



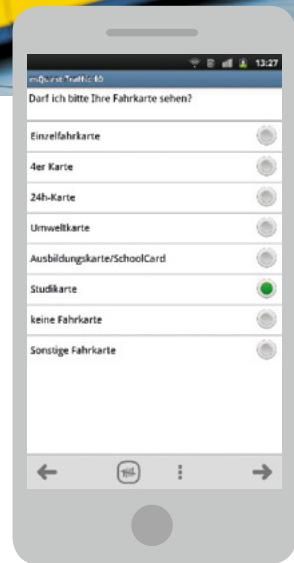
Success story

Passenger survey

PTV Transport Consult GmbH

PTV Transport Consult GmbH constantly conducts passenger surveys (questioning and counting of boarding and alighting passengers) for transport companies and associations. To do this PTV has relied, for many years, on the use of smartphones in combination with mQuest® traffic. The tasks usually include preparation and conduction of the survey as well as processing the data, projections, evaluation and presentation of the results.

The aim of the surveys is to create an up-to-date image of the temporal and spatial use of the services by the passengers. This data forms the basis for the revenue splitting process and also for future planning tasks.



Left: the mQuest® traffic count module; Right: how a question is displayed

Product: mQuest® traffic

- 80 % shorter interview duration than previously
- Hundreds of Android smartphones continuously in operation
- Hundreds of thousands of interviews and counts of more than a million of passengers each year

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The transition from paper questionnaires to the mQuest® survey software has proved to be a success for PTV. The immediate availability of the data and the improved quality of the results are compelling arguments for the use of mQuest® on mobile devices. This is even more important against the backdrop of the economic efficiency of the method.

Berthold Bennewitz,
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