

PubliCar

Optimisation and digitalisation of an existing regular service

Project description

With the digital PubliCar call bus, ioki is also represented in Switzerland for the first time. Together with PostBus, an existing regular service was digitalised and optimised. The service is used both by the residents of Appenzell in eastern Switzerland and by the many tourists to the popular holiday region. The shuttles can be booked quickly and easily via app or also by phone.

Passengers

> **16.000**

Shared rides

> **30%**

Route

> **100.000 Km**

Launch

July 2020

Location

Appenzell, Switzerland

Problem

Improve public accessibility of the popular holiday region

Concept

Replacement of a classic scheduling system with a digital on-demand solution

Users

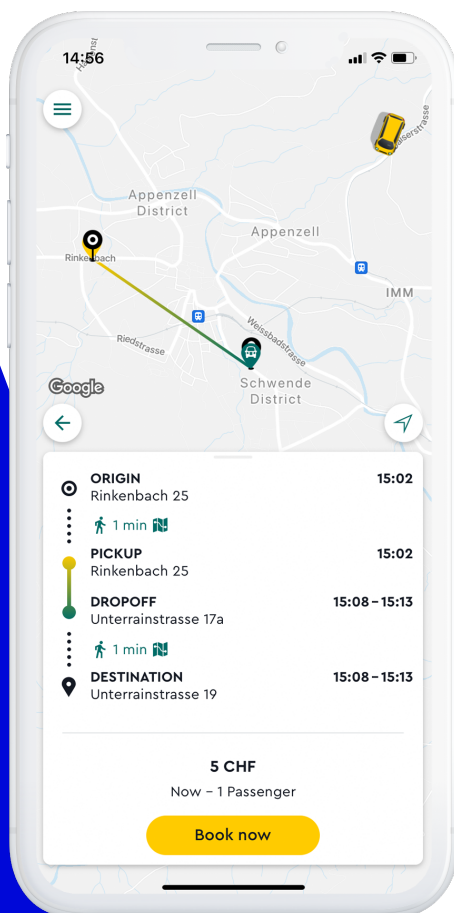
Residents of the region,
Tourists
People with reduced mobility



“Thanks to our Deutsche Bahn DNA and numerous ongoing projects in the DACH region and at European level, we can draw on a wealth of experience. We are pleased that with the PubliCar app developed by ioki, together with PostBus, we are now also bringing smart mobility solutions to the streets in Switzerland and thus complementing and strengthening existing transport services.”

Problem

In the region in the east of Switzerland, which is particularly popular with hiking tourists, call buses have been an integral part of public transport for around 20 years. In 2019 alone, the call bus was used by 34,000 passengers, which shows how important the service is for local people. In particular, the connection to the Appenzell railways is of high importance for residents and tourists. Until mid-2020, however, the Rufbus service could only be booked by telephone. The focus of the new offer was thus a digitalisation of the existing offer.



Transport concept

The already heavily used call buses were completely digitalised and optimised with the help of ioki software. Thus, the digital call buses, which operate without a fixed timetable or route, can additionally be booked via app since mid-2020. Both group and advance bookings are possible without any problems. Of particular relevance for tourists is the uncomplicated payment process - payment can be made by credit card, so cash in the form of Swiss francs is no longer necessary. In addition, the customer can track the vehicle live via the app and is informed about delays via push notification. A further optimisation of the service lies in intelligent ride-pooling, which bundles journeys with similar destinations and thus increases ecological and economic efficiency.

Result

After the service was launched in June 2020, it has been booked by over 16,000 passengers to date. The advance booking function in particular is very popular and has been used for almost 90% of journeys to date. This allows residents and tourists in the region to plan their journeys in advance and safely.



Flexible stops



14 Cars with limitless accessibility



Mon – Thu: 6:00am-7:00pm
Fri – Sat: 6:00am - 11:30pm
Sun: 7:00am – 7:00pm