



More Customer Service Centres are being built to facilitate access to bus service information

INTEGRATED BUS SERVICE INFORMATION DISPLAY SYSTEM

In addition to the integrated bus service information display systems operating at the Star Ferry, Tsuen Wan MTR, Tuen Mun Town Centre and Sha Tin Town Centre (New Town Plaza) bus termini, new systems were installed at the Po Lam Bus Terminus in Tseung Kwan O, Fu Heng Bus Terminus in Tai Po and two termini in Tin Shui Wai during the year. At the major termini, large LED or plasma display panels are positioned at the central part of the termini to provide information on bus route destinations, departure times and fares. Emergency messages such as major traffic disruptions can also be shown. The public address system and closed circuit television system installed in each of these termini allow monitoring of the traffic and operating conditions at the regulator's office at the terminus and at the control room at KMB headquarters. KMB plans to install these systems at six additional termini in 2002 and eventually at all major termini.



Hong Kong's first air-conditioned bus shelter planned for Lam Tin District

MARKETING AND ADVERTISING

Marketing Programmes> Programmes implementing KMB's marketing strategy to reinforce its leadership position in the public transport industry received a number of recognitions during 2001.

KMB won the "Citation for the Outstanding TV Campaign" in the HKMA / TVB Award for Marketing Excellence 2001 for its environmental protection campaign "Giving Buses the Green Light", featuring the television commercial "Born Free". The award, organised by the HKMA and sponsored by TVB, is one of the most prestigious marketing awards in Hong Kong.

KMB also won the Merit Award for "Most Creative Sports Sponsorship" at the 4th Excellence in Sports Marketing Awards. This was organised by the Hong Kong Sports Development Board and supported by the Chartered Institute of Marketing and the Hong Kong Public Relations Professionals' Association.

Understanding Customer Needs> To help understand customer needs and to ensure the highest quality of service, 15 research studies were commissioned during 2001 to gauge the general public's travel patterns and their opinions and expectations of KMB's services. Eleven of these studies are conducted on a continuous basis to aid service planning and delivery.