

ASECAP Marketing & Communication Webinar

Ensuring Sustainable and Resilient Mobility to Toll Highways' Customers

Wednesday 23rd March 2022
10.00 am - 12.30 pm



PRELIMINARY AGENDA

The webinar will give the opportunity to discuss and to learn from our peers, sharing communications and marketing initiatives, as well as innovative customer service insights, social media usages, which helped - and which still help - to connect with customers or communicate on services during the pandemic crisis, when toll operators and agencies worked hard to ensure the continuity of the service to their customers, and they had to properly communicate with them.

The workshop will also focus on the new concept of 'mobility solutions' and on the digitalization of the transportation services, which somehow could also represent new services and new opportunities for tolling industry. It will highlight all the actions/initiatives that toll road operators are undertaking to expand and improve their services/operations and their communications towards customers, considering all the changes and developments needed to make the infrastructure ready to reach Zero carbon target by 2050.

WELCOMING

10:00 10:10 **Welcoming & Introductory message**

Master of ceremony: Malika Seddi, ASECAP Secretary General

- Antonio Nunes de Sousa, ASECAP President

PANEL DISCUSSION

10:10 – 12:20 **Presentations and interactive Q&A**

Moderator: Emanuela Stocchi, ASECAP COPER II Chair

- Initiatives developed to get closer to customer needs and expectations – **Grigoris Chasanis**, E/M and Tolling Systems Manager, Olympia Odos SA
- Customer services & approach, **Hugo Bento**, Marketing Director, BRISA – APCAP
BRISA overview of BRISA
- Can motorways be green? **Edith Rührer**, Team Leader of Customer Centricity & Key Accounts, ASFINAG
- How motorway companies have ensured continuity of services, moving people and goods during the COVID-19 era - **Handanos Yannis**, Quality & Administrative Support manager, Olympia Odos Operation SA
- Customer satisfaction index- **Alessandra Pipitone Federico**, Legal & International Affairs Director - ASFA

CLOSING SESSION

12:20 – 13:00 **Conclusions and exchange on topics**

- **Malika Seddi**, ASECAP Secretary General
- **Emanuela Stocchi**, ASECAP Chair of the Safety, Sustainability & Communications committee