

Customer and User Participation

Berlin, January 2004, Internal Deliverable 10.4

Objective

Install a framework for direct customer participation to improve the Berlin mobility projects within TELLUS. Introduce the customers perspectives of everyday life/use to improve the relationship between customers and companies involved in these innovative mobility projects.

Description of the implementation

The implementation work on customer and user participation can be described as process moderation between different stakeholders and events for customer participation. The events organised must give feedback to the project leaders about the acceptance of the market.

A good example is the work carried out for the CarModal project (TELLUS project 8.5). Users, customers, interested residents and other stakeholders supported the demonstration of CharterCab. This is a new form of individual collective transport connecting services between the suburb of Berlin and the nearest underground station of the city. In the beginning of the project the participating companies had a clear picture in mind how to design their measures and to communicate with customers, they learned a lot about the customer's perspectives. Direct contact to residents and users in events like information booths, round tables, workgroups and