

# QUALITY OF SERVICE DRIVES PASSENGER SATISFACTION

The quality of service provided by Hópbílar and Hagvagnar on a daily basis has a direct impact on the satisfaction of those who use the service.

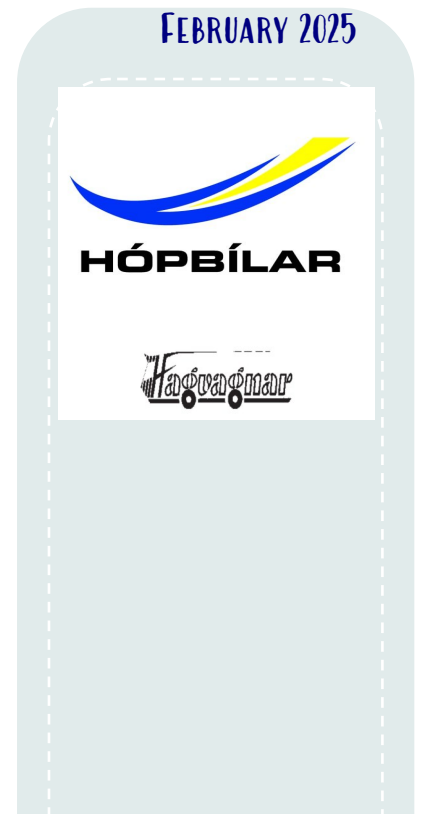
Our services touch various aspects of daily life. We drive elementary school students between schools and sports facilities, we drive students with special needs, we drive students from after school program to leisure facilities, we drive bus routes for the public, we drive employees at Rio Tinto to and from work, we drive rural routes for The Road Administration as well as projects related to purchased group transport for various parties.

A little over a year ago, we started systematically collecting data on the performance of drivers in all our departments, as well as collecting data on the use of our fleet. We collect data in collaboration with a Danish company, Traffitech, which is located just outside Aalborg in the north of Jutland. Data collection like this allows us to analyse the driving behaviour of each driver individually as well as a comparison with other drivers in the same department.

The main philosophy of such data collection is to get the driver to understand the passengers experience while driving. In this case, we often talk about „smooth driving“ as special attention is paid to the drivers driving behaviour when turning, when braking and when accelerating. Each driver has had a performance interview with the company's project manager where things that are done well and the things that could be done better are carefully reviewed.

In this way, we increase the reliability of the service, safety on board and passenger comfort. In addition to this, users are able to send us suggestions on what can be improved. Such suggestions go through special process within the company where they are scrutinized.

It is also nice and obligatory to mention that our drivers are regularly praised for their service. The compliment is, of course, returned to the driver in question.



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# *THE KEY IS TO KNOW EACH CHILD, THEIR SKILLS AND LIMITATIONS*

**ÞÓREY ANNA MATTHÍASDÓTTIR—DRIVER**

## **How did it come about that you started working for Hópbílar?**

After studying at the University at Hólar where I studied Tourism and Event Management, I returned home to Hafnarfjörður with exciting ideas for cultural tourism in the town. I thought it would be a good idea to find a job that suited me well in terms of living, so that I could use the time during my work to work on the ideas I have for projects in the tourism industry.

## **What had you been working on before?**

I worked for over thirty years in international aviation, most of it in flight operations and technical fields. Along with my work in aviation, I have taken on various confidential jobs. These include; Chairman of the Wages Guarantee Fund for 7 years, member of Hafnarfjörður culture and tourism committee, coordinator of tourism and guiding in Skálholt, deputy member of RÚVs board, member of the board of Consumers Association as well as a number of responsible positions.

## **You have been in a so-called special department drive, what does it entail and what are your connections and relations with service recipients and institutions?**

In my work as a driver in special department for the municipality, it has been extremely rewarding to gain insight and knowledge into the world of children with special needs I have the privilege of helping. Since the key to success in that job is learning to know each child, their abilities and limitations, I cant help but feel the I have a lot to do with these unique children.

It is often said that it takes a whole village to raise a child. This becomes clear to one, when good communication with parents, department heads of schools special departments, the shift managers of Hópbílar and other employees who serve the children ensures good care and safety for the children.

## **You retire at the end of January. What is the most memorable part of the work at Hópbílar and what has been positive in recent years?**

The most memorable things from the job are countless trips around Iceland and all kinds of adventures with tourists from all over the world. These adventures include travellers from Asia, Europe, the United States, India, the Middle East, Indonesia, etc. Leaving unforgettable memories and friendships that last.

All the tourists I have worked with come to Iceland for fun, to learn and to experience the country and the people. They have a good story to tell after the trip, whether I have been working as a driver or a guide.

I have kept a guest book on longer trips, because atmosphere and friendship are always created. It warms you up to look through that guest book and reminisce about trips and the people. The fact that I have many invitations all over the world after these trips makes the future even more exciting.

## *ONE BIG ADVENTURE AND LESSON*

Lets not forget the Icelandic groups I have driven, or gone for as a guide, but its been an extremely fun and different experience than trips with foreign tourists. The years at Hópbílar have been one big adventure and lessons.

In my work for Hópbílar, the experience I gained in international aviation, where I worked with people from almost 40 countries, has come in handy. Dealing with all these people with roots in all kinds of cultures and religions has given me a strong cultural literacy and it has been invaluable in my work for Hópbílar.

Being a bus driver is unique. The friendship, solidarity and atmosphere in that class will always be unforgettable to me. I would like to thank my colleagues for their cooperation and help during the almost 9 years that I have worked at Hópbílar. Mutual trust and respect always all the way.

### **What tasks await you when you retire?**

It is not without a reason that there is joy and expectation in me for the new chapter that is now taking over for me. People who know me and know about my experience and knowledge have contacted me and requested my involvement in the various projects in the field of innovation and infrastructure development in Iceland and abroad. One of these projects I have to work on is on the West Coast of Africa, but others are here at home and revolve a lot about innovation in tourism.



Hópbílar are thankful for the efforts of Pórey Anna and cooperation through the years.

# DRIVING BEHAVIOUR AND STATISTICS FOR DEC–JAN 2024/2025

Here you can see a complete overview of the driving behaviour and comparison statistics of Hópbílar and Hagvagnar drivers. The whole group is divided into four smaller groups. Group 100 is the travel department, group 200 is the yellow bus, group 400 are the ones driving the countryside bus and group 500 is the driving service for disabled and elderly people. Please note that group 200 is a little bit behind in installation of the system.



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