

Planning for the Future: Account-based Ticketing

Vijay Balan

GENFARE 

Director of Engineering Elk
Grove Village, Illinois

Why Account-based

- Media Agnostic
- Fair Fare Policy
- Social Justice

Media Agnostic

- Authentication only
- Reduced need for distribution network
- On demand replenishment / topping
- Extended reach
- Increase revenue / ridership

Fair Fare Rules

- Best fare – usage based
- Flexible payment structures
- Pay as you go
- Reduced cost burden
- Increased loyalty

Social Justice

- Unbanked customers
- Larger impact
- Reduced reliance on third party network
- Reduced cost of cash collection
- Positive customer experience

Q&A

Questions for Vijay Balan?