

Get to know about Swiss Transport by the new Swiss Travel System Excellence Program



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E-learning platform for future Swiss public transport experts: coming 15 March 2021.

Welcome aboard! Heidi and Peter take trade specialists on a virtual learning journey through Swiss public transport. In the process, agents can broaden their knowledge in an entertaining way and acquire essential public transport know-how to support their clients professionally and competently. Everything is quick and easy: the fascinating world of train, bus and boat is always at your fingertips.

Swiss Travel System AG (STS AG), the worldwide network of trade specialists plays an important role. Trade experts are in direct contact with clients and sell the Swiss Travel System around the globe. The new *Swiss Travel System Excellence Program* imparts up-to-date knowledge and thereby enables agents to support their clients in a confident and competent manner.

Maurus Lauber, CEO of STS AG, affirms: "We are convinced that this attractive platform will help trade specialists to sell even more travels by train bus and boat in Switzerland."

The program in brief

The *Swiss Travel System Excellence Program* is the only e-learning program worldwide to cover the entire public transport system of a country. In the individual courses, participants learn everything about the characteristics of the Swiss Travel System – from tickets and passes to premium panoramic trains to luggage transport. Thanks to the modular structure, learners choose for themselves which content they would like to explore in more detail.

And it can be done in a very short time: on average, a module takes only about six minutes to complete. Learners are accompanied on this journey by Heidi and Peter, two animated characters personifying two important Swiss qualities: reliability and enthusiasm. The innovative program is available in German, English and Chinese simplified.



Quality learning leads to more sales


The goal of learning is to motivate, to be fun and, not least, to promote sales. In addition to various incentives such as souvenir pictures and awards, attractive prizes are in store for participants several times a year. After successfully passing the tests, specialists may officially call themselves *Swiss Travel System Excellence Expert*. This achievement also merits a diploma, which can be downloaded at the end.

But that's not all: participants collect points with every learning progress. Those with the highest scores will be rewarded with a visit to Switzerland – travel, hotel and Swiss Travel Pass included. So, the learning effort is absolutely worth it!

The web-based platform is freely accessible from anywhere in the world: mystsn.net/elearning. Get a sneak peek in the promo video.- <https://youtu.be/gmxyc0PXeNc>

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