TECHNISCHE UNIVERSITÄT WIEN
Vienna University of Technology

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BaggageLess – Customers' needs regarding Baggage logistic systems

Bernhard Rüger, TU Wien

Petra Matzenberger, TU Wien

Volker Benz, TU Wien

Initial position

„As long as the railway system is not able to replace the car boot suitable it will not be striking successful."
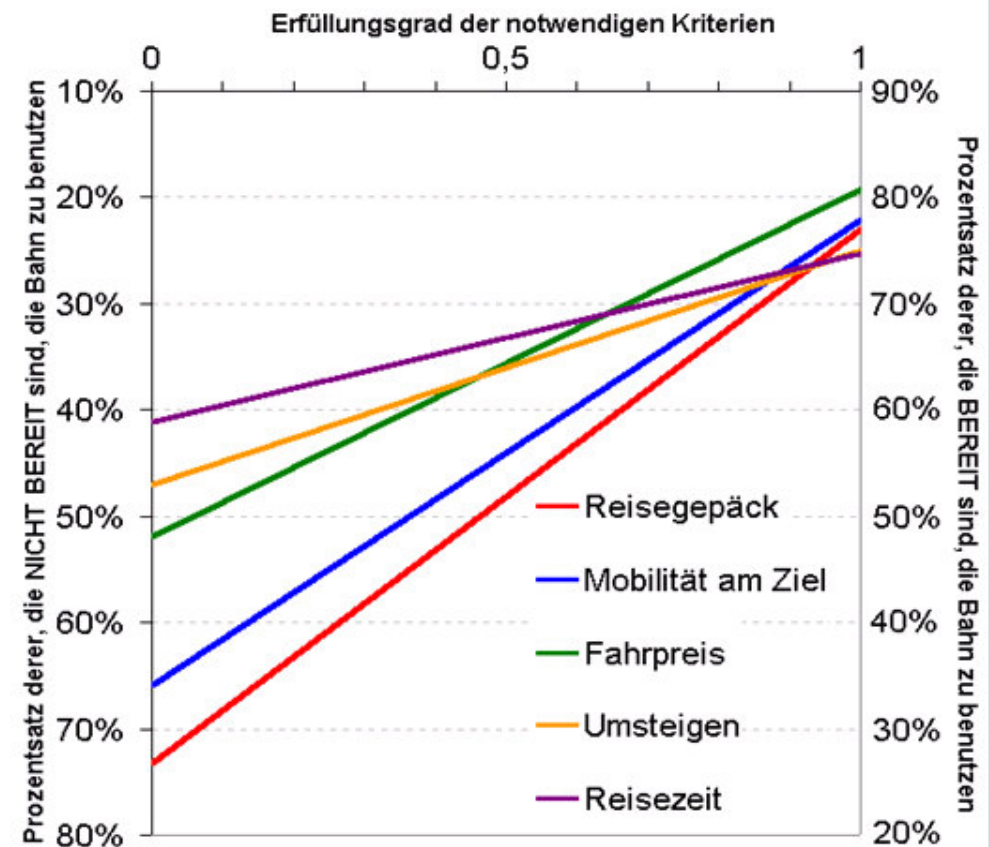
(cit. Univ.Prof. Engel)

Baggage is the main reason why cars are used instead of sustainable modes of mobility. This counts for travels as for daily mobility.
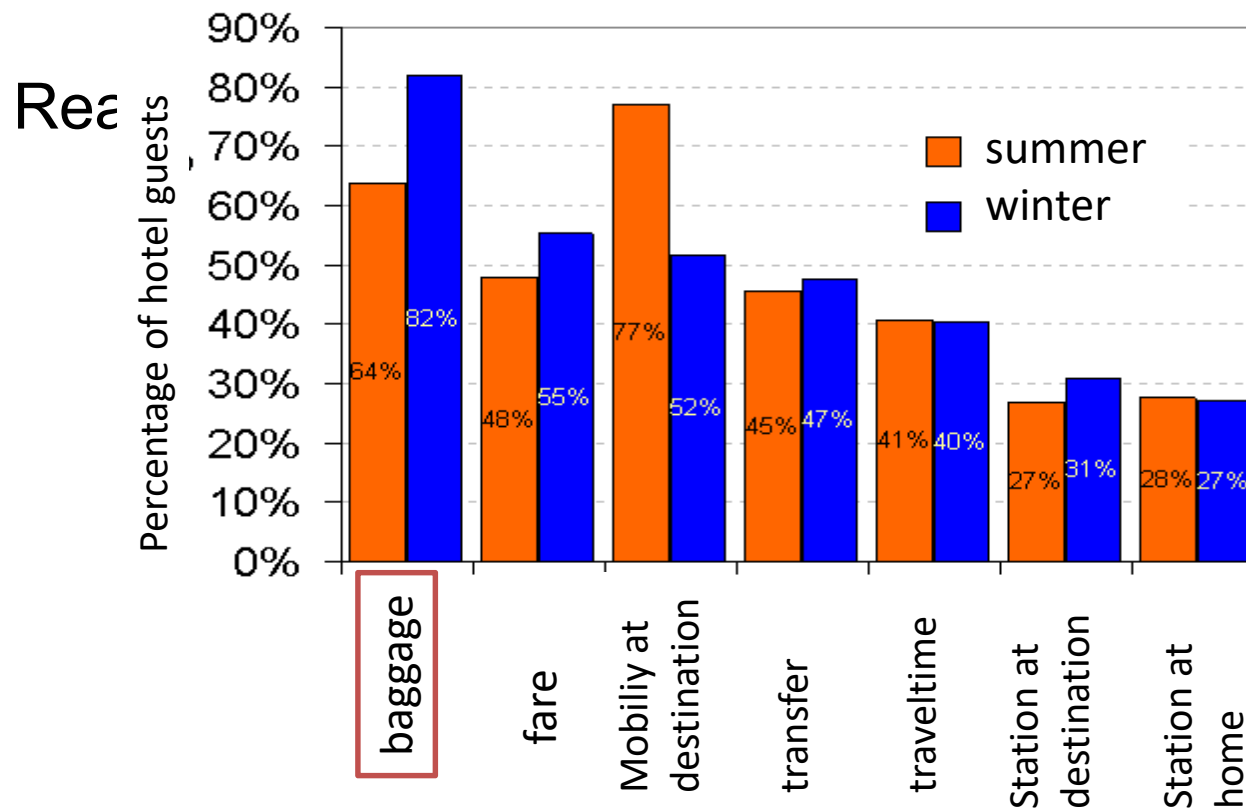
Influence of baggage

Baggage elasticity

elasticity	
Baggage	0,685
Mobility at destination	0,655
Travel fare / price	0,630
Transfer	0,469
Travel time	0,386

Erfüllungsgrad der notwendigen Kriterien

Prozentsatz derer, die NICHT BEREIT sind, die Bahn zu benutzen

Prozentsatz derer, die BEREIT sind, die Bahn zu benutzen

- Reisegepäck
- Mobilität am Ziel
- Fahrpreis
- Umsteigen
- Reisezeit

GepäckLoS

Influence of baggage

Effects by baggage

Journeys: The train is often not taken because the baggage transport is felt too uncomfortable (also e.g. for way to airports)

Daily mobility: shopping, daily trips, taking along „bits and pieces" → *car instead of sustainable mobility*

Actual baggage logistic systems

Journeys:

- Baggage-Check-In (air travel)
- Rail-Air (baggage check in)
- Checked baggage between rail stations (CH)
- Door-to-door baggage service (home delivery/shops)

Daily routine:

- Delivery service (home delivery)
- Pick-up in partner shops, post shops etc.
- Pick-up machine

Problemes of actual systems

- Unflexible
  - Large time slot
  - Personal presence required
  - Long transport duration
  - Not on weekends

- Expensive

- Actual systems are more or less „crutches"– therefor uneconomical

Aim of project Gepäcklos

- **Conceptual design** different **scenarios** (also operation model)

- Definition of **customers needs** and **expectations**

- Definition of **technolological** and **logistic challenges**

- Point out **IT-challenges** and solutions

- **Evaluation** of different systems regarding efficiency, customers benefits, feasibility, meaningfulness and general benefits

- Point out **technical challenges**, which are not or hardly realizable at the moment, show scenarious for **future developements**
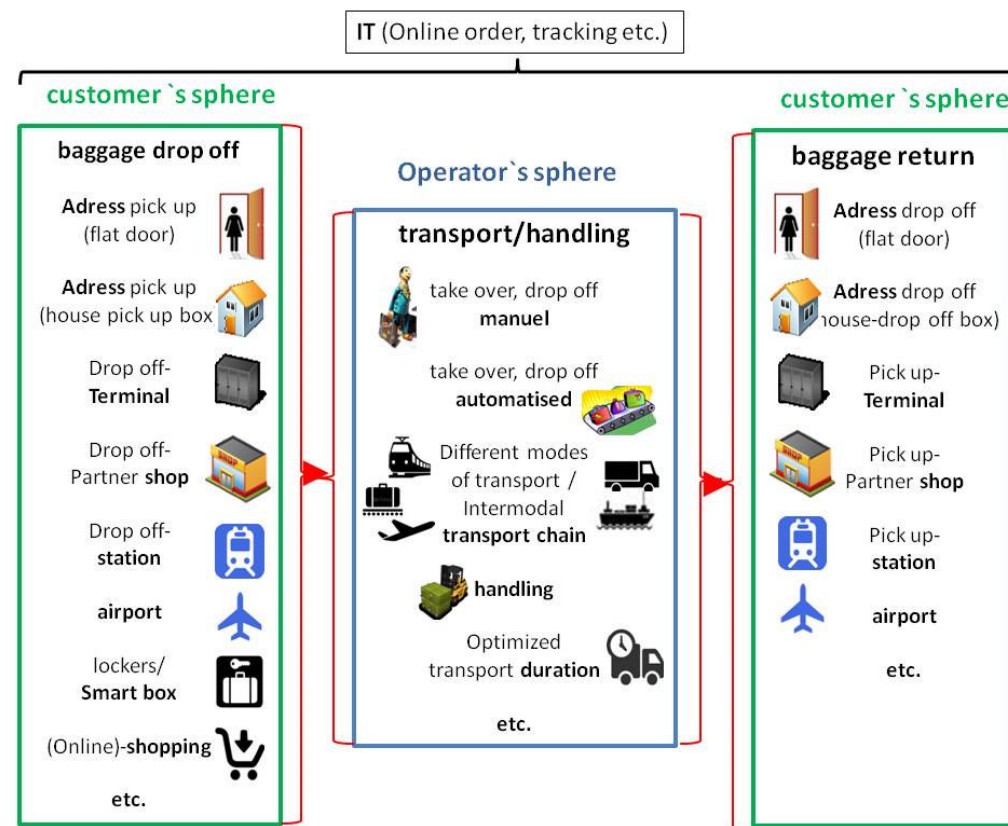
Operator model

Baggage logistic operator as superordinate One-Stop-Shop
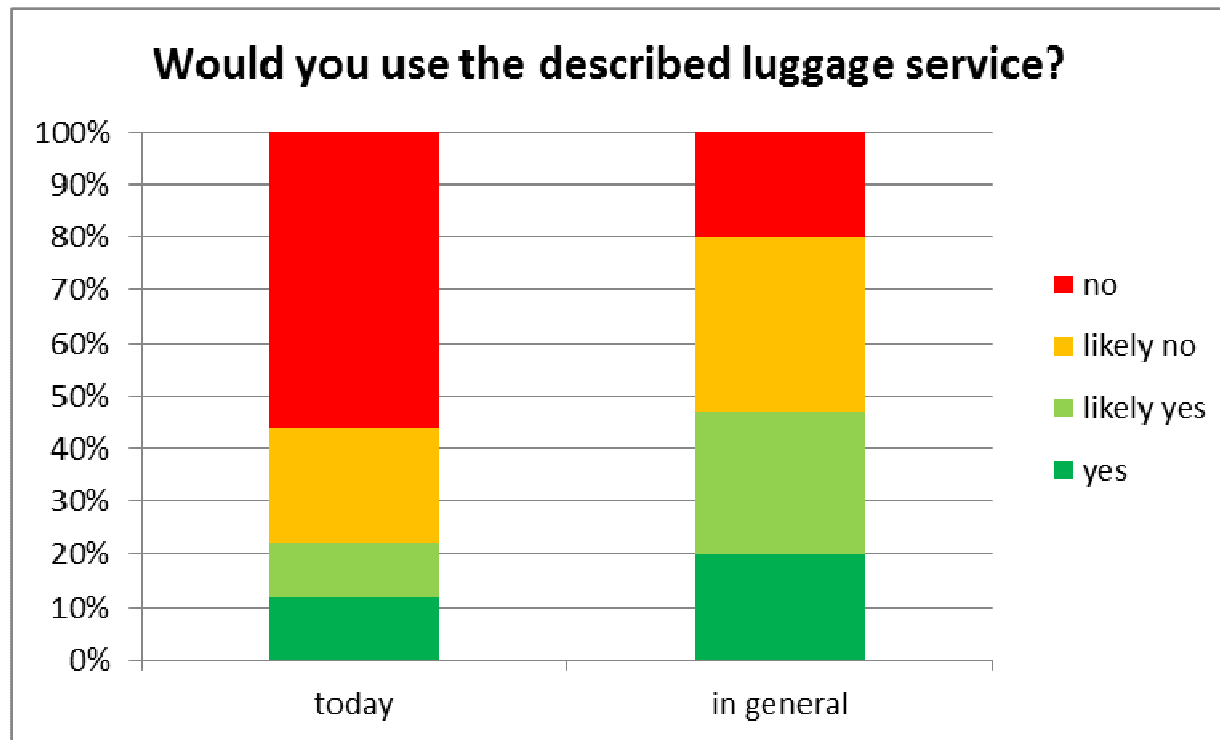
→ like transport association in passenger transport
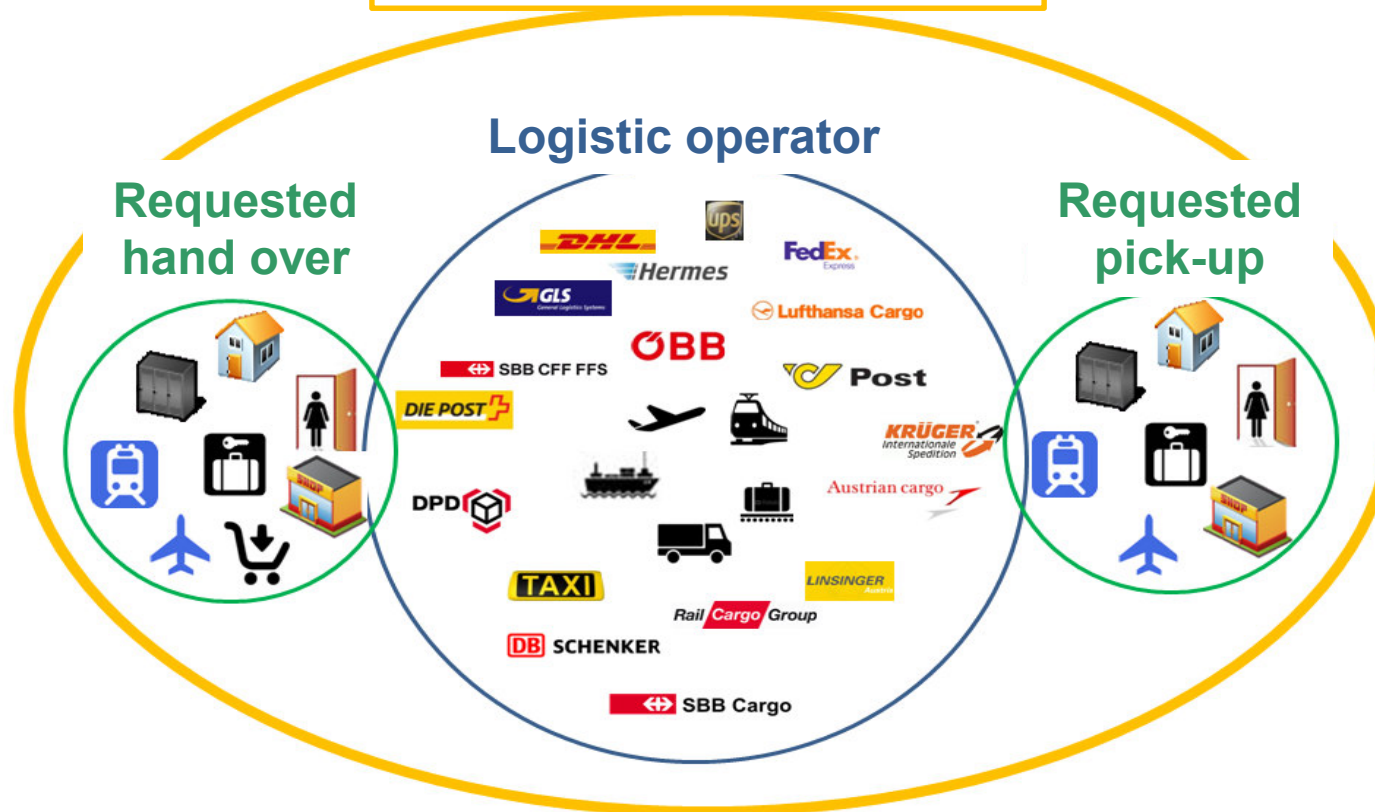
Challenges in customer`s & operator`s sphere
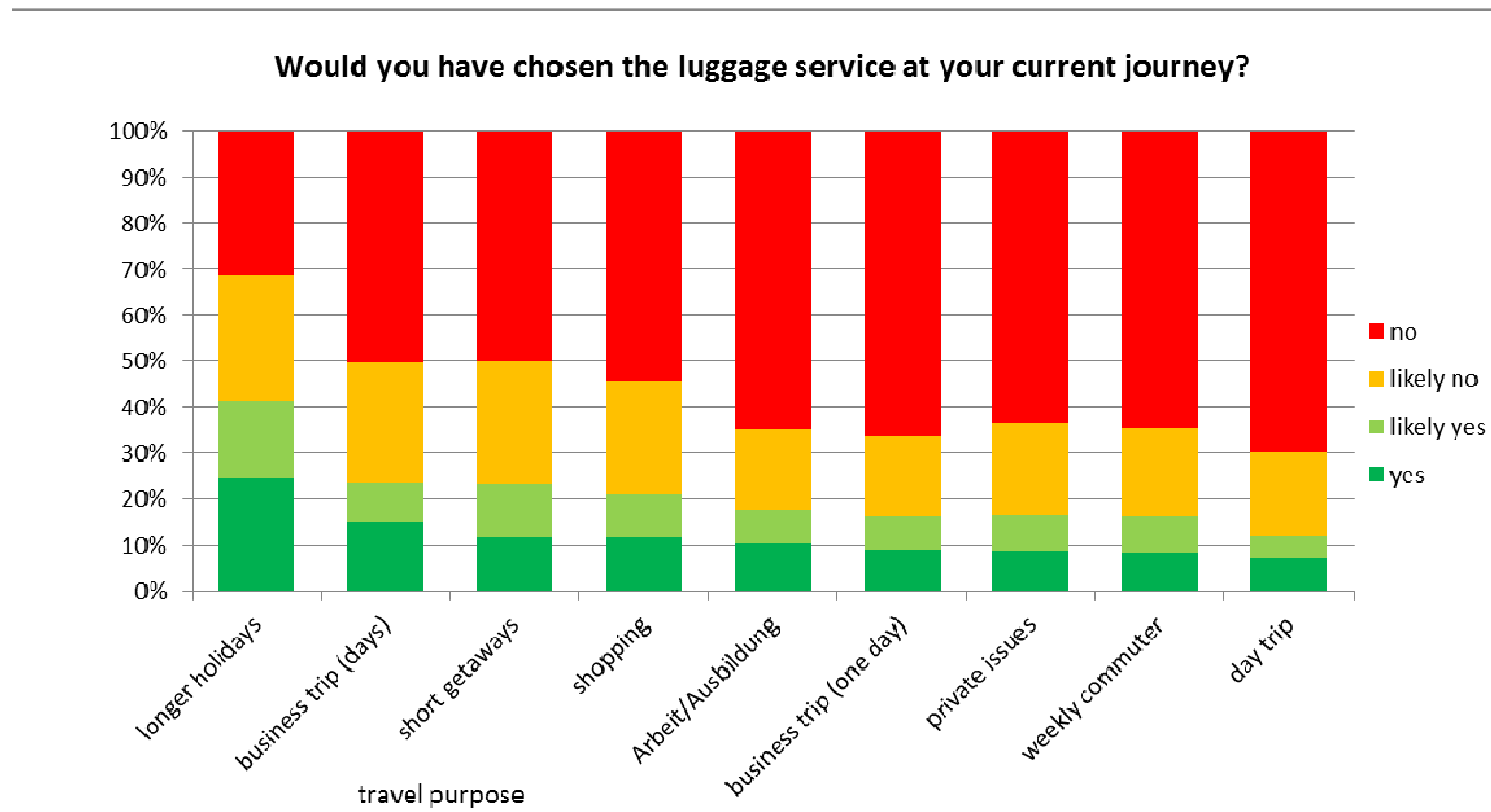
Interest on a luggage service

On train journeys

Interest on a luggage service

On train journeys –depending on pieces of luggage

Would you have chosen the luggage service at your current journey?

Interest on a luggage service

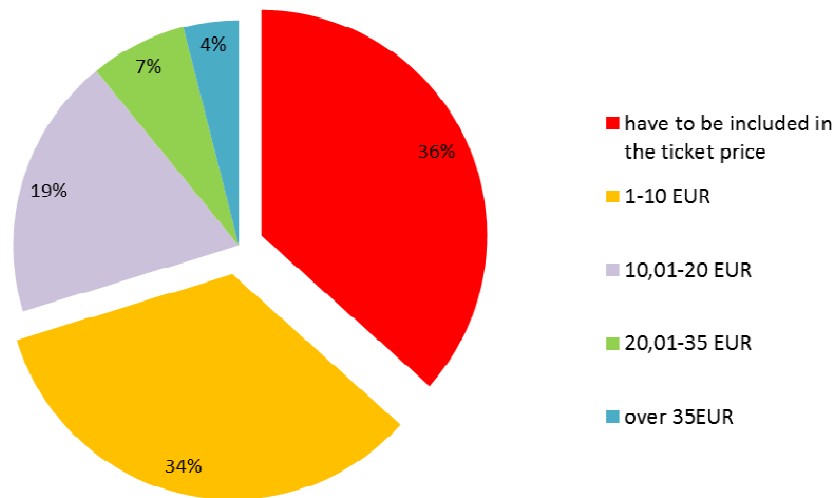On train journeys – depending on the travel purpose

Interest on a luggage service
on train journeys
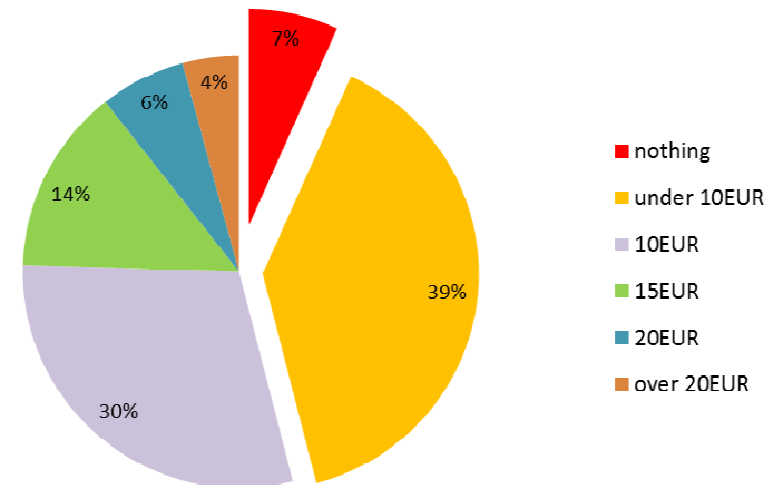
Higher-than-average interest:

- Persons with hindrance because of their luggage
- Travellers with babies and children (between 1 and 6 years)
- Size and amount of the luggage
- Physical disabilities
- Arriving with the taxi at the train station

Willingness to pay for the service

Willingness to pay on train journeys

- have to be included in the ticket price
- 1-10 EUR
- 10,01-20 EUR
- 20,01-35 EUR
- over 35EUR

36%
34%
19%
7%
4%

Willingness to pay in the shopping malls and street

- nothing
- under 10EUR
- 10EUR
- 15EUR
- 20EUR
- over 20EUR

7%
39%
30%
14%
6%
4%

Willingness to pay

Which groups had an higher willingness to pay?

- Travellers with a baby or children
- Travellers having bicycles with them
- Travellers with a higher number of large pieces of luggage
- Passengers travelling first class

Needs and demands
on train journeys

Delivery directly at the residence door [45%]

→ <u>Problem:</u> Presence is necessary; destination adress is vacant

→ <u>Earliest pickup of the luggage:</u> max. 6h before the start of the journey; only 25% accepted a pickup the day before

→ <u>Delivery</u> the same time as the person is arriving; latest: the same day

Delivery at the train station [47%]

Needs and demands
on train journeys

Flexible Pickup and delivery

- Chosen time slot (36% would pay extra)

- Size of the time slot: 2h

- Delivery also early in the morning, in the evening and at the weekends

- Technical systems for pickup and delivery (e.g. special boxes and delivery terminals) [50% are interested!]

Conclusion

Luggage is a certain reason to use the car!

Surely, there is a well existing potential for luggage services! **<u>But:</u>**

→It has to be very flexible (delivery, pickup)

→The transport of the luggage should be at the same time as the traveller travels.

→The willingness to pay a profitable price is low.

Thank you for your attention!

Questions to: bernhard.rueger@tuwien.ac.at