

VR Communications and social media

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**We are a responsible service company
of travelling, logistics and maintenance
which will transport you towards a
prosperous and carbon neutral Finland**

A man with a red backpack is hugging a woman in a pink jacket from behind. They are standing in a train station with a large glass and steel roof. The man is smiling and looking towards the woman. The woman has her back to the camera. In the background, other people are walking, and a train is partially visible on the left.

We are customer experience-centric
We want to meet our customers' needs
and wishes – and exceed expectations

Our stakeholders



Company vision, strategy and values

- We are *Getting there together for a better world*, in accordance with our **vision**. It means that we aim for the top in all of our operations. At the same time, we believe that our success will also benefit society as a whole.
- **Our strategy** emphasises customer orientation, growth and responsibility. We are ready to win – every day. We believe that everyone wins when conducting a responsible business.
- Responsibility is the unifying theme of our operations and growth areas and creates a set of shared **values** for our company.

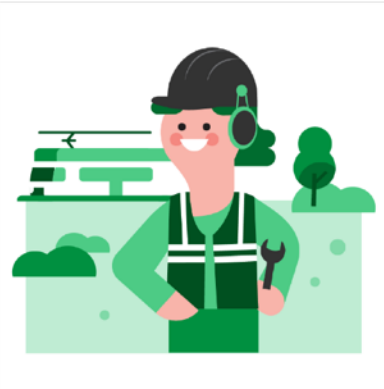




Vision 2030

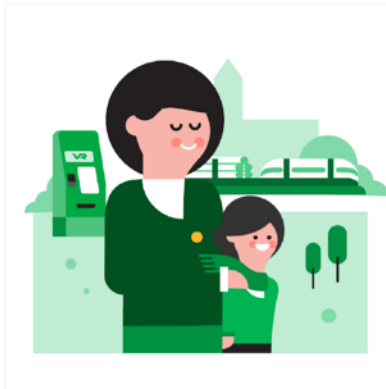
Getting there together for a better world

Our responsibility promises



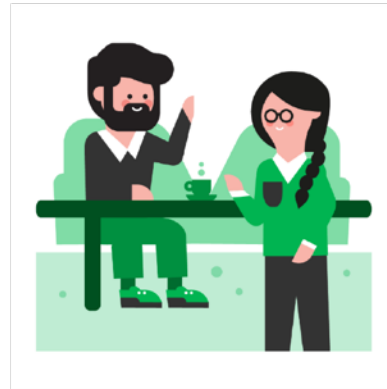
Safety

We ensure that people and goods reach their destinations in the safest way possible – safety is our way of doing things



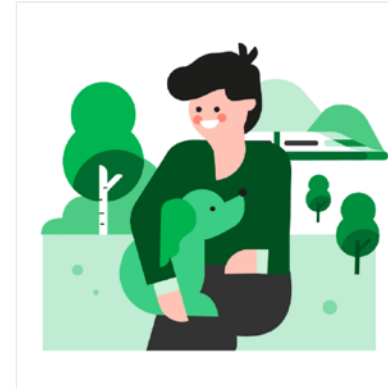
Customer orientation

We are our customers' first choice



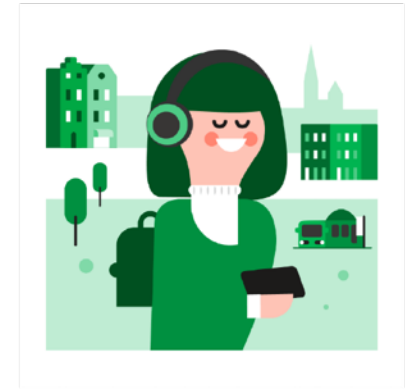
Employee experience

Together we build an inspiring workplace where everyone feels comfortable



Environmental responsibility

We reduce the environmental impact of transport and the carbon footprint of society



Corporate social responsibility

We increase Finland's well-being

Our social media team

- 14 people, who are also responsible of sales support, difficult compensation claims, traffic information
- Customer service on Facebook, Instagram and Twitter
- We want to be there, where the people are
- Facebook is the most popular channel
- Service hours: Mon-Fri 06-22 and Sat-Sun 08-18
- Close cooperation with communication- and marketing teams



Getting there together for a better world