



Customer Needs and Market Trends from a Railway Perspective

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Corporate Development – Innovation Management

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Gregor Ochsenbein as a customer



Baby boomer, background in sociology and economics, part-time single dad with a 12-year-old daughter, upper middle class income, first class full fare card for public transport, urban cyclists, regular taxi rider, registered car sharing member, airline customer for trips longer than 6 h.

BLS operates the S-Bahn Berne (commuter train) system and regional railway lines in seven cantons

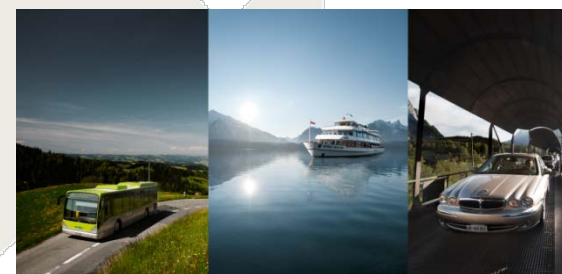
160,000 passengers/day



the world's most modern rail tunnel



35,000 tonnes of goods/day



bus, boat and car transport services

BLS is the second largest railway company of Switzerland.



The expectation of a positive business case should not be a driver for innovation – but try to minimise financial risks



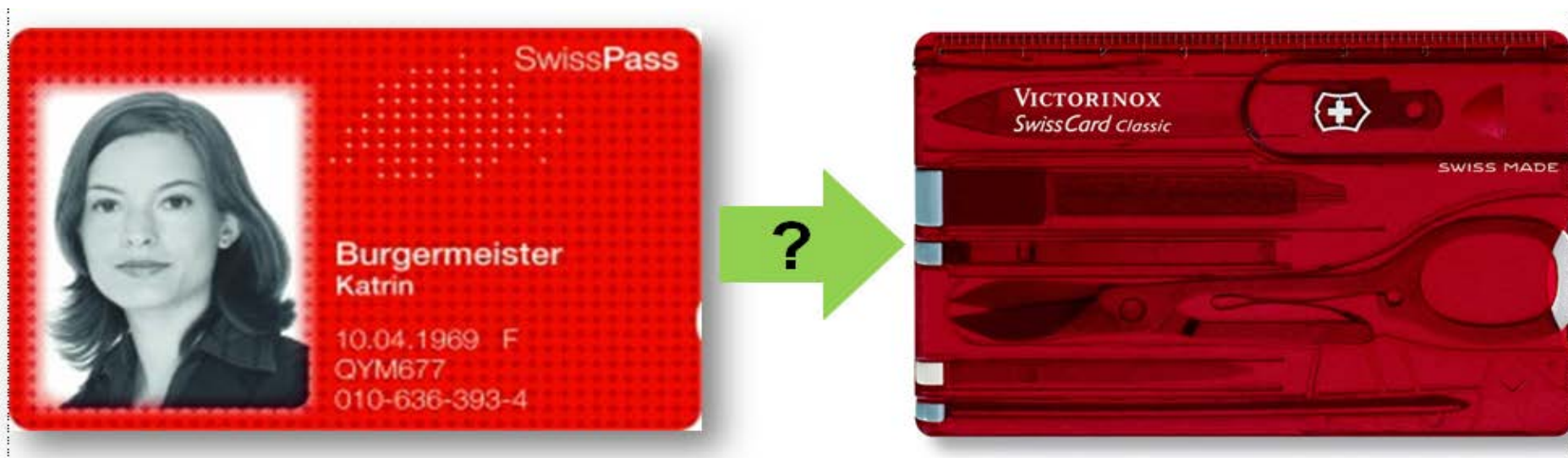
Railway companies do not have extensive R&D departments or innovation budgets. Keep it simple to avoid financial black holes. Start with small steps and in collaborations like the bike sharing project eCargoBikes: www.carvelo2go.ch. The quicker you get hands on, the better.

Value innovations are more compatible with a traditional culture typical for many railway companies than technical innovations



Cultural change is required to reconcile innovative offerings with the traditional value proposition of railways. IT departments and corporate development will offer help but cannot drive this change. Get the CEO behind the idea or your next big thing will run out of steam quickly.

Innovations in the railway sector should be developed in collaborative networks and as transparent and agile as possible



The current assumption is that trains will remain a stronghold of public transport at least for the next 30 years. The widest field for innovation is therefore the gap between mass transport and individual needs. The crucial question is: How can you personalise a commodity?

Thank you!

