



A FINANCIAL TURN AROUND ? THE CASE OF INDONESIAN RAILWAYS

Ignasius Jonan
Chief Executive Officer

Jakarta, 25 February 2013

Ignasius Jonan



Formal Education:

- ✓ Fletcher School, Tufts University, USA
- ✓ Kennedy School of Government
Harvard University, USA
- ✓ Columbia Business School, Columbia
University, USA
- ✓ School of Economics and
Business, UniversitasAirlangga, Indone
sia

Major Credentials:

- ✓ CEO , Indonesian Railways
2009 - present
- ✓ Managing
Director, Citibank/Citigroup, 2006–
2009
- ✓ CEO , PT
BahanaPembinaanUsahaIndonesia
(Persero), 2001 - 2006
- ✓ Director Citibank/Citigroup, 1999 -
2001

THE GOALS :

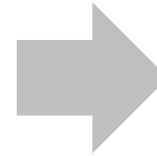


- ✓ **BETTER SERVICE FOR CUSTOMERS AT AFFORDABLE PRICE**
- ✓ **BETTER LOGISTIC PARTICIPATION**
- ✓ **SUSTAINABLE AND ADAPTABLE ORGANIZATION**

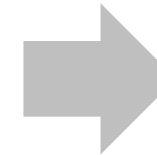
THE SERVICE

Product Oriented → Customer Oriented

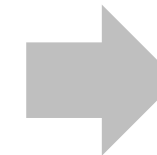
Ticketing



Entrance



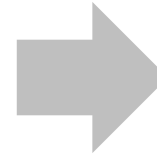
Waiting Room



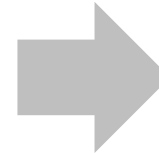
THE SERVICE

Product Oriented → Customer Oriented

The platform



Boarding

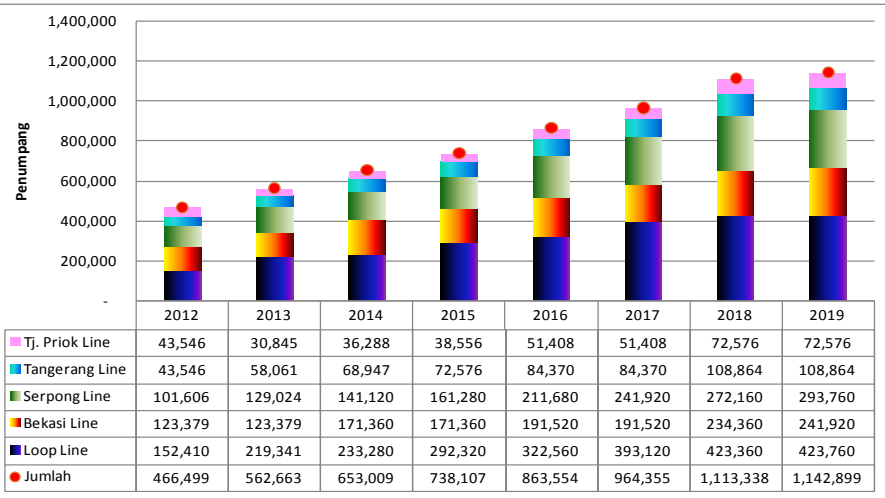
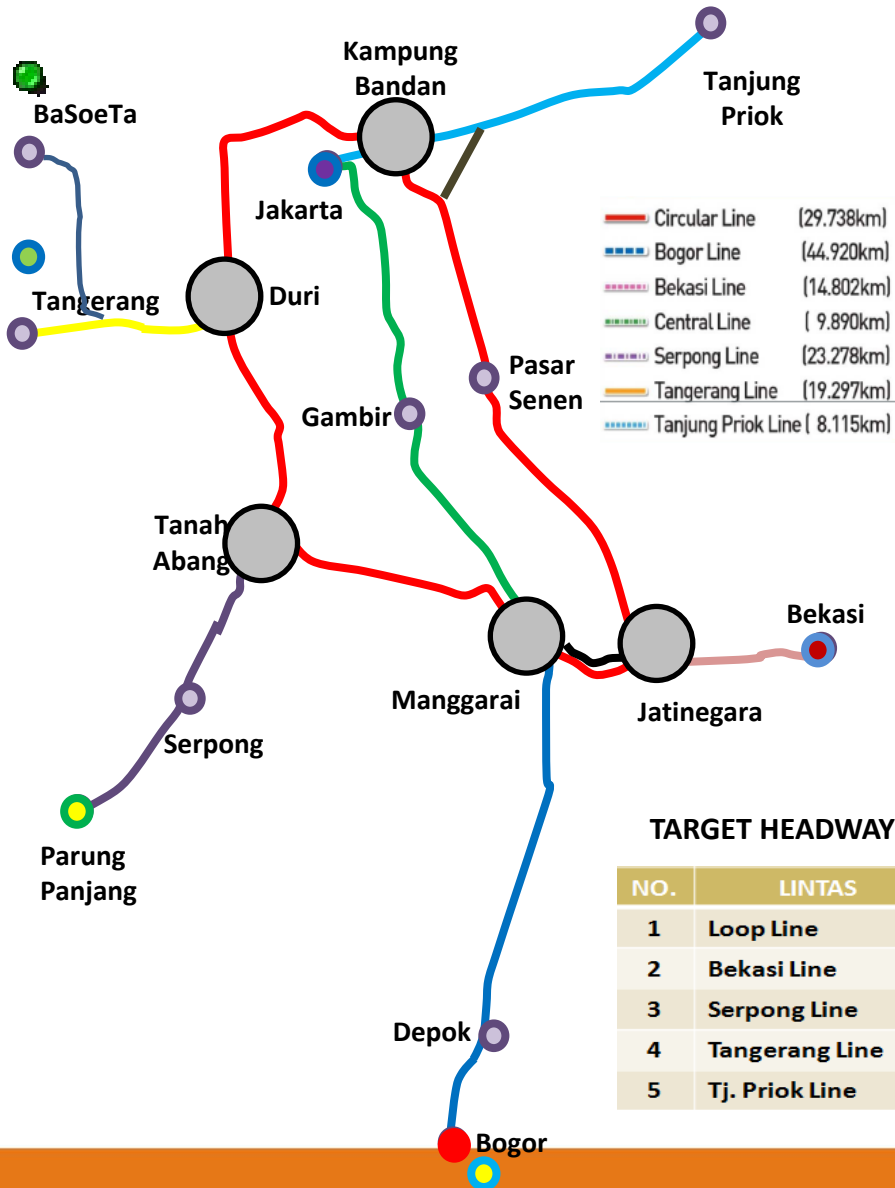


HOSPITALITY

- A. CUSTOMER SERVICE
- B. SECURITY
- C. CLEANLINESS
- D. ON TRAIN PURSER



GREATER JAKARTA COMMUTERS



TARGET HEADWAY PADASAAT PEAK HOURS

NO.	LINTAS	2012	2013	2014	2015	2016	2017	2018	2019
1	Loop Line	8	6	7	6	6	5	5	5
2	Bekasi Line	15	15	15	15	12	12	10	10
3	Serpong Line	15	12	15	12	10	8	8	7
4	Tangerang Line	40	30	30	30	25	25	20	20
5	Tj. Priok Line	60	60	60	60	45	45	30	30

Dalam Menit

E-TICKETING OF GREATER JAKARTA COMMUTERS



COMMET

**MARET 2013
E-TICKETING
SINGLE TRIP**

AKAN DIBERLAKUKAN UNTUK
KRL COMMUTERLINE PADA LINTAS
BOGOR - JAKARTA KOTA

Commuter Electronic Ticketing 2933 4455 6677 8899

COMMUTER
PT. KERETA API INDONESIA

Commuter Electronic Ticketing

Lintas Jakarta Kota Bogor

1 Maret 2013

Lintas Tangerang

22 Maret 2013

Lintas Bekasi, Serpong & Jalur Lingkar

22 Mei 2013

CALL CENTER AND SOCIAL MEDIA



TICKET RESERVATION

Self Service Tiket Reservation

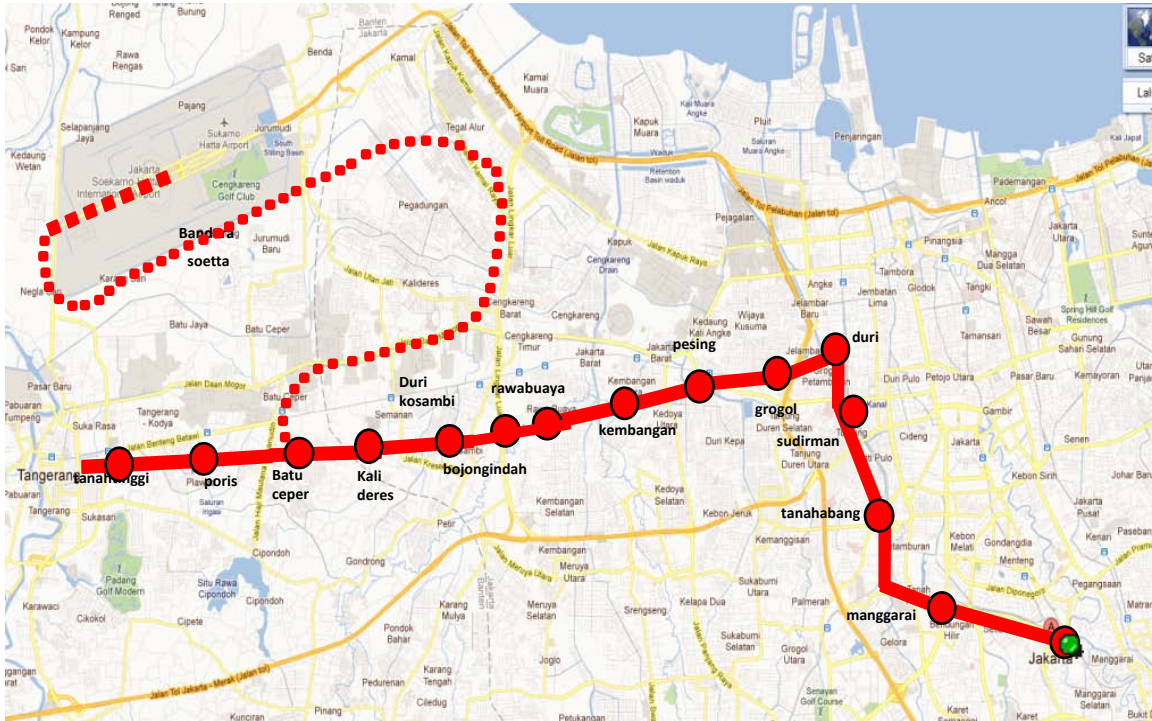


Railbox
Railcard
KERETA API FREQUENT PASSENGER



Tap Izzy

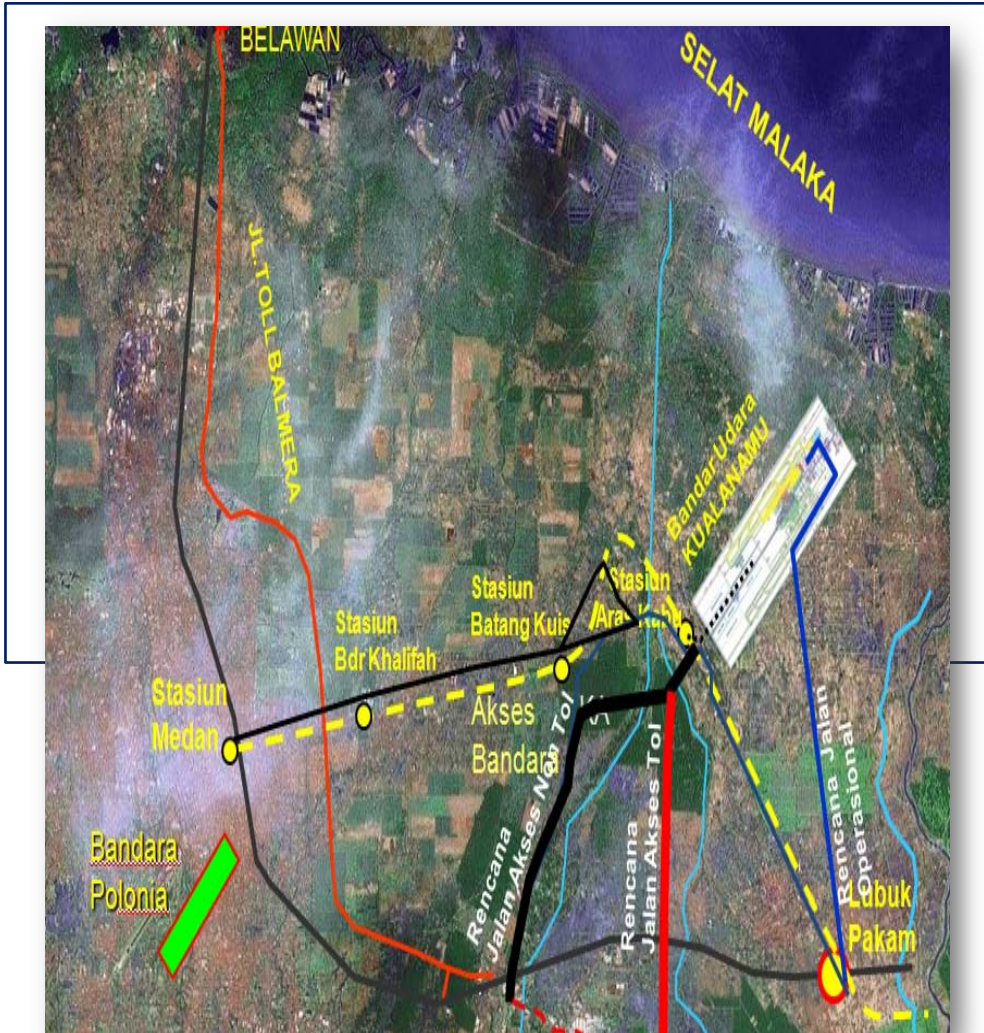
JAKARTA AIRPORT LINK



No	NOTES	2014	2015	2016
1	NO OF PASSENGERS	6,6	7,2	7,8
2	DURATION (MIN)	54	54	54
3	FREQUENCY/DAY	62	62	62



MEDAN NEW AIRPORT LINK



IT IS NOT A FINANCIAL TURN AROUND BUT SERVICE TURN AROUND
BUT, APPROPRIATE FINANCIAL MANAGEMENT TO MAKE IT HAPPEN

REVENUE HAS INCREASED BY ALMOST 80% | AND PRETAX PROFIT
HAS CHANGED FROM NEGATIVE USD 9MM TO POSITIVE 55MM IN 4
YEARS

