

APPENDIX 6: Marketing Mix

► **Product**

Based on Kotler's Three Levels of Product framework, the CityRail services are analysed as follows:

Core Product: - Passenger transport in Sydney / public mobility (an intangible service)

Actual Product:

- Convenient, quick and safe journey
- Low-cost and environmentally-friendly public transport
- Stations located at convenient spots close to main centres and venues
- Comprehensive ticketing and fare system
- Time convenience almost 20 hours per day (trains usually do not run between midnight and 4.30 am, NightRide bus services operate instead)
- Assistance to mobility and hearing-impaired passengers (wheelchair accessibility and tele-typewriter services)
- Customer service and assistance (both at the station and train)

Augmented Product:

- Return tickets can be used after midnight on the NightRide buses- these buses can use a radio to contact and arrange a taxi to pick up passengers at specific destinations (this could be perceived as an 'after-sales' service)
- Ticket bundles for specific Sydney events (eg Sydney Easter Show etc)

► **Price**

- various types of tickets: one way tickets, return tickets, half-price tickets for students, children and pensioners, peak or off-peak times; weekly passes or day-passes
- passes limited by certain zones or other areas of usage
- tickets issued for specific travel distances (single adult ticket for less than 5km is the cheapest at \$2.60 while for 305km and more tickets cost \$30.00) (CityRail, 2007)
- prices similar to those of buses but cheaper than ferries, taxis or costs of running a car

► **Place**

- CityRail's railways cover all major suburbs in Sydney. However compared to other metropolitan train services in the world the coverage is still not dense enough (Daily Telegraph, 2008a)
- tickets are being sold on every station via station kiosks or vending machines

► **Promotion**

- every Wednesday a CityRail Xpress information leaflet informing passengers of important changes, news and up-to-date notices
- use of print advertising on train stations and in some magazines such as MX
- updated web page informing of all news, changes, travel conditions, track-works, notices, delays etc.
- corporate brochures in all Sydney information and tourist centres, station kiosks and major venues
- information and notices on the reverse sides of train tickets

► **People**

- both train drivers and station staff are extensively trained for emergency procedures and other work-related procedures
- that also includes simulator training for drivers and emergency simulation for guards and other staff
- drivers are also regularly health-checked
- microphone techniques are also incorporated in staff training and as an added incentive there is a “Golden Mic Award” for staff members providing clear information (RailCorp, 2007)

► **Process**

- the everyday operations and processes supporting efficient and quality delivery of services to customers has been managed by the Rail Management Centre since 2002 (The Audit Office of New South Wales [TAONSW], 2005)
- the integrated system of specific control groups includes: computerized signal control, communication technology among the controller and signaller and station and train crews, security cameras to check and control train arrivals/departures and crowding, timetabling and other procedures (TAONSW, 2005)

► **Physical Evidence**

- many CityRail’s major stations suffer from very old infrastructure (Town Hall, Central, etc.)
- although new trains have been introduced in recent years many are still very old
- temperature in trains was one of the factors which customers complained about (ITSRR, 2007) as 30% of trains are not air-conditioned (RailCorp, 2007)
- frequent graffiti and rubbish in trains