



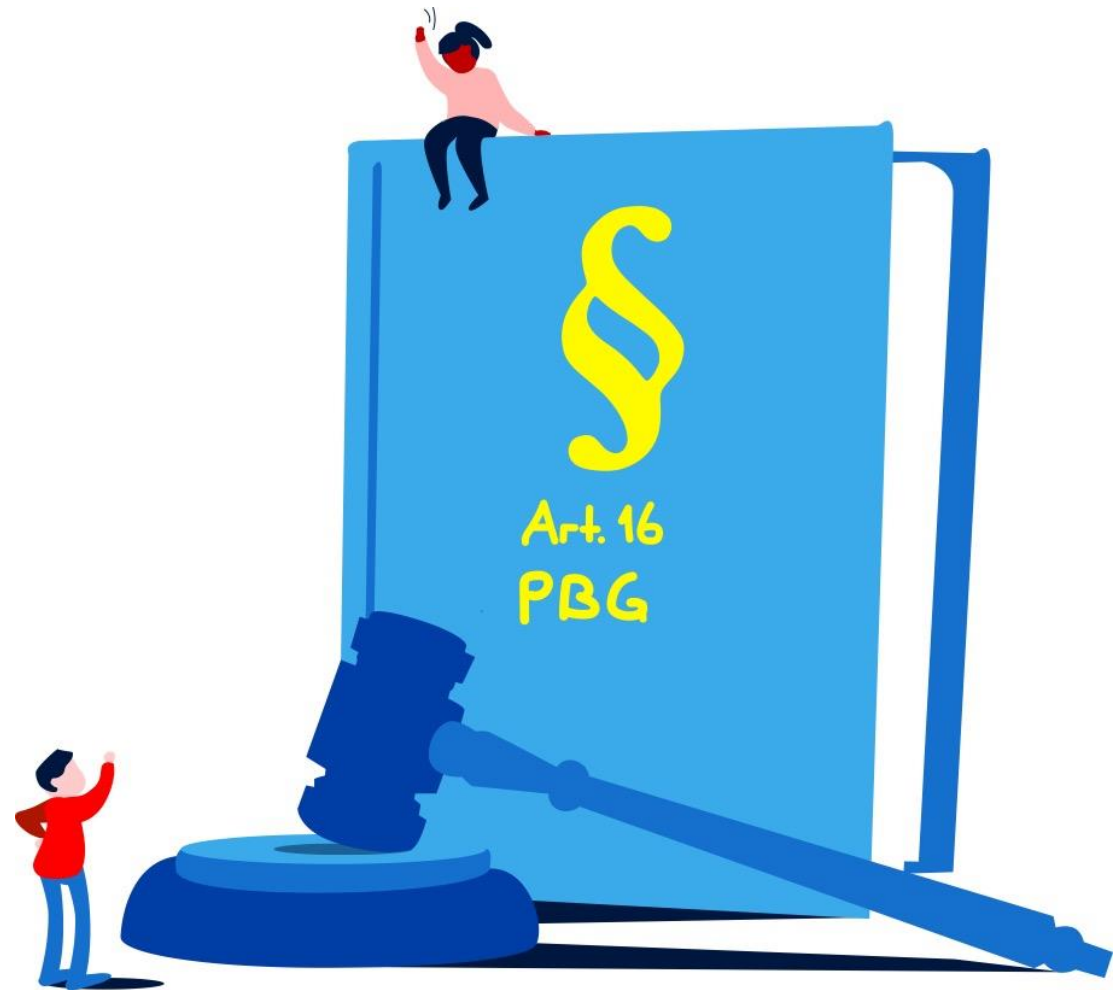
"just get in"

Helmut Eichhorn, Managing Director Alliance SwissPass
London TTG 2025



Simplicity is the DNA of Swiss public transport - and is also enshrined in law

"In long-distance, regional and local transport, companies generally offer customers **a single transport contract** for connections that cross the network of different companies. Where there is a need, a direct service must be offered in long-distance and regional transport. They shall draw up **joint fares and tickets** for this purpose."

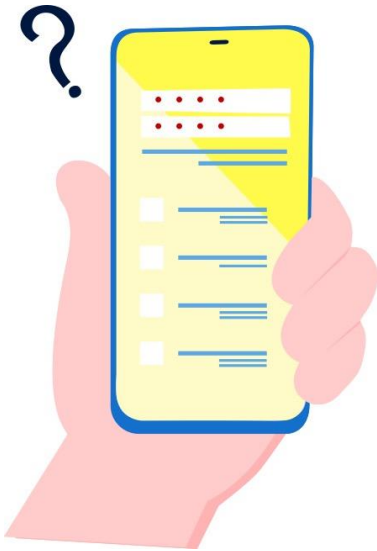


One journey, one ticket - the success story of public transport begins

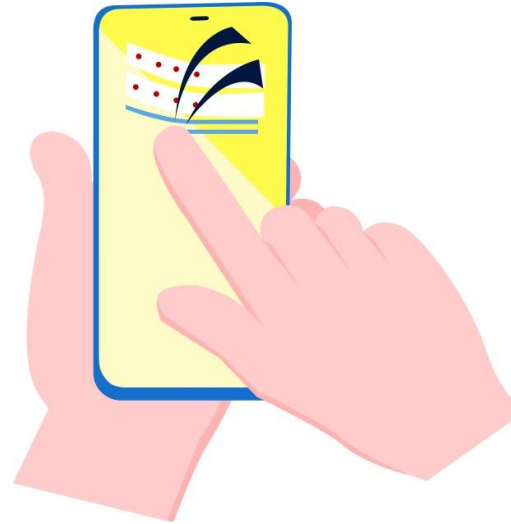
Public transport in Switzerland today has a fare system that meets the needs of customers thanks to its consistency ("**one journey, one ticket**").



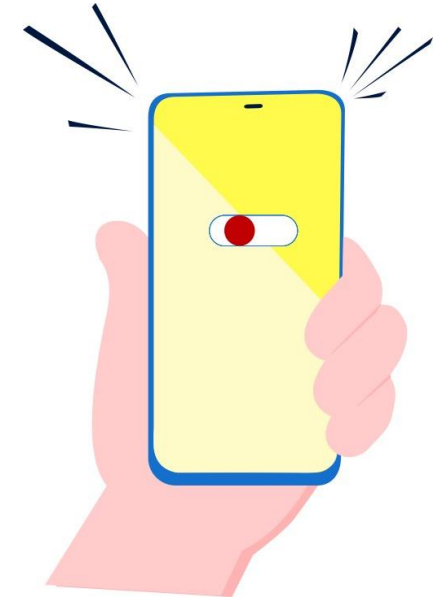
But there is a need for action:



Our system is too complex and not fit for the future.



The public transport industry has recognized this - and is taking action.



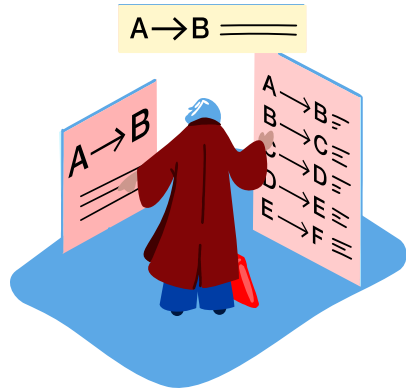
This is the only way to keep the whole system remaining competitive.
And making it ready for future mobility growth.



Our strategy 2035

What can we do?

Strategy 2035: Simplicity put into practice



Standardize fare system



Digitize access



Promoting distribution innovation



Coordinate governance

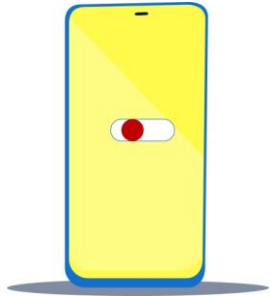


myRIDE

Alliance SwissPass

With the myRIDE project we step into the new simplicity of public transport

1



Transport operators and fare-communities are working together in the sector organization Alliance SwissPass **to develop** a new, **simpler pricing system** for public transport in Switzerland.

3



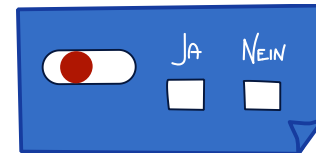
For this reason, the public transport sector has decided to **further develop the existing prototype** as part of a **maturity phase**

2



This was **tested and evaluated** in practice by over 3000 public transport customers - **with positive feedback!**

4

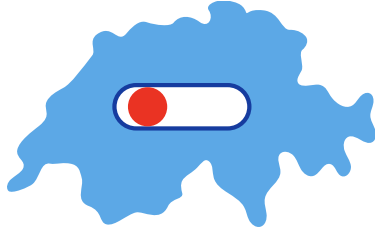


At the end of 2025, the public transport sector will decide whether and when the new fare system will be introduced.

How the myRIDE* prototype works

Field test 2024, tested with 3000 users

Base



Travel throughout Switzerland
via check-in/check-out



Pay daily for the tariff
kilometers traveled

Smart (instead of Half-Fare travelcard)



Subscription: 15.-/month



Monthly billing

Bonus	
Ab CHF 0.-	10%
Ab CHF 50.-	20%
Ab CHF 150.-	40%
Ab CHF 250.-	60%
Ab CHF 350.-	80%

Bonus on your expenses

*Field test still
running!



Simply calculated fare
throughout Switzerland



No tricky
ticket/subscription
choice



Prices known in
advance

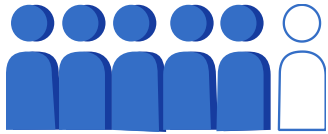


Low barrier to entry

Key findings from the field test



⊕ 3000 satisfied participants



⊕ 5 out of 6 extend their Smart subscription



⊕ Flexibility, simplicity & Attractive prices led to NPS > 40



⊕ ¼ stated more frequently to travel

⊖ Assortment structure still inconsistent



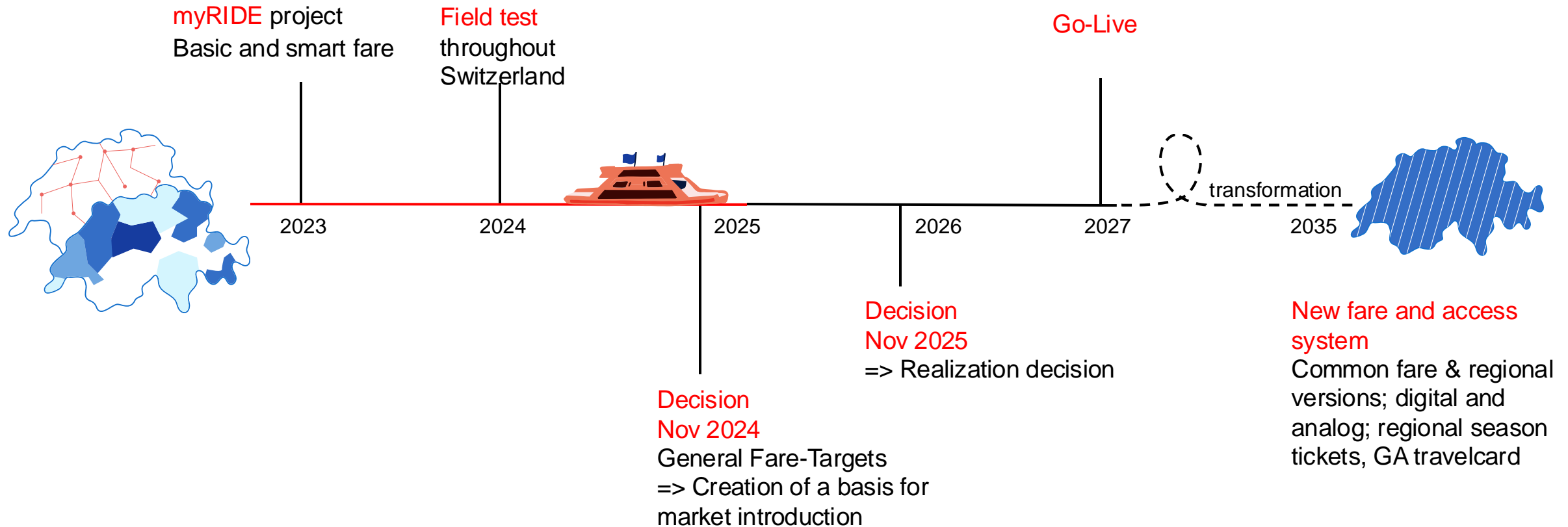
⊖ Insufficient trip recording with CICO



Customer acceptance is a given!



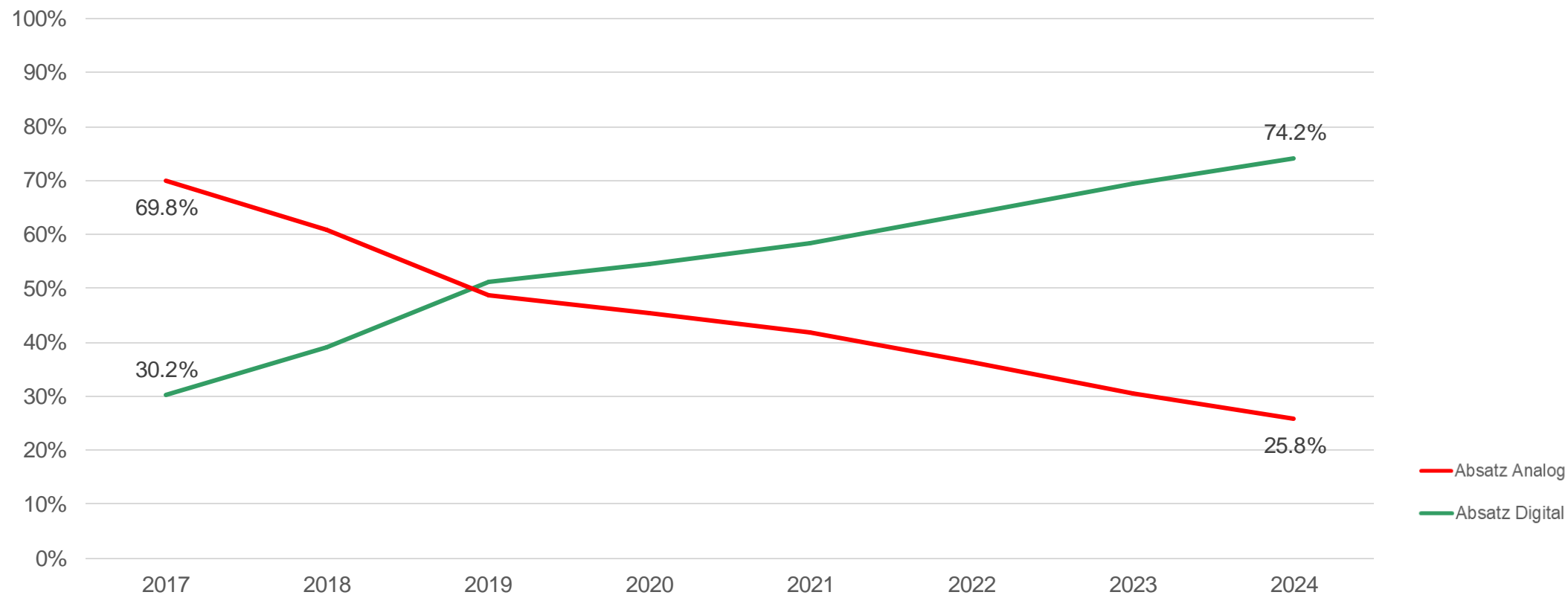
myRIDE has reached important milestones and is close to the realization decision



A new reality with new challenges: the digital shift

Sales development 2017 to 2024

(Data basis: total sales via NOVA. Source: ASP)



Digital-(Mobile)-Pay-as-You-Go:

Volumes



Expectations



- Quality standard for DPAYG
- Continuously improved



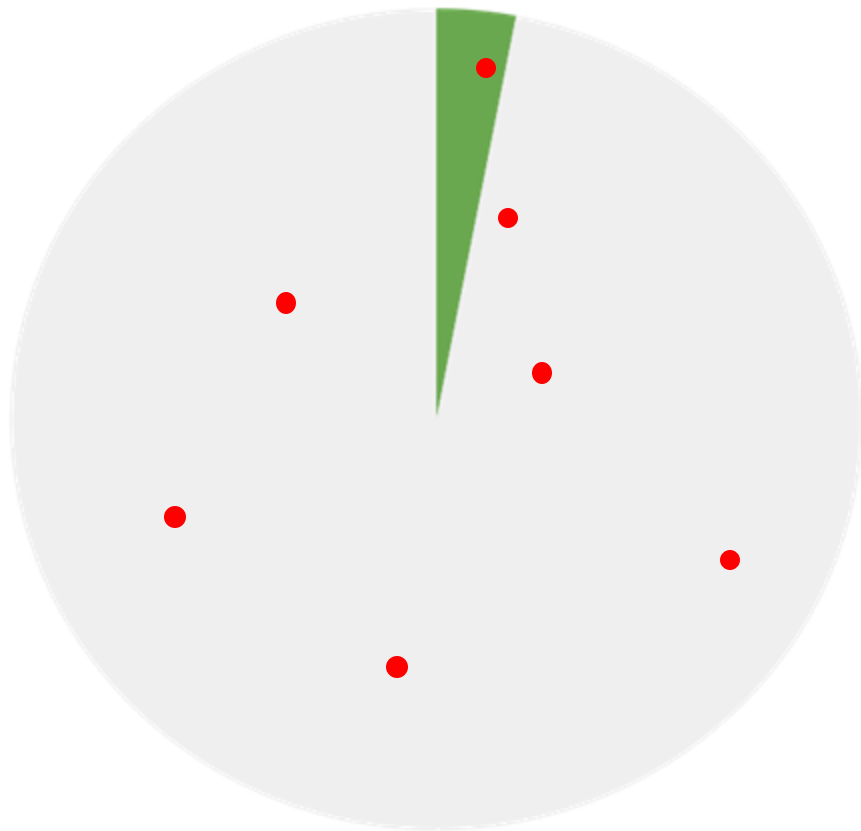
DPAYG Standard

- System Architecture
- Journey mapping
- Price Calculation
- Financial Process
- Ticketing, Control & Fraud
- Prevention
- User interface
- Data Protection & UsageQuality
standard for DPAYG

Increased expectations in fraud management

Evolution of inspection

Conventional ticketing

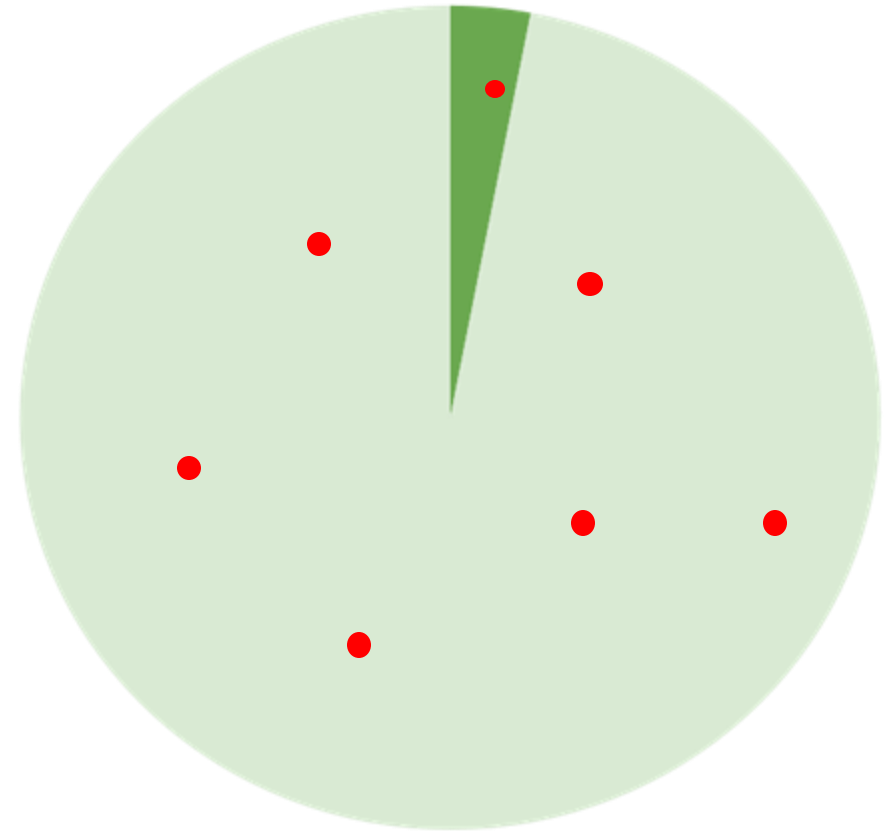


- Checked passengers
- Not checked passengers
- Fraudsters



- Checked users by the system

DPAYG





Fraud mitigation

- Travel permission not for the full trip
- Duplication of travel permission;
- Check-in without journey;
- Wrong identity;
- Manipulation of data; and
- Recognizing re-entering fraudsters.



**26 scenarios
which are
checked after
each journey**

→ **warn and block users***



Thank you.