

IRIS 

Certification

COMMUNICATION SURVEY

RESULTS

A SURVEY OF
IRIS STAKEHOLDERS

unife 
THE EUROPEAN RAIL INDUSTRY

IRIS 
Certification

A SURVEY OF IRIS STAKEHOLDERS

“ Communication is a core strategic function in any organization. Such a survey will help IMC to define a communication strategy adapted to its actual stakeholder's expectations and to reach potential new stakeholders as well. The more developed and strategic the communication becomes, the more visible the organization and its activities become. ”

Philippe Citroën
UNIFE General-Director

“ IRIS Management Centre (IMC), through his communication survey, aimed to have the point of view of the IRIS-stakeholders on the different IRIS communication materials and tools but also on its communication in general. These results will help IMC to determine how the actual IRIS communication matches with the expectations of IRIS stakeholders and to further define an adapted IRIS communication strategy. ”

Bernard Kaufmann
IRIS General Manager

PRESENTATION

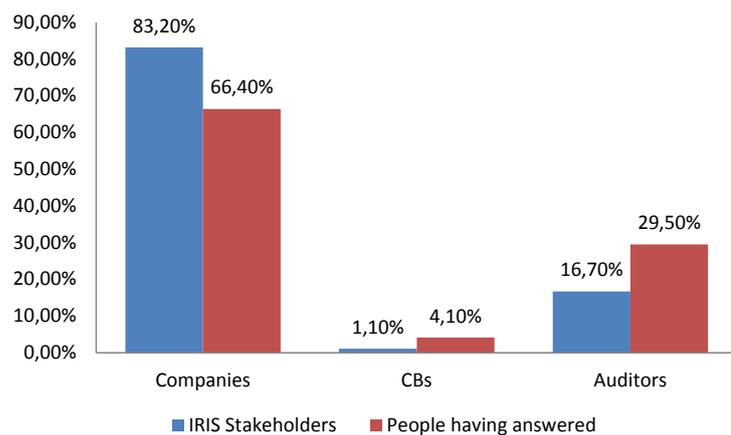


After several years of active communications, IMC has decided to send a questionnaire to its stakeholders in order to get their point of view on the different IRIS communication materials and support but also on its communication in general to identify if the actual IRIS communications fulfill the needs of IRIS stakeholders. This questionnaire focused on four main topics: the IRIS Portal; the IRIS newsletter, IMC attendance at events and IRIS media relations.

Therefore, on 22 July 2013, IMC has sent an email to all members and stakeholders, explaining the context and purpose of this communication survey and including a link to the questionnaire, asking them to respond within one month.

In one month, 387 people filled in the questionnaire, which is more than 20% of IRIS stakeholders. This is really good result knowing that the questionnaire was sent during the summer.

Distribution of answers by IRIS stakeholders categories



01 STAKEHOLDER' USE OF THE IRIS PORTAL

Visiting the website does not seem to be a daily habit. Most of the stakeholders, i.e. 43% visit it every month and 36% rarely. These findings highlight that either there is not information for their daily business on IRIS Portal or that they can find the information by other means. More precisely, the certification bodies are those who visit the website most often and companies visit it the less frequently.

Taking into account each target (companies; CBs and auditors), the section "news" is the most readed and the most searched. Indeed, this answer is given by 49% of people. Out of this section, other information searched included the updates and the guidelines. Regarding the companies, we notice as well that 89% are aware of the contents of the guideline.

Moreover, each category of members looks for different kinds of information. The companies search for certified companies and the CBs use the Portal to upload files and to look at the section "download area". Concerning the auditors, they have a special interest in the news focused on auditor activities and on railway in general. The auditors profile is the section least visited despite the fact that the accuracy of the content is key for the management of IRIS. The answers also show that many people visit the website after having received an email

from IMC letting them know that there are some updates on the website.

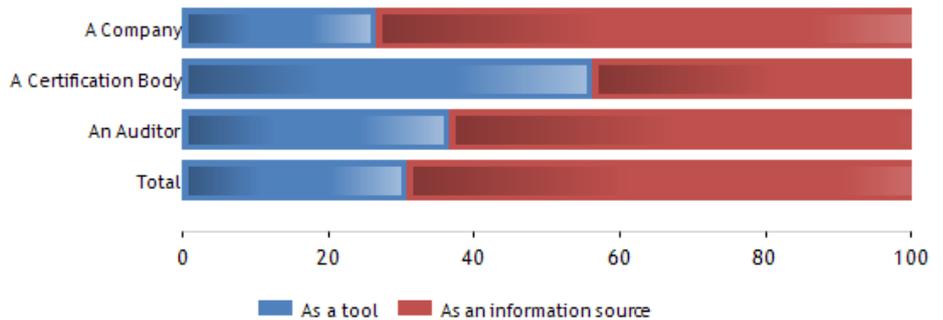
All the results show that some stakeholders don't go to the website for the same purpose and do not use it the same way. Indeed, to the question "Do you use the IRIS Portal as a tool to access the functional contents or as an information source?", 90% answer "as an information source" and 31% to answer "as a tool" (note: they could answer both). The CBs are the stakeholders who use it the most as a tool, with 56% of them who choose the response.

To conclude this analysis on the stakeholder use and expectations on the IRIS Portal, IMC was wondering if its CBs communicate on IRIS as well. Therefore, we can observe that from the 14 certification bodies that have filled in the questionnaire, 9 confirm

having content about IRIS on their website. They publish information about their own activities, IRIS certification, some IRIS news but also advertising material such as sales presentation, product catalog, etc.

We also observe that 94% of stakeholders confirm finding the information they look for. This proportion is really satisfying and shows that the Portal matches with the expectations of the IRIS stakeholders. However, this good rate points out that several people miss some information on this website. 6% having expressed this opinion. It seems that the companies missed some documents such as examples on implementing IRIS requirements or audit reports. Regarding the auditors, they miss specific information concerning their activities: feedback on their audit; auditor information; all scopes and CBs; auditor profiles; etc.

The use of the Portal regarding each stakeholder category



RECOMMENDATIONS

55% of respondents proposed some recommendations to improve the Portal. Some certification bodies propose to reorganise the "news", to make it easier to read and navigate and to make it more attractive.

For 39 companies, the website fulfills their expectations and use so far. Others made some recommendations where two ideas appear often: the languages available on the website and the complexity of use. Many of them also ask for a platform where they could ask questions, exchange and give feedback.

Globally, the recurrent suggestions increased focus on the information, publish more guidelines and materials, give work examples or company processes examples, place more detailed explanation of the IRIS standard and receive or send more emails with news and updates.

From the point of view of the auditors, 21 of them do not have any comment about it and the others propose the following suggestions: add more information and news about IRIS application criteria; auditing guideline; railway sector in the world and not just in EU; certified companies; certified

scopes; auditor status, owned code, system requirements and other technical information. Moreover, they would like IRIS to create a platform on the Portal to be able to exchange between the three parties (auditors; companies; CBs); to share audit experience and good practices. They are also looking for an easier structure and use of the Portal. To conclude, they also would like to be able to clearly identify the information for auditors from the information for other members and suggest the idea of a platform dedicated to them.

KEY RESULTS

387

responses to questionnaire

IRIS Portal mostly visited every month by stakeholders

news & updates: the most viewed and searched information

90%

use Portal as an information source

31%

use Portal as a tool

94%

of the stakeholders find the information they are looking for

Stakeholder' expectations & recommendations:

- More languages available
- Portal easier to log-in and to use
- A platform to exchange between stakeholders, ask questions and receive feedbacks
- More information and documentation published

02

STAKEHOLDER' VIEW ON THE IRIS NEWSLETTER



The Quality Rail Journal is the IRIS newsletter published twice a year since 2012 and represents one of the main communication tools of IRIS.

First of all, it appears that 75% of the interviewees know this document. Among them, 83% already have read at least one issue and 81% confirmed having received the last edition. Even if 75% of the interviewees heard about the newsletter, 25% is still a notable proportion and we can assume that the newsletter may not be promoted enough.

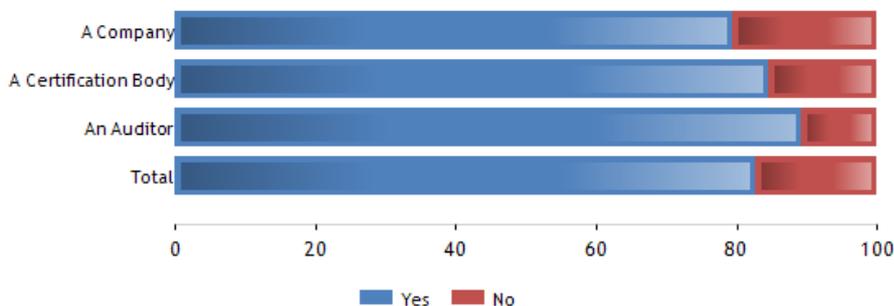
All the certification bodies made positive comments about the newsletter, responding that it is a really good promotional support, which enhances the link between IMC and its stakeholders. To them, the news about UNIFE, IRIS and their members is the biggest added-value of such document. We can note that the same answer was given before, regarding what they are looking for on the website.

For the companies, the news regarding IRIS and the value of the information and articles matter the most. The newsletter keeps them up to date. It is considered as well as a good promotional tool for IRIS.

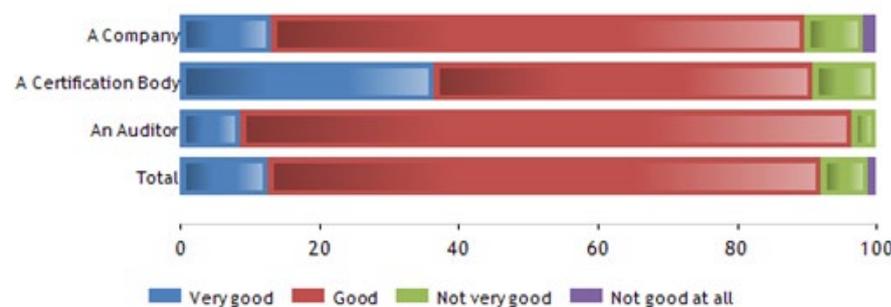
For the auditors, the information on IMC, the companies, the current issues, the news about the industry, IRIS and its future strategy are most of importance. Moreover, the sections "Welcome on board", "Customer profile" and the different interviews seemed to be well appreciated. To them, this support gives a global perspective of IRIS in the world and of its development and represents a good communication channel between all stakeholders to exchange information. To conclude, it contributes to reinforcing the image and impact of IRIS.

Globally, a vast majority of stakeholders think that the layout/design and the content of the newsletter are good, as attested in the tables below.

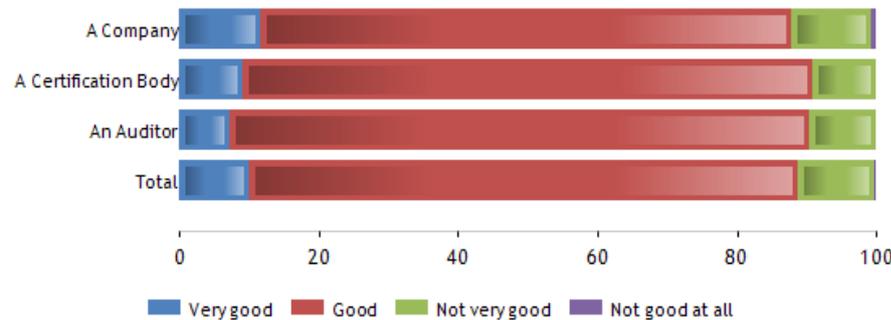
Percentage of newsletter readers



Opinion of the newsletters' layout and design



Opinion of the newsletters' content



RECOMMENDATIONS

Some certification bodies consider that the newsletter could be improved by adding more topics like: IRIS benefits for supply chain; best practices with IRIS; comments on the IRIS system; etc. Therefore, companies and auditors would like to see a newsletter in other

languages like German, Chinese or French.

The suggestions provided on this communication tool are quite similar to the comments made about the Portal. They propose as well to add information

on other topics such as: IRIS results; IRIS strategy and future development; practical information about the IRIS scheme; etc. Moreover, they would like to find more audit cases, some interpretation and comments on witness audit and some exchange of good practice.

KEY RESULTS

75%

of people interviewed know the IRIS newsletter

62%

have read at least one issue

61%

of stakeholders received the last edition (newsletter n°3)

news and updates are the most appreciated and expected in the newsletter

a good additional source of information and promotional material

the majority is satisfied with the newsletter layout and content

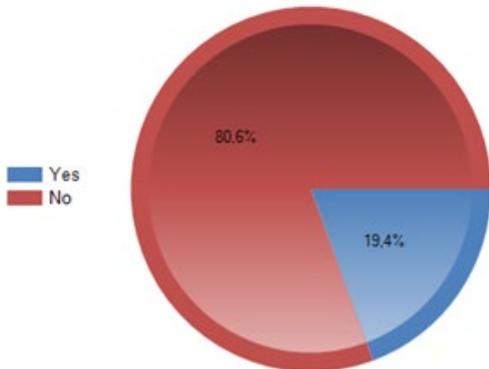
Stakeholders' expectations and recommendations:

- more topics: IRIS benefits for supply chain; IRIS strategy and future development; IRIS results; best practices; worldwide information
- more interviews and opinions of the CBs and auditors regarding IRIS
- more shared experience on best practices
- practical information at daily business

03

ATTENDANCE AT EVENTS OR PRESENTATIONS ON IRIS

Percentage of companies that have participated at least at one IRIS seminar or conference



The first graph shows that a significant percentage of the companies have never attended an IRIS conference or seminar. For the CBs and auditors, the result is the same, with only 26% of them having ever attended an IRIS presentation during a seminar, conference or a fair.

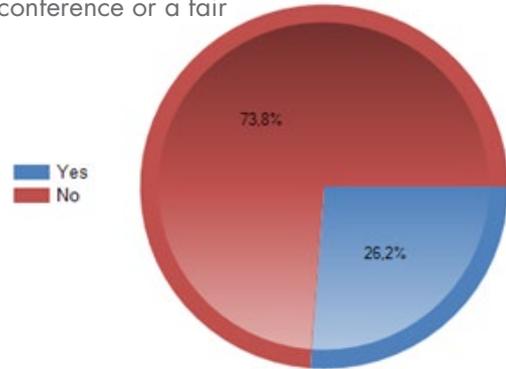
Regarding the information given during these events, the CBs all agree with the fact that it was very good, informative, useful and helpful. One of them added that IRIS presentations are good refreshers for CBs working with IRIS. For beginners, it provides good synthetic information and is an impulse and a basis for further studying IRIS. Regarding the auditors point of view, it's the quality of the presentation which had attracted their interest. For the companies, some of them find

the information given very good and satisfying and four confirm that it has been useful and helpful.

To them, these events represent a good opportunity to discuss with other stakeholders. To conclude, 56% of companies think that IRIS should focus more on these kind of events. On this point, they think it will be a good opportunity to share experience and best practices (on standards; quality improvement; experience with other companies...), to have more feedback and stay updated and informed on IRIS. They also think it could shed some light on issues like: interpretation of audit tool, misunderstanding of results, etc.

However, some companies think that IRIS does not need to focus more on these events, because they are all in

Percentage of auditors and CBs that have participated at least at one IRIS presentation during a seminar, a conference or a fair



English, are sometimes too far away to attend, they cost a not insignificant sum of money to travel and finally, they are not adapted to small companies.

Globally, the certification bodies seem to be satisfied with IRIS events, finding IMC active and encourage it to continue conducting promotional seminars and constructive discussions at the different events which IMC participates.

Regarding the auditors, their answers are focused on auditors exchanges/workshops and training. These two elements appear really often in the answers.

IRIS being more than just IMC, the survey tried to identify if other people or structures can communicate and promote IRIS.

KEY RESULTS

19%

of companies have attended an event on IRIS

57%

of companies think that IRIS should focus more on these events

26%

of auditors and CBs have already attended an IRIS presentation during a seminar, conference or fair

a good networking opportunity and information exchange

a good presentation quality during this events

04

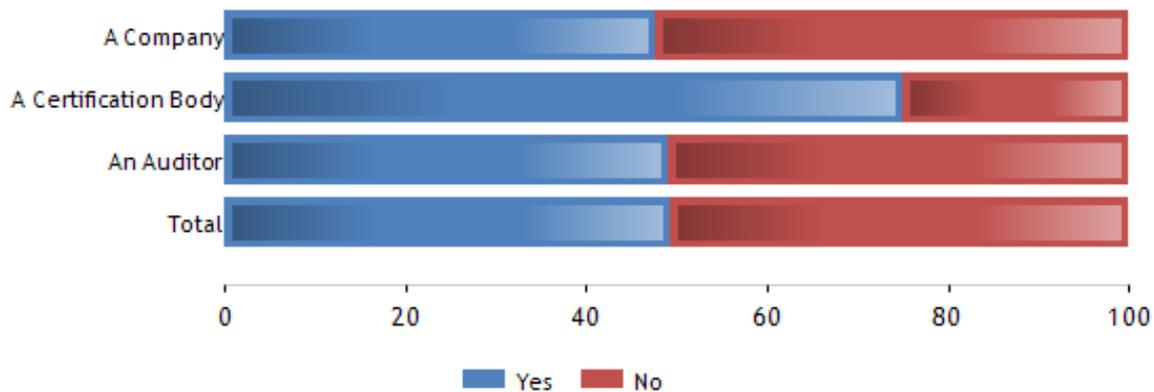
IRIS THROUGH ITS STAKEHOLDERS AND THE MEDIA

Regarding information on IRIS in the media, 49% of the stakeholders have already seen an article on IRIS in the Press. This percent is quite relevant and point out the impact of good media relation as a source of communication and promotion for IRIS. The CBs

represents the category of stakeholders which heard the most about IRIS in the Press.

44% of companies confirm receiving information on IRIS from their customers. However, 83% communicate about

IRIS toward their customers. Moreover, 69% communicate to their suppliers as well. Regarding media relations, 86% have never published an article about IRIS in the press but 14 % did.



KEY RESULTS

49%

of stakeholders have already seen an article on IRIS in the Press

44%

of the companies are receiving information on IRIS from their customers

83%

communicate about IRIS toward their customers

69%

communicate on IRIS to their suppliers

14%

have already published an article about IRIS in the press

SURVEY CONCLUSION

As a conclusion on the results and analysis, the first really satisfying and positive observation is the number of questionnaires completed. Thereby, IMC would like to thank everyone that took the time to answer this survey.

We take away from this survey a majority of positive answers, showing a general satisfaction from the stakeholders of IRIS communication. Moreover, all the comments or suggestions made about IRIS communication tools and materials will help to improve the IRIS communication strategy. Indeed, the next chapter of this brochure will present several recommendations.



COMMUNICATION PERSPECTIVES

IMC is not the only entity that communicates on IRIS. When many people or organisations give different information, there is a risk to give the image of a disorganised system.

Good external communication depends largely on the company's identity. The challenge is to build a brand around IRIS which represents its identity/distinctiveness and its values.

Moreover, strategic documents work as guidelines for each person or organisation that communicate on IRIS, in order to produce coherent materials and to develop a standardised and reliable communication.

A Communication strategy

First of all, the communication strategy fixes the objectives, audience and message(s). Secondly, it presents the tools, materials and activities to be used; specifying the resource allocation, and the timeline. This document fixes the priorities and actions to be developed in the short term and presents potential actions in the long term.

A graphic strategy

The graphic strategy, as the communication strategy, fixes the objectives and messages that the IRIS visual identity must diffuse. It presents in detail the colors, shapes and layout which will be used on the communication materials, proposing templates for the different documents that IRIS could use: business cards; news releases, brochures; posters; commitments; guidelines; etc. Therefore, each document will be clearly identifiable from each other, at the same time respecting a graphic coherency and showing that they are all from the same company.