

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

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Solving a problem

Two main challenges



A woman wears a face mask as heavy air pollution continues to be a problem in Bangkok, Thailand, 21 January 2019. // EPA-EFE PHOTO



A new problem

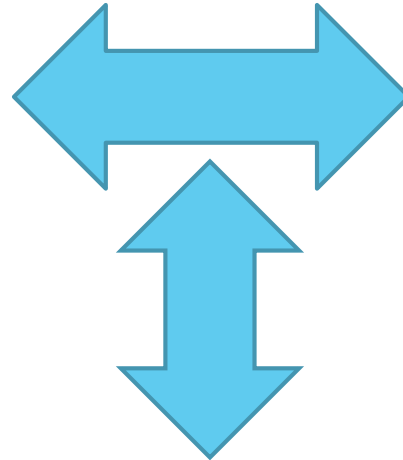
The change of the consumer → Covid19 effect

TREND IN MOBILITY

Autonomous Vehicles



Electric Vehicles



PT



TREND IN MOBILITY

- Shenzhen has already completed the “swotch” to the electric vehicles.
- More than 16 thousands electric buses



PUBLIC TRANSPORT

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

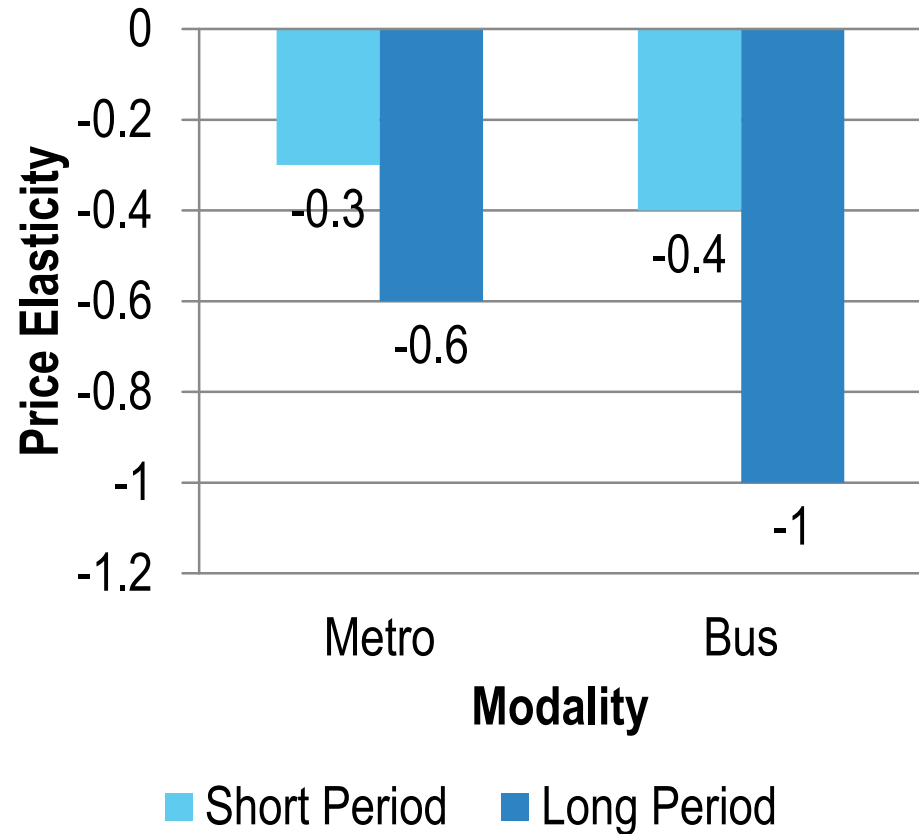
1. **To know the new consumer**
2. EV and integration of data (the value is in the data at charging point)
3. Revenue management for congestion charge
4. Open data for all service of mobility
5. Platform economy

PRICING IN PT

Simpson-Curtin formula is used by the Transport Authorities for the Pick and off Pick Price management:

Y= % decrease of number of passengers after an increase of price

X= % of increase of the price



Price Elasticity

Valore

Business

-0,15

Shopping

-0,41

Off-Peak Trip

-0,42

Peak Trip

-0,18

Price Elasticity intermodality – London Case

	Car	Bus	Metro
Car	-0,30	0,09	0,06
Bus	0,17	-0,64	0,13
Metro	0,06	0,20	-0,50

PLATFORM REVOLUTION: IMPACT ON PRICING AND CRM

Network Effect

Payments

Disruption

AI & Big Data

Competition

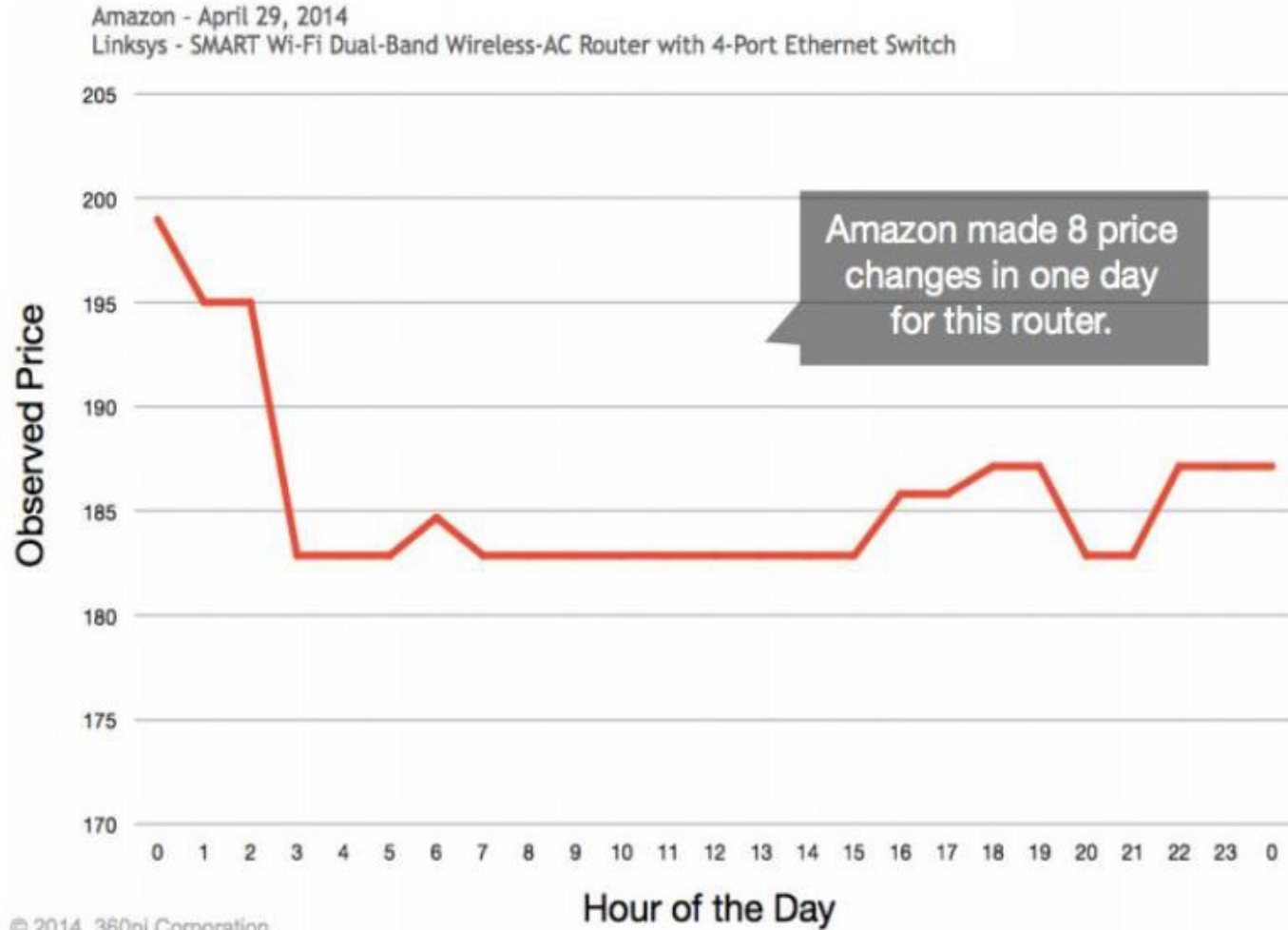
Consumer Needs



Key driver: Revenue Management & Pricing



Focus on Pricing



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Speed in changing the price

Amazon changes every day pricing of goods

Amazon makes more 3 millions changes of prices per day (2015).

Walmart made 50000 changes per months

THANK YOU FOR YOUR ATTENTION

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