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Objective

Conception of a time-dependent differentiated pricing strategy for intermodal terminal services (with focus on prices for handling) as a function of capacity utilisation of different terminal resources (track infrastructure, handling, personnel, trucks in the terminal).

Results

- ⇒ **Primary checklist** regarding a time-dependent differentiated pricing independently from customer acceptance
- ⇒ **Checklist** regarding a time-dependent differentiated pricing **depending on Customer acceptance**
- ⇒ **Option for price differentiation** depending on checklist results and existing capacity utilisation problems
- ⇒ **Implementation concept** including information concept, accompanying measures, planning process (process adaptation within the terminal)
- ⇒ Calculation of **Costs and Benefits**

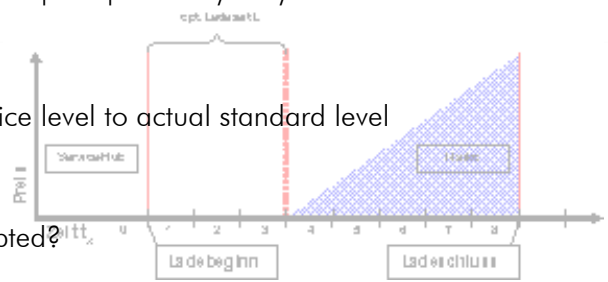
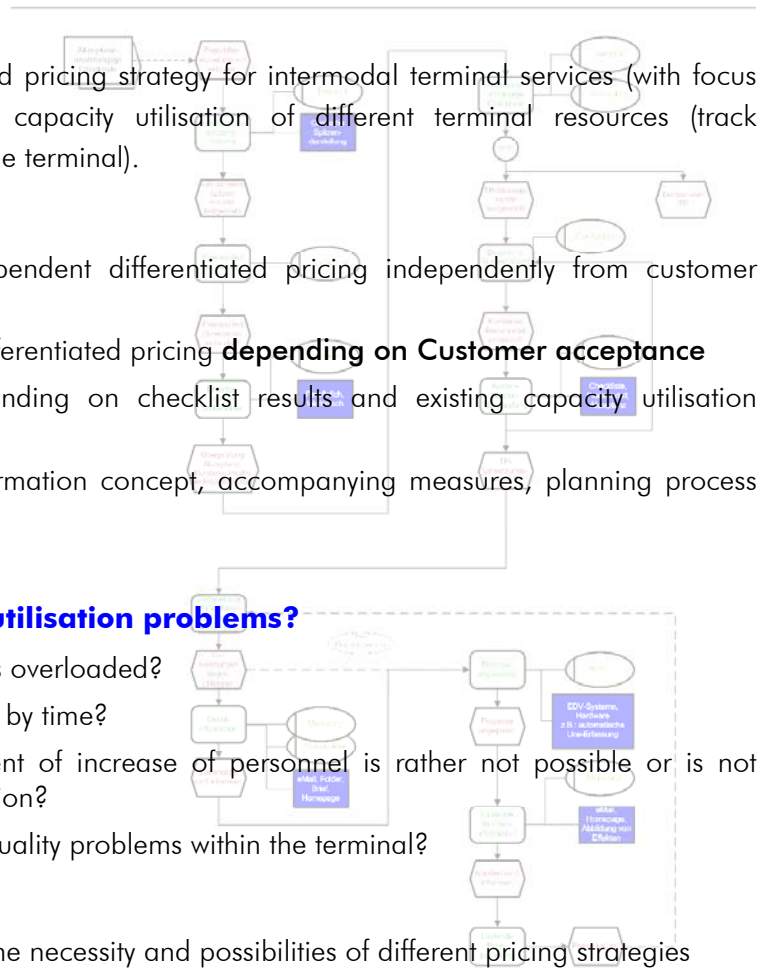
Your intermodal terminal has capacity utilisation problems?

- ⇒ Your terminal infrastructure or personnel is overloaded?
- ⇒ Capacity overloads alternate rather strong by time?
- ⇒ Further terminal infrastructure development or increase of personnel is rather not possible or is not profitable due to alternate capacity utilisation?
- ⇒ Capacity overloads produce temporarily quality problems within the terminal?

TerminalPricing offers you

- ⇒ A terminal related basis check regarding the necessity and possibilities of different pricing strategies
- ⇒ An implementation concept for a pricing concept developed specifically for your terminal
 - Time based pricing for which services?
 - Possible Dimension of price differences
 - Maximum deviation of increased and reduced price level to actual standard level
 - Content of the information strategy
 - Necessary accompanying measures
 - Which processes within the terminal have to adapted?

Umsetzungsprozess - Preisdifferenzierung



Auswirkungen der Preisdifferenzierung auf die Erlöse aus bezahlten Bewegungen



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