

Swiss Federal Railways uncovers additional revenue potential by predictive analytics to optimize campaign scheduling and pricing

Significant revenue

potential found in the leisure travel segment through the use of predictive models of buying behaviors and optimizing offers and campaigns

Improves planning

efficiencies with automated, data-driven campaign management processes

Delivers discounts

to customers while increasing profit margins and capacity use

Solution Components

- IBM® ILOG® CPLEX® Optimization Studio
- IBM SPSS® Statistics
- IBM SoftLayer®
- IBM Research – Zurich
- IBM Global Business Services® – Application Innovation Services



Business Challenge: Swiss Federal Railways needed to thoroughly analyze the long-term performance of their complex promotional campaign portfolio including conflicting effects between multiple products so that it can profitably offer customers competitively priced travel tickets and increase revenue.

The Smarter Solution: A first-of-a-kind, cloud-based campaign optimization solution predicts optimal prices and start and end dates for each promotion in relation to the entire portfolio. Using what-if models, marketers run simulations that forecast how best to structure and schedule each campaign so that the portfolio collectively generates the most revenues. In one case, the solution revealed that a certain offer had a negative short-term effect on sales of standard passes but a positive long-term effect on total revenues.

“Establishing planning through predictive analytics provides the company with a strategic, powerful way to improve profitability.”

— Philipp Schlyja, Head of Customer Development, Passenger Division