REVENUE™ ANALYTICS

Passenger Rail Operator takes the work out of pricing, saves 100s of hours per week

Case Study

Description:
Major commuter and leisure passenger rail provider

Revenue:
$850 million

Key Business Challenge:
Fix outdated RMS and capture more revenue

You're a major Passenger Rail Operator that services a mixture of commuter and leisure passengers across several thousand journeys (origin/destination). Some passengers care deeply about customer service, many care a lot about schedules, and price matters to all of them. Your dedicated Revenue Management team is hard at work and you're successfully maintaining strong market share in a rapidly-changing sector.

Your Revenue Management team has finally reached its breaking point. The current, decade-old Revenue Management system (RMS) has become outdated: price sensitivities haven't been updated in years, demand forecasts are directional at best, and Excel workbooks with complex macros are being used as band-aids. Hundreds of hours each week are wasted keeping these spreadsheets updated as timetables are confirmed. Today, your RMS has effectively evolved into just a database of pricing and inventory settings.

You hire Revenue Analytics to deploy its next-generation Passenger Rail Revenue Management System to breathe new life into your legacy processes and drive top-line uplift. The system includes direct input and configurations from your team to ensure it fits their process and your unique business situation. And, it's able to prioritize your team's work, accurately forecast demand (even during special events), and automatically update price sensitivities regularly. You're now automating pricing for most of your trains and making it possible for your team to closely monitor and update pricing for others.

Your new system has given your team the ability to focus on the strategic pricing of their markets instead of struggling to keep things up-to-date. What's more, you're no longer leaving money on the table. You plan to capture more market share and higher revenue with a system that your team enjoys using. After all, they're no longer wasting days at a time buried in spreadsheets.