

# Customer information and combined mobility at PostBus Switzerland Ltd.

## Key questions

- What does "combined mobility" mean for PostBus Switzerland Ltd.?
- What kind of mobility offerings will be available to customers in the future?
- What information do passengers need in order to benefit from combined mobility services?

## **Development trends**

### **Customer information and combined mobility at PostBus Switzerland Ltd.**

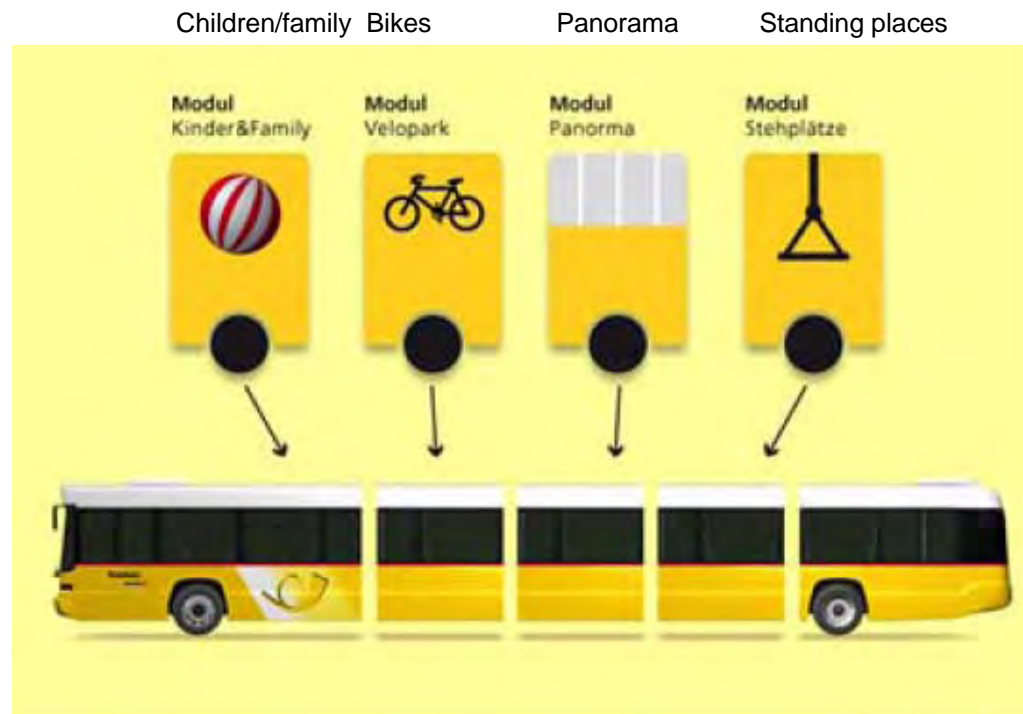
## Challenge

- Correctly assess development and trends in society, the economy and in particular with regard to customer needs
- Anticipate the current and future development of public transport and combined mobility and integrate this into product development

# Visions

Customer information and combined mobility at PostBus Switzerland Ltd.

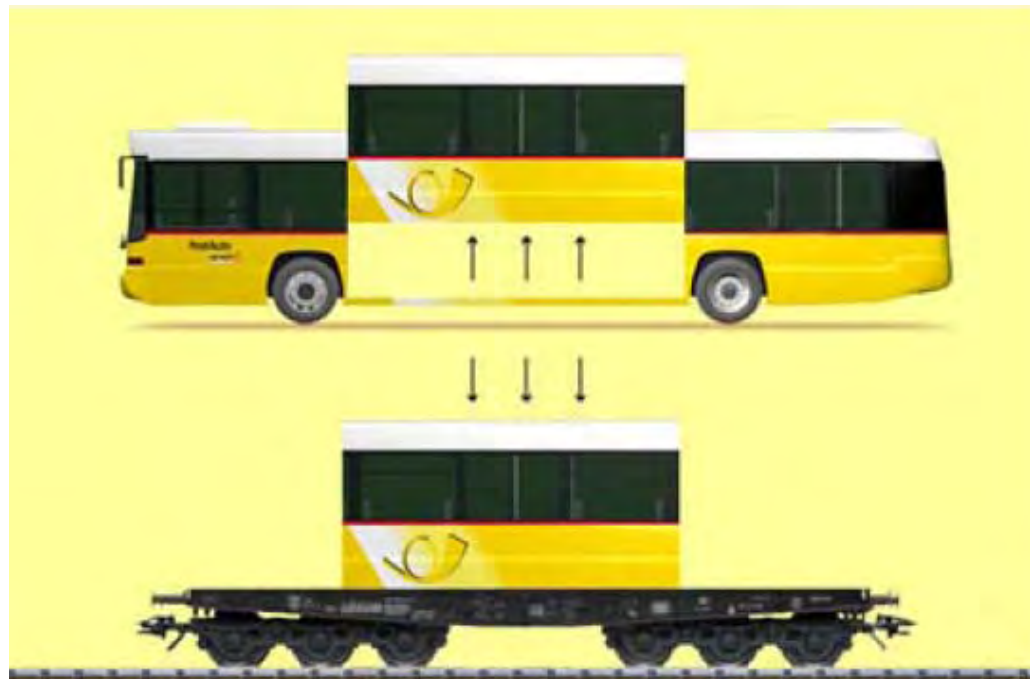
Will PostBus be structured in a modular way in the future?



## Visions

Customer information and combined mobility at PostBus Switzerland Ltd.

Will PostBus passenger modules be based on both road and rail in future?



# Combined mobility at PostBus: a challenge

## Customer information and combined mobility at PostBus Switzerland Ltd.



## **Combined mobility as it is today**

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Thus far, approaches to combined mobility have focused on train stations:

- Park and Rail
- Bike and Rail
- Car-sharing

and communication:

- traditional mobility management measures



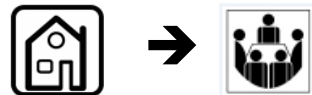
# Combined mobility from PostBus' perspective

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General definition: combined mobility is simply a way of getting from A to B using several different methods of transport.

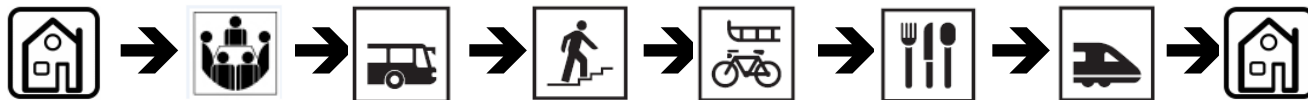
Traditional approach:

e.g. from home to the office = one route



PAG's integrated approach

From home to the office, on to sports activity, meal and then back home via various modes of transport (bus, train, foot, etc. = daily route



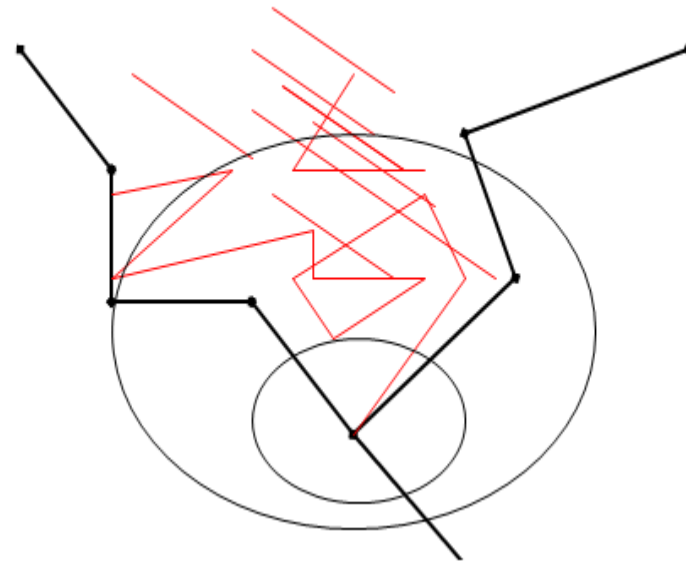
Factors for transport mode selection using the integrated approach from A to A: currently less well known from the customer's perspective

## New challenges necessitate new solutions

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#### Traffic development as a challenge

- While public transport usually operates in a star shape, demand is growing between the main arteries. This is resulting in the need for a second and sometimes third vehicle, particularly in the outer conurbations (zones 2 and 3)
- The current public transport system does not solve the problem of dispersed traffic patterns (leisure, shopping, service traffic). Only limited competitiveness of public transport compared with individual motorized traffic.





## **OPTIMA research project**

**Customer information and combined mobility at PostBus Switzerland Ltd.**

### Basics

Swiss Post and PostBus Switzerland Ltd. plan to ascertain existing market potential for combined mobility and offer new customer-specific services which will make a positive contribution to sustainable mobility.

They therefore embarked upon a mobility optimization research project with the EPFL in February 2009 entitled "Optimierung der Mobilität" (Mobility optimization).

## **OPTIMA research project**

**Customer information and combined mobility at PostBus Switzerland Ltd.**

### Step 1

The EPFL will perform an in-depth data survey based on the evaluation and validation of available studies and data from the point of view of various households. This will establish the deciding factors for sustainable transport mode selection.

### Step 2

New target-group-specific transport offerings and attractive value-added services which will have a positive impact on sustainable transport mode selection will then be developed and tested.

## **Requirements of forward-looking customer information**

### **Customer information and combined mobility at PostBus Switzerland Ltd.**

Customer information for combined mobility must be

- easy, quick and convenient to access
- integrated and reliable across the entire mobility chain

We therefore need a travelling companion

- who guarantees safety and trust
- who knows where we are
- who enables us to find out about transport offers and value-added services
- whether at home or on the move

# Customer information and combined mobility at PostBus Switzerland Ltd.

Thank you for your attention

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