

Susanna Oertli

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Speaker Qualifications

Susanna Oertli, born 1968 in Basel, has been Head of Product Management at PostBus Switzerland since March 2008. PostBus Switzerland Ltd is the country's leading bus company in the public transport sector. With almost 3,000 employees and more than 2,000 vehicles at its disposal, PostBus carries over 110 million passengers each year. It has a share capital of CHF 25 million.

After studying Economics at the University of Basel, Susanna Oertli began working for the public transport sector in 1994. For seven years, she was staff manager and Board member at Verkehrsbetriebe Luzern. She was later appointed project manager for bus and rail tenders and was in charge of strategic corporate cooperations at the regional transport division of Swiss Federal Railways (SBB). Between 2003 and 2007, she was vice-president of the Swiss Association of Public Transport, the national umbrella organization for public transport companies in Switzerland. The association unites 140 public transport companies offering passenger and goods transport services (train, tram, bus, boat) and more than 180 companies from the worlds of business and industry.

Further development of the dial-a-ride bus service from PostBus Switzerland

Abstract

PostBus introduced its first dial-a-ride bus service in 1995 and has more experience in this particular area than any other public services provider in Switzerland. PostBus currently operates 20 dial-a-ride routes in Switzerland and four in France.

The provision of dial-a-ride services is the perfect alternative to scheduled services in sparsely populated areas. The advantages: The public transport offering meets the customer's needs in terms of journey time and pick-up point and is gentle on resources (journeys on request, less fuel consumption). The customer benefits from a safe and convenient service (from pick-up location to destination). The main disadvantage comes in the form of high contingency costs (in particular reservation call centre).

PostBus is in the process of devising a new product strategy for its dial-a-ride bus service. The aim is to ensure optimum mobility solutions in terms of topography, passenger structure, potential demand and production costs. Requirements for implementation: The solutions must be accepted by both the end customer and the orderer (Confederation and cantons) (marketing, politics). The solutions must be compatible with the financing mechanism (legislation, order process).