V: Which mobility PSS have you used during the last 6 months? #00:00:24-5#

J: Hm… Snapcar, I rented a car a couple of times, just at a rental company and Greenwheels. #00:00:32-8#

V: Have you also used a bicycle sharing scheme? #00:00:58-5#

J: Yes, I have used OV-fiets. #00:01:02-7#

V: How often are you using these services? #00:01:13-2#

J: Greenwheels not so often anymore because I now have regular access to the car of my girlfriend. When I was doing my final year administration, I found that I paid a €200 deposit to Greenwheels 3/4 years ago which I completely forgot about. So, I figured if I cancelled the Greenwheels agreement I’d earn myself €200. So I intent to renew my Greenwheels subscription with a credit card reservation instead of the deposit because I want to have my money and not Greenwheels to have it. And the OV-fiets I use it often. Like once or twice per month. In the past I used Greenwheels once or twice a year. Greenwheels fills in a weird gap for me, if I want to really use a car then it is usually to move me around from my home and to my home. But if I go and rent a Greenwheels and only rent it for moving stuff for a full day then it is quite expensive and I am better of renting a van from a rental company. #00:03:31-5#

V: When did you start using Greenwheels? #00:03:40-5#

J: Let’s say 5-6 years ago. #00:03:48-6#

V: What contributed to a good or bad service experience? #00:04:03-9#

J: For Greenwheels, a couple of things. It is very easy to use, once you have your subscription done then it’s very easy to look for cars, find a car, make a reservation, and enter it. I do that on the website and then usually through my laptop or computer. Going through the phone is slightly more difficult. And when you arrive at the train station and you walk to your Greenwheels, you go there, you walk around and check that everything is okay and then you can open it with your OV-card which is very convenient and easy and you are set to go. So that is all very convenient and the cars are usually very tidy and in a good shape. So that contributes to a happy service. #00:05:12-5#

V: Did you ever have a negative service encounter with either OV-bike or Greenwheels? #00:05:12-6#

J: Not with Greenwheels. #00:06:15-6# What I like about the OV-bike is that it is also very easy to access. You go to the store, you get a bike, you do bliepbliep with your card and then you’re off. But it is noticeable that the quality of the bikes is very various. #00:06:36-7# Some bikes are pretty new or have been used by conscious consumers, others have been less well treated or have been longer in use so that is noticeable. #00:06:51-7#

V: So, for OV-bike the service experience is mostly about the product? #00:06:55-7#

J: Yes, because the service part, so acquiring the bike is so easy that takes the least amount of time. #00:07:21-2#

V: Could you describe for both services the steps you have to go through when wanting to use them? #00:07:27-4#

J: I can tell you about how I went for a company visit with colleagues outside Enschede. They were out of the town so I decided to take a Greenwheels. I had to make a reservation for the Greenwheels, so at what time I would arrive and at what time I would return the car. So then I went to the website of Greenwheels and checked the availability, that there was actually a car available near the train station at the time slot. Then I made the reservation on the website and then you get some confirmation of that. When we arrived at the station we walked to the car, I tapped my car on the card reader of the car, the car opens. Then you have to do the check-up round, enter some codes, say everything is okay and then you are ready to go. #00:08:55-8#

#00:09:19-4#

OV-fiets I use for example when visiting friends in the city centre of Amsterdam. I just take the train, I know already where the bikes are, I just go there, take one and go. There is no reservation or further preparation involved. #00:09:54-9#

V: How do you usually interact with the service provider? #00:10:56-5#

J: So, for Greenwheels it is mostly web-based. I go to their website, I log in or reset my password and then log in and then you click through their menus, find the car you want to use and make a reservation. With OV-bike some years ago I entered the subscription model and it is now automatically deducted from my account so the only thing I have to do is show up and show my OV-card to the rental guy. #00:12:28-9#

V: Which role does your smartphone play in these services? #00:12:49-9#

J: Well, for the Greenwheels I prefer to do it on a computer because I think the website is mostly aimed for regular computers and then when you do it on a small smartphone screen things become for my taste a bit unhandy. So if I can avoid it I avoid the smartphone and do it on my laptop beforehand. I do know that the last time I used Greenwheels the meeting was extended so whilst in the meeting I entered on my smartphone the Greenwheels site and I managed to prolong the reservation. And for OV-fiets I don’t think there is any role for the smartphone in there. #00:13:51-6#

V: How do the digital components influence your use experience? #00:14:08-3#

J: Well, Greenwheels didn’t have an app when I was using it so that was a web-based thing and that interfered with my user happiness. The smartphone bit doesn’t really do much here or help me much. It is the OV-card which is my key to all these mobility things that does help. It’s readily connected with the Greenwheels card reader, it is readily connected with the OV-fiets service shop card reader. I even once went to an unmaned OV-fiets point and there I could open then door of keys and automatically a key would light up which I could take from the wall. So it is the OV-card and the readers thereof that are digitisation that unlocks it for me. #00:15:41-2#

V: How did you inform yourself about the service before you started using it? #00:16:54-2#

J: I did look for more information on their website to see what their subscription rates were, what it means if you get a bike and how the whole system works. #00:17:03-2#

V: How did the digital aspects influence your decision to use these PSS? #00:17:14-6#

J: I find it very convenient and if I would have had to buy another card or another key for that matter I wouldn’t have liked it that much. And for the bike especially it really feels like it is so integrated into the flow of going through a train station and taking a bike that it sort of feels natural to combine those. #00:18:00-1#

V: How do you feel did digitalisation influence the proposition of these services? #00:18:17-3#

J: I think it is mostly the administrative part that is now streamlined which makes it more convenient for the companies as well as for me the user to have this service. Of course I could have gone to the bicycle place before and rented a bike but then you have to go to the office, ask the guy there to let me rent a bicycle, then he would need a copy of my passport or drivers license, he would sign me into the register, I would pay the rental fee and probably a deposit beforehand, then he would have shown me the bicycle. Well, this whole thing would have cost more time and would have been more bothersome than just take the bike, scan and go. So you have a vouched for profile. #00:19:19-7# And for me it is indeed very convenient that they collect the rentals for each month and then at the end of the month they send you the bill and they deduct it automatically. #00:19:53-9#

J: Well what also works, when I go and rent a car at a rental company like Kohler or Bo-rent I always feel a bit anxious about these guys. They are watching you, they are doing that all day long and they give you the standard contract and you always feel like ‘what am I signing up for?’ Am I not being taken for a walk, did I see all the scratches correctly, did I deliver it when I return it back on time and with enough fuel. With Greenwheels it is just bring it back where you took it. And even at the start, you sign in with the card, you do your inspection round, you press ok okay and that is basically the same as signing the form but it feels more relaxed.