



ICONIC INTERCITY BUS CARRIER

Real-time, algorithmic pricing keeps the U.S.'s largest bus transportation provider moving.



This passenger transportation leader upgrades from static, mileage-based price lists to real-time, dynamic pricing that powers their modern commerce strategy.

CHALLENGE

Outdated pricing processes created a competitive disadvantage that left money on the table for this bus transportation provider.

This passenger coach service's pricing processes relied on price lists and manual updates. When the competition published spontaneous sales, they struggled to respond effectively with competitive fares. Pricing teams had to limit their oversight to heavy traffic routes, such as Boston to New York, and apply simplistic mileage-based pricing to the rest of their network. Every delayed price response created incentive for customers to choose the competition.

SOLUTION

A technology-driven approach to pricing enables dynamic responses to every price request based on real-time market and competitive information.

The company turned to PROS to power the intelligence for their digital transformation. To deliver each real-time price, they leverage PROS dynamic pricing science to predict the customer willingness-to-pay for each route and then overlay business rules that incorporate real-time competitive pricing, loyalty information, promotions, time of booking, time of travel and other transaction-specific variables.

RESULTS

With dynamic pricing science, this transportation provider can now effectively provide strategic, competitive fares across their entire network.

With PROS, this iconic passenger transport provider has been able to replace static price lists with real-time, algorithmic responses for every price request. During an average 12-hour period, the PROS solution provides real-time prices for over 26 million price items with sub-second response time. With their pricing process revolutionized by machine learning, they can now deliver the frictionless modern commerce experience customers demand with the responsiveness in pricing they need to be competitive.

About PROS

PROS Holdings, Inc. (NYSE: PRO) is a cloud software company powering the shift to modern commerce by helping companies create personalized and frictionless buying experiences for their customers. Fueled by dynamic pricing science and machine learning, PROS solutions make it possible for companies to price, configure and sell their products and services in an omnichannel environment with speed, precision and consistency. Our customers, who are leaders in their markets, benefit from decades of data science expertise infused into our industry solutions.

To learn more, visit pros.com

Copyright © 2018, PROS Inc. All rights reserved. This document is provided for information purposes only and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.