

new shoes today

road to creation, innovation and change

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'Don't wait today ! More ticket machines through customs'

Many (business) travelers use public transport to convert traveling time into working time. Schiphol and the Dutch railways don't understand this fully.

Casper Helder and Ramon Vullings of new shoes today spotted a logistical error in the arrival and train ticket purchasing process... When people arrive on Schiphol airport there is one ticket vending machine in the baggage claim hall, in many cases a queue forms in front of this machine. After buying a ticket, people go through customs to come in the central hall where there are nearly 20 (!) ticket vending machines available. That's when people realize the wait was for nothing.

From a service point of view, this is a missed opportunity for Schiphol Airport and the Dutch Railways. So new shoes today has taken action to help speed up this process and reduce the waiting time. New shoes today bought a single flight ticket, checked-in and directly walked out again. This was to get into the baggage claim hall, where new shoes today posted a sign on top of the railway ticket vending machine (clearly visible for people at the end of the queue) saying: "**Don't wait today ! More ticket machines through customs**" **This process improvement is powered by: newshoestoday.com**. This has resulted in a waiting time reduction of € 310.000.

New shoes today generates € 310.000 savings at Schiphol Airport

Calculation of 'lost' time:

- 5.000.000 travelers (arrival) yearly, of whom 30% business, of whom 25% wants to buy a train ticket, of whom 10% gets in a queue.
- Average waiting time is 5 minutes, with a business standard hourly rate of € 100,= an hour.
- Yearly amount of 'lost' waiting time: **€ 312.500**

Investment:

- Tickets (€ 90) + Hours new shoes today (2 x 6 x € 150 = € 1.800) + Sign (€ 28) = **€ 1.918**

Effective savings = € 310.582

Conclusion

- We went through a lot of trouble to make you smile !

New shoes today

- New shoes today starts today (13 april 2005) officially as a company. Besides on **Schiphol**, new shoes today will also do launch projects in **Brussels, Amsterdam, Rotterdam, Hilversum** and **The Hague**.

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