



Customer Orientation in Winter Maintenance: Survey of Best Practices

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Objective of study

The objective of the study on 'Increasing Customer Orientation in the Winter Maintenance of Roads' was to

- express the importance of customers
- establish and compile methods that are in use in different countries for increasing customer-orientation in the winter maintenance of roads



Implementation of Study

The questionnaire study was made by ms [Hanna Kuusisto](#) and guided by PIARC winter maintenance committee member mr [Jukka Karjalainen](#) both from Finnish Road Administration.

The study was implemented through an online questionnaire

Implementation of Study (continue)

There were 24 questions related to

- customer satisfaction surveys,
- other possible means of compiling the needs of road-users
- maintenance classification and local maintenance
- information available for road users.

The questionnaire was sent to 38 representatives of 25 member states of PIARC Committee 3.4. Responses received for the questionnaire originated from ten different countries, from three continents.

Findings

Customer satisfaction surveys

- Customer satisfaction surveys are generally carried out
- Finland is using surveys also to pay bonus to contractors

Other means of compiling the needs of road-users

- Group discussions, cooperation groups of road users
- Customer feed back systems
- Road side interviews
- Feedback via media
- Road traffic accidents are analysed



Findings

Maintenance classification and tailor made local maintenance

- Used almost every country
- Based on traffic amount, function class and climate
- Sections for tailor made maintenance for ex. School bus routes-, routes favored by tourists or heavy vehicles

Findings

Information available for road users

- **Wintertime road conditions and maintenance activities**
 - Most countries give information about road conditions and some have or develop an on time system to give information about maintenance activities
 - TV, radio, internet, newspapers and changing road signs are used
 - E-mail about severe traffic problems is sent directly to main companies in Northern Ireland (pilot project)

Findings

Information (continue)

- **Information about service provided to road users and quality demands and guidelines for safety winter driving**
 - Internet, newspapers, information leaflets and citizen charters
 - A special campaign to foreign heavy vehicle drivers for safe driving in winter in Norway
 - The improvements in maintenance based on critic in satisfaction surveys are published in UK



Findings

Other

- Road authorities are trained for customer service at least in UK

SUMMARY

- **There are many methods to increase customer-orientation in winter maintenance of roads**
- **It is worthwhile to share knowledge**
- **Customer orientation should be studied and developed more in winter maintenance**