggestions

Please !!!