THE FUTURE OF TRANSPORT: HOW PLATFORM ECONOMY IS CHANGING THE TRANSPORT SECTOR

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Solving a problem

Two main challenges

A new problem
The change of the consumer ➜ Covid19 effect
TREND IN MOBILITY

- Shenzhen has already completed the “swotch” to the electric vehicles.
- More than 16 thousands electric buses
How to increase the use of PT after Covid19?

- Safety
- Pricing and Revenue Management
- CRM one to one
- More efficiency (decrease of cost per Vehicle KM)
- Open data for public transport
MOBILITY

1. To know the new consumer
2. EV and integration of data (the value is in the data at charging point)
3. Revenue management for congestion charge
4. Open data for all service of mobility
5. Platform economy
Simpson-Curtin formula is used by the Transport Authorities for the Pick and off Pick Price management:

\[ Y = \% \text{ decrease of number of passengers after an increase of price} \]

\[ X = \% \text{ of increase of the price} \]

**Price Elasticity**

<table>
<thead>
<tr>
<th>Modality</th>
<th>Valore</th>
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<tbody>
<tr>
<td>Business</td>
<td>-0,15</td>
</tr>
<tr>
<td>Shopping</td>
<td>-0,41</td>
</tr>
<tr>
<td>Off-Peak Trip</td>
<td>-0,42</td>
</tr>
<tr>
<td>Peak Trip</td>
<td>-0,18</td>
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**Price Elasticity intermodality – London Case**

<table>
<thead>
<tr>
<th>Modality</th>
<th>Car</th>
<th>Bus</th>
<th>Metro</th>
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</thead>
<tbody>
<tr>
<td>Car</td>
<td>-0,30</td>
<td>0,09</td>
<td>0,06</td>
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<tr>
<td>Bus</td>
<td>0,17</td>
<td>-0,64</td>
<td>0,13</td>
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<tr>
<td>Metro</td>
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<td>0,20</td>
<td>-0,50</td>
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PLATFORM REVOLUTION: IMPACT ON PRICING AND CRM

Network Effect

Payments

Disruption

AI & Big Data

Competition

Consumer Needs
Key driver: Revenue Management & Pricing
Focus on Pricing

Amazon changes the price of goods every day. Amazon makes more than 3 million changes of prices per day (2015).

Walmart made 50,000 changes per month.
THANK YOU FOR YOUR ATTENTION

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