

# High Performance in Public Transport Ticketing

Smart Marketing

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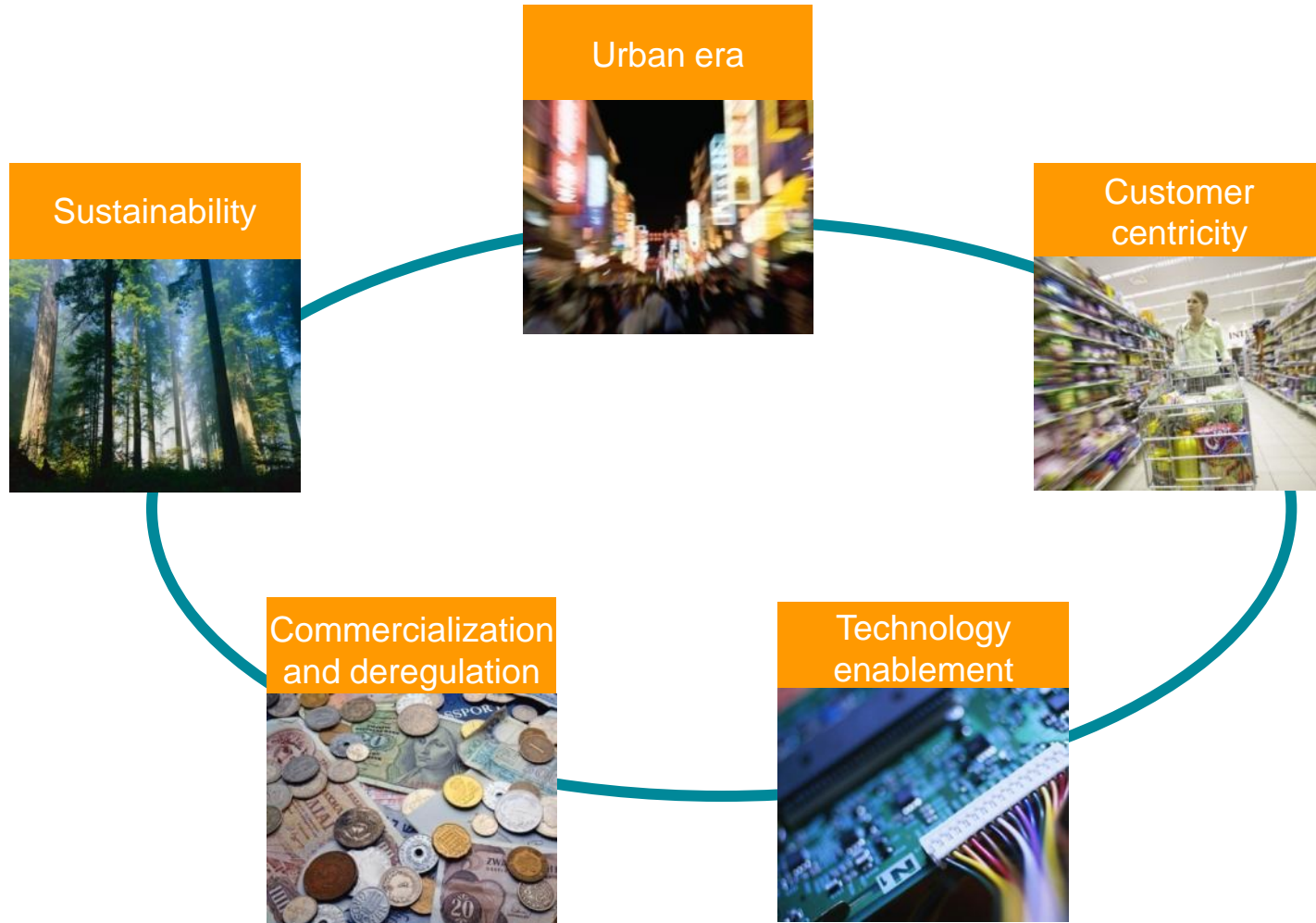
2010 FARE COLLECTION WORKSHOP

# Agenda



- Industry trends and e-ticketing
- Marketing as motivator and enabler
- Case Studies

# A number of key long-term trends promise to change the face of the public transport industry



# Reviewing 230 global e-ticketing schemes, almost 30 schemes across all major regions

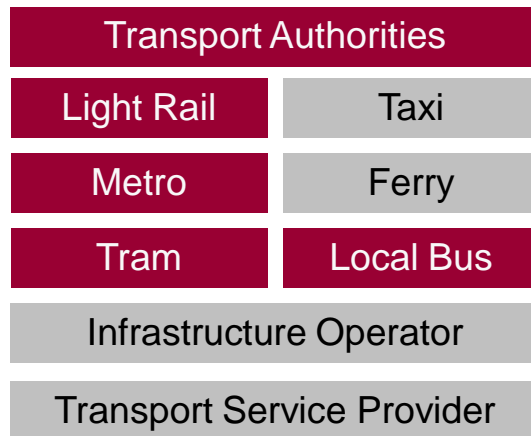


## Public Transport Segments

### - National Level -



### - Regional and Local Level -



■ Study focus

## Selection Criteria

### Company Criteria

- Public transport operators and authorities with more than 100mn passengers
- More than 2 years operational experience of e-ticketing schemes
- Availability of basic smart card and operator performance data

### Survey Areas

- Program governance
- Service orientation
- Financial growth and efficiency
- Asset utilization
- Future positioning

## Preliminary Peer Group

Card	City
breeze card	Atlanta
Metro Smart card	Bangkok
Yikatong card	Beijing
Charlie card	Boston
Monedero card	Buenos Aires
Chicago Card	Chicago
Intermobil pass	Dresden
Yang Cheng Tong	Guangzhou
Octopus	Hong Kong
Navigo	Paris/Ile-de-France
Akbil	Istanbul
LisboaViva card	Lisbon
Oyster	London
Carte Técély	Lyon
Smart card	Mexico City
GoTo Card	Minneapolis
PiTaPa, ICOCA	Osaka
MODEUS, Navigo	Paris
RioCard	Rio de Janeiro
Bilhete Único	São Paulo
T-Money	Seoul
Pub. Trans. Card	Shanghai
EZ Link	Singapore
easy card	Taipei
IruCa	Takamatsu
SUICA	Tokyo
SmarTrip	Washington

# Our research shows despite disruptions in the world economy - interest in e-ticketing remains very strong



## e-ticketing can

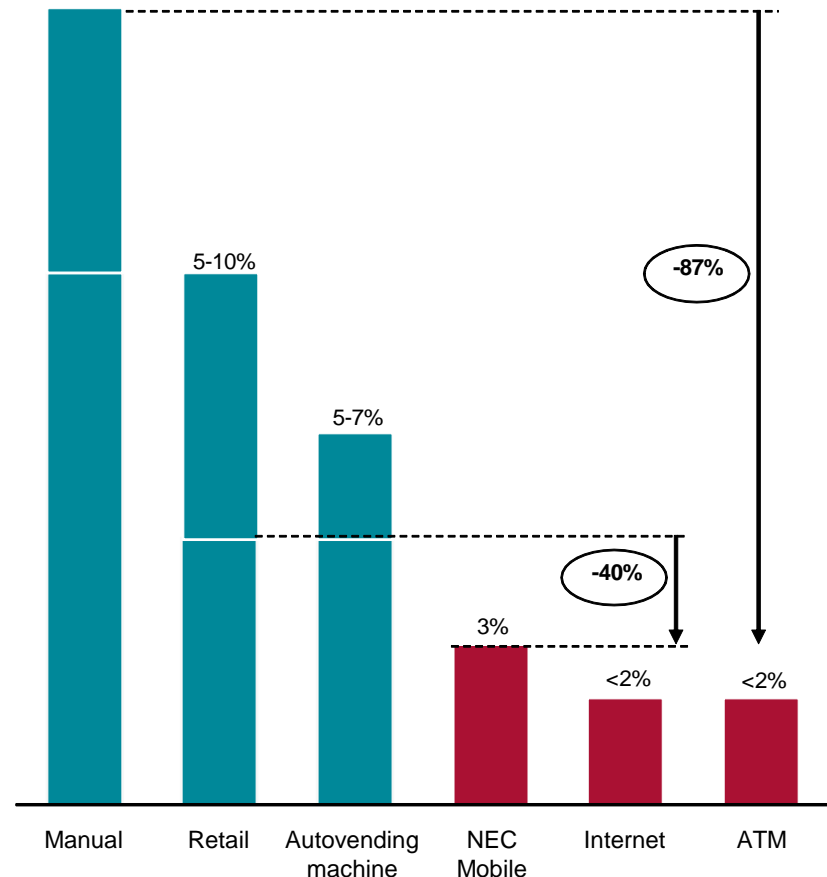
- Provide significant distribution cost savings
  - Boost customer satisfaction with operators
  - Increase the efficiency of asset use
  - Improve capabilities to combat fraud
  - Provide more sophisticated business intelligence
  - Provide an aura of innovation to public transport
- Costs are personnel, direct consumables and front end device maintenance costs. Back office costs are included
  - For ATM and NFC a fixed fee has been taken for each ticket purchase operation and each channel is taken to manage at least 1 million transactions per year
  - For Manual-ticket office, retail and automatic vending machines data is based on: 6 European cities : 2 national capitals, 4 mid-size cities

Source: Ticketing distribution costs, RATP Marc Bensimon, 27th CLUB Conference, Naples, October 2008

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## Distribution costs in public transport by channel

Cost in % of revenues

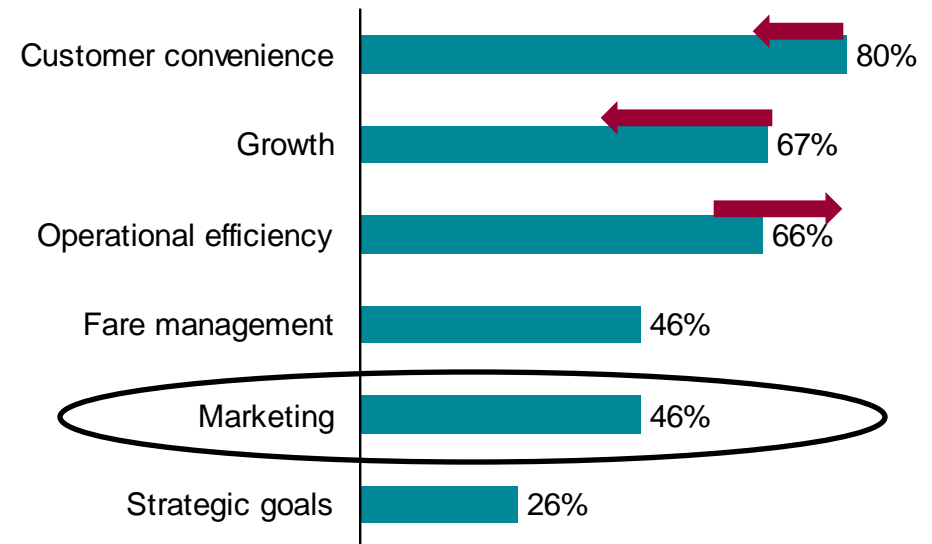


# Marketing is a direct motivator as well as an enabler linked to convenience and growth



- **Since Accenture's last major e-ticketing study (2005) some objectives have remained consistent**
  - Customer convenience is still strong but declining
  - Operational efficiency is becoming as important as customer convenience
- **Others priorities have changed subtly**
  - Growth through e-ticketing remains important but slightly less
  - Operational efficiency is acquiring specific meaning: internal process simplification
  - Fare management is still important but the focus is on responsiveness
  - Marketing of services remains an important focus

## Motivation factors underlying the introduction of e-ticketing



# Case Study: Preparing the Way – PRESTO



Early focus on establishing a recognizable brand, communication planning and point of sale advertising.





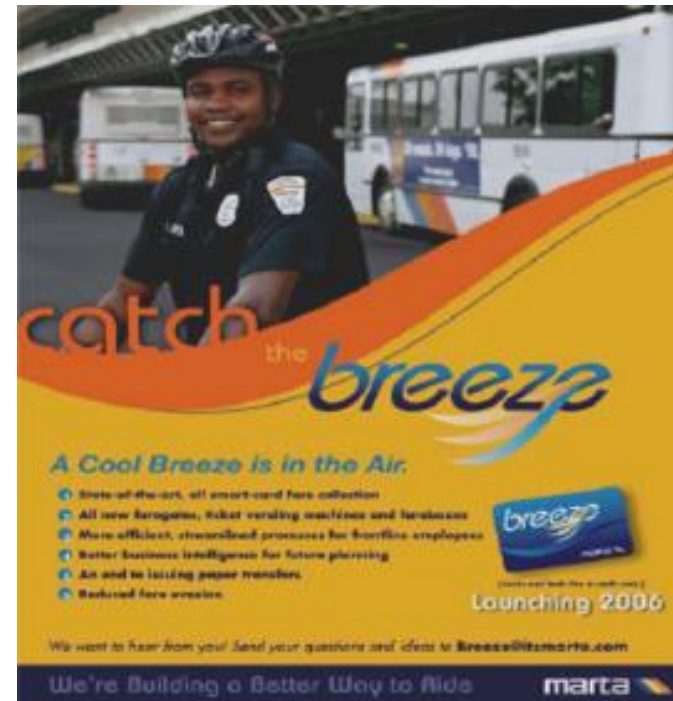
# Case Study: Communicating Value – MARTA



**Emphasis on enterprise benefits is within staff communication while public marketing is again focused on building awareness**

## Staff communication

Examples benefits listed include reduced evasion, improved frontline processes, better BI & no more paper transfer tickets!



## Public marketing

General awareness raising.  
Focus is not on enterprise benefits



# Case Study: Driving Adoption – NY MTA



## Use of broad-based campaigns and incentives to create a 'buzz' and drive adoption.

- Communication plan that could be 'dialed up'
- Core messaging around 'ease of use'
- Media blitz that generated 63 million media impressions
- Use of incentives to drive adoption

**THE NYC SUBWAY TRIAL**

# RIDE FREE

ALL WEEK. Up to 20 Free Rides. October 9–15, 2006

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Citibank® and MasterCard® are working with the Metropolitan Transportation Authority to conduct a trial of contactless payments in select New York City subway stations along the Lexington Avenue Line @ 138th St.

- 1 Between October 9–15, 2006, tap your special Citi® credit card or Citibank Debit card or payment tag on the from 138th St., Bronx, through Borough Hall, Brooklyn, at any turnstile marked with the symbol and receive up to 20 free subway rides, compliments of Citibank and MasterCard.
- 2 This offer may be combined with the NYC Subway Trial Pay-As-You-Go 3 Free Rides offer or Pre-Pay 6 Free Rides offer. Participants will receive any remaining free rides under those promotions first, with up to an additional 20 free rides available during the Ride Free week. Maximum number of free rides available during Ride Free Week will not exceed 23 free rides for Pay-As-You-Go participants or 26 free rides for Pre-Pay participants.
- 3 If you have questions, to see if you can use your Citi credit card or Citibank Debit card, or for information on how to participate, visit [www.mastercard.com/subwaytrial](http://www.mastercard.com/subwaytrial) or call 1-888-907-RA55 (7277).

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**THE NYC SUBWAY TRIAL**

# Turnstile. Turbostyle.

Citibank, MasterCard, and the MTA are testing a new way to pay your fare on the from 138th St. stations through Borough Hall. All you have to do is tap your special Citi credit card or Citibank Debit card or payment tag at any turnstile marked with the symbol to pay. It's simple and fast. No swiping. No stopping. Just a tap. [www.mastercard.com/subwaytrial](http://www.mastercard.com/subwaytrial)

**SPEED THROUGH WITH A TAP.**  
All you have to do is tap your special Citi credit card or Citibank Debit card or payment tag where you see the symbol to enter.

If you're interested in participating, or to see if you can use your Citi credit card or Citibank Debit card, pick up a brochure in stations, go to [www.mastercard.com/subwaytrial](http://www.mastercard.com/subwaytrial), or call 1-888-907-RA55 (7277). Trial participants get up to 6 free rides from Citibank and MasterCard and can continue to earn the MTA 20% bonus.

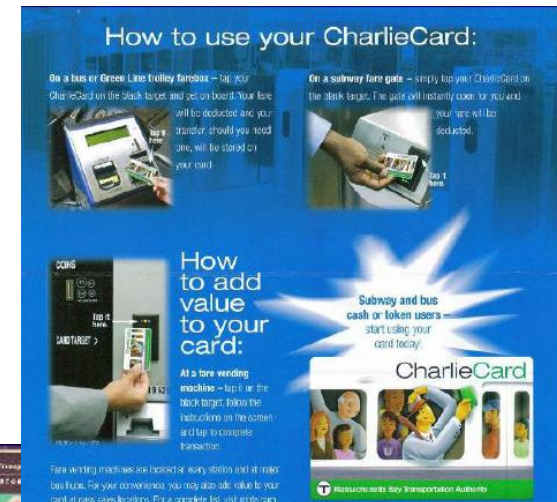
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# Case Study: Building Momentum – MBTA



**Many successful authorities precede launches to the wider public with targeted efforts to achieve high adoption in key customer groups**

- MBTA & Seniors
  - Special Seniors Centre serving 60,000+ customers
  - 25+ Senior Centres Outreach events
  - Changes to station procedures
- Large-scale launch
  - Free card blitz at stations
  - Multi-lingual information card carrier
  - Customer ambassadors





**Marketing delivers success by**  
**...establishing a brand**  
**...communicating value**  
**...driving adoption**