





APPENDICES

ALSA GOALS, PROGRESS AND OBJECTIVES

 OPERATIONS		
GOALS SET FOR 2006	PROGRESS DURING 2006	GOALS SET FOR 2007
<ul style="list-style-type: none"> → Improve Customer Satisfaction Index (CSI) 	<ul style="list-style-type: none"> → 11% increase in the overall number of passengers → The overall Customer Satisfaction Index (CSI) was 6.79 (it has seen a 0.04 increase on 2005) indicating a significant increase in the quality level perceived by our customers 	<ul style="list-style-type: none"> → Promotion of intermodality with the main airports → Redesign of the Supra Class services → Implementation and certification of an integrated management system for quality, environment and prevention of occupational risks in León city services
<ul style="list-style-type: none"> → Decrease in the number of route breakdowns 	<ul style="list-style-type: none"> → Improved breakdown rate (0.67 breakdowns/100,000 km in 2006 compared with 0.81 target rate) 	<ul style="list-style-type: none"> → Promotion of new technology channels for commercialisation purposes
<ul style="list-style-type: none"> → Decrease in the number of customer complaints relating to technical aspects 	<ul style="list-style-type: none"> → Reduction in technical complaints for inter-city services 	<ul style="list-style-type: none"> → Installation of the Ociobus system in all coach services
<ul style="list-style-type: none"> → Stepping up of promotions, campaigns and commercial discounts with focus on call centre and web 	<ul style="list-style-type: none"> → Development of innovative marketing campaigns and promotions → 45% sales increase through the internet channel → Improvement in information systems and information service to customers by sending SMS to mobile phones 	
<ul style="list-style-type: none"> → Improved entertainment, audio/video services 	<ul style="list-style-type: none"> → Implementation and trials of Ociobus 	
<ul style="list-style-type: none"> → Better post-sale service: immediate action protocol to solve incidents 	<ul style="list-style-type: none"> → Introduction of Blue Jackets (additional staff at the bays providing information and support to passengers) in Madrid and Bilbao 	
 ENVIRONMENT		
GOALS SET FOR 2006	PROGRESS DURING 2006	GOALS SET FOR 2007
<ul style="list-style-type: none"> → Creation of a dedicated environment department 	<ul style="list-style-type: none"> → Creation of an effective Corporate Environmental Service aimed at managing ALSA's environmental strategies 	<ul style="list-style-type: none"> → Development and implementation of a unified Environmental Management System for ALSA
<ul style="list-style-type: none"> → Gradual introduction of biodiesel fuel 	<ul style="list-style-type: none"> → Use of biodiesel fuel in bus transport services of Oviedo urban fleet and in the Supra Class fleet 	<ul style="list-style-type: none"> → Achieve certification to ISO 1400 at Irún-Tuy franchise and for bus transport services in León
<ul style="list-style-type: none"> → Implementation of the Public Transport Access Plan to the Covadonga Lakes National Park (Asturias) 	<ul style="list-style-type: none"> → Implemented 	<ul style="list-style-type: none"> → Partnership with different universities and institutions to carry out research projects in environmental issues relating to the transport industry → Internal communication campaigns targeted at promoting energy saving and environmental awareness → Analysis across all ALSA depots targeted at minimising potential environmental risks
 SAFETY		
GOALS SET FOR 2006	PROGRESS DURING 2006	GOALS SET FOR 2007
<ul style="list-style-type: none"> → Setting up of the Safety Corporate Service 	<ul style="list-style-type: none"> → Safety Corporate Service set up at the end of 2006 in order to focus on operational safety 	<ul style="list-style-type: none"> → Implementation of training plans for drivers in order to reduce the accident rate
<ul style="list-style-type: none"> → Reduction of the accident rate per 100,000 km in long-distance transport services 	<ul style="list-style-type: none"> → The accident rate per 100,000 km in long distance transport services decreased by 12.66% 	<ul style="list-style-type: none"> → Introduction of the concept of "preventability" in accident analysis
<ul style="list-style-type: none"> → Programme for the installation of seat belts in 100% of the Long Distance fleet 	<ul style="list-style-type: none"> → Completed 	<ul style="list-style-type: none"> → Trials of new safety systems in new vehicles → Use of a virtual driving simulator in driver training
 PEOPLE		
GOALS SET FOR 2006	PROGRESS DURING 2006	GOALS SET FOR 2007
<ul style="list-style-type: none"> → Completion of the first Employee Satisfaction Survey to be carried out across the entire Alsa organisation 	<ul style="list-style-type: none"> → The survey was completed by 43% of employees 	<ul style="list-style-type: none"> → Implementation of a people development plan to ensure talent retention by creating individual career development plans for high-potential employees
<ul style="list-style-type: none"> → Launch of the Annual Training Plan addressed at all groups across the company in order to promote personal development, safety and integration 	<ul style="list-style-type: none"> → Delivery of a total of 387 training activities, encompassing 25,178 training hours → Incorporation of nine graduates into the company through the Transport Technicians Programme 	<ul style="list-style-type: none"> → Plans targeted at improving the work environment in order to increase satisfaction rates
<ul style="list-style-type: none"> → Launch of the Information Point for Drivers (PIC) as an internal communication channel for drivers 	<ul style="list-style-type: none"> → Implementation of the PIC in Asturias, Cantabria and Mediterranean units 	<ul style="list-style-type: none"> → Optimisation of recruitment and selection processes for drivers → Implementation of the PIC across remaining units