

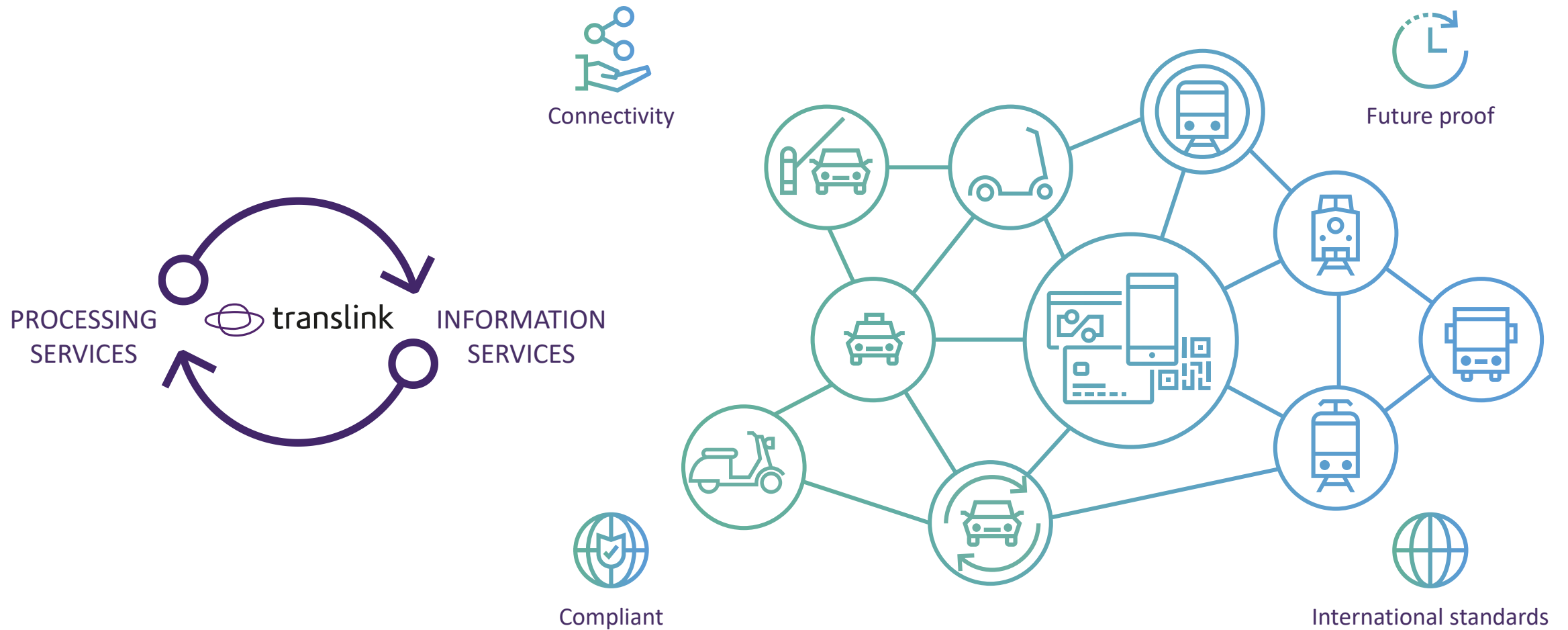


# The Magic Triangle

Ticketing – MaaS - Data

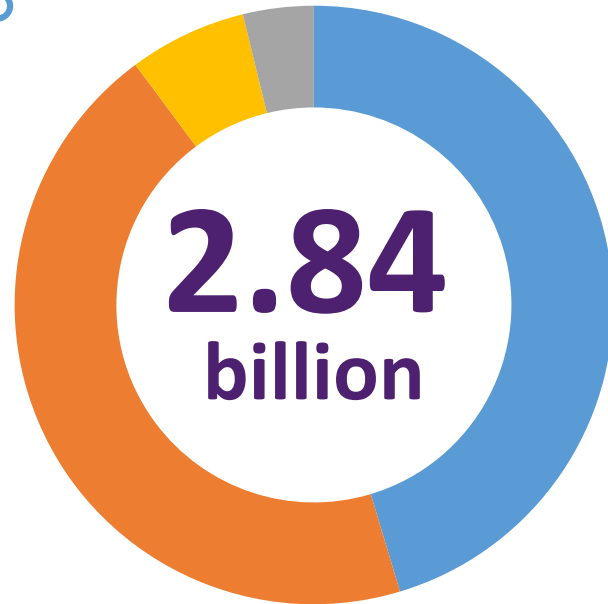
OLYMPIA LONDON 28-29 JANUARY 2020

# Our business



# 2019 at a glance

## Transactions



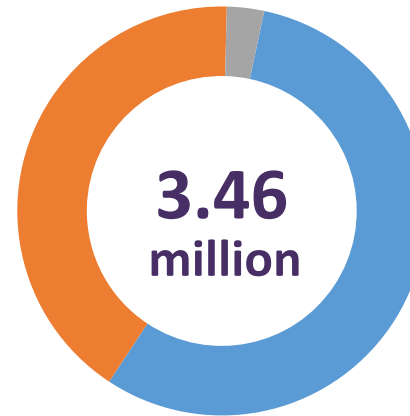
**1,313 million** product transactions

**1,243 million** purse transactions

**2,556 million** travel transactions

**279 million** other transactions

## Cards issued

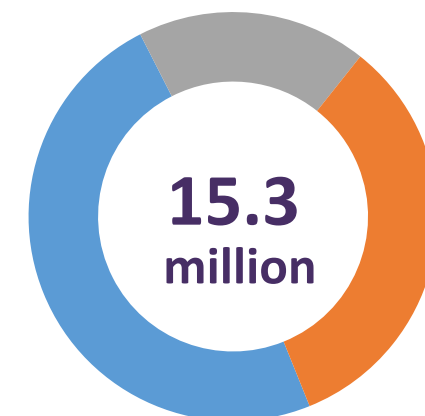


**1.97 million** personal

**1.41 million** anonymous

**81 thousand** business

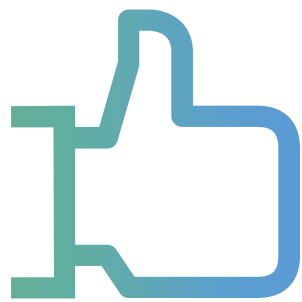
## Active cards



**7.71 million** anonymous

**2.81 million** personal with auto reload

**4.82 million** personal without auto reload



8.2



# Shareholders

KEOLIS

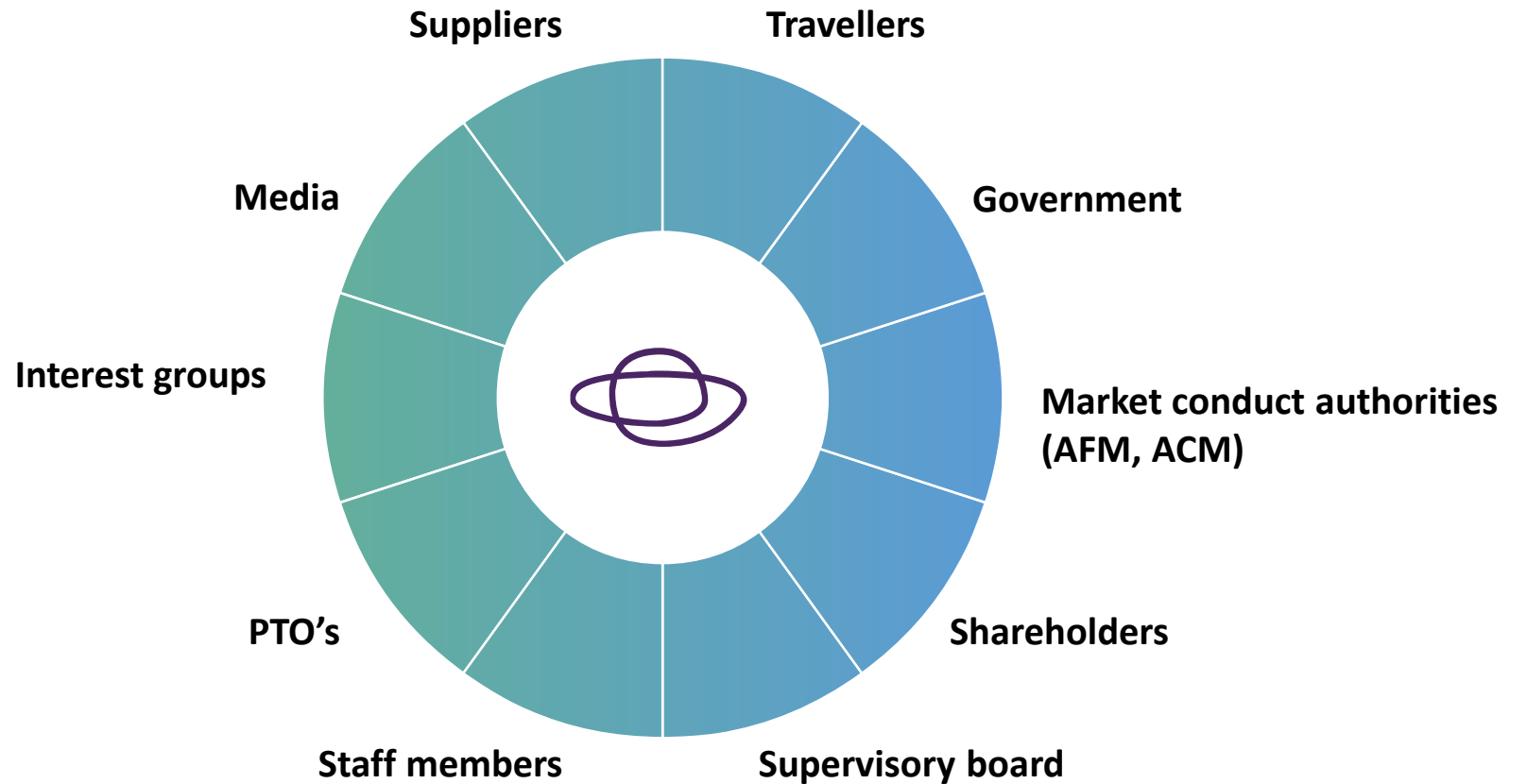


Qbuzz



# Complex ecosystem

Translink firmly believes in the freedom of choice and movement of our customers. To achieve that, Translink connects market parties, government bodies and suppliers to create synergetic collaborations.





# Account based ticketing



OV-CHIPKAART



PAYMENT CARD



E-TICKETS



JOURNEY TRACKING  
BY TRAIN



MOBILE

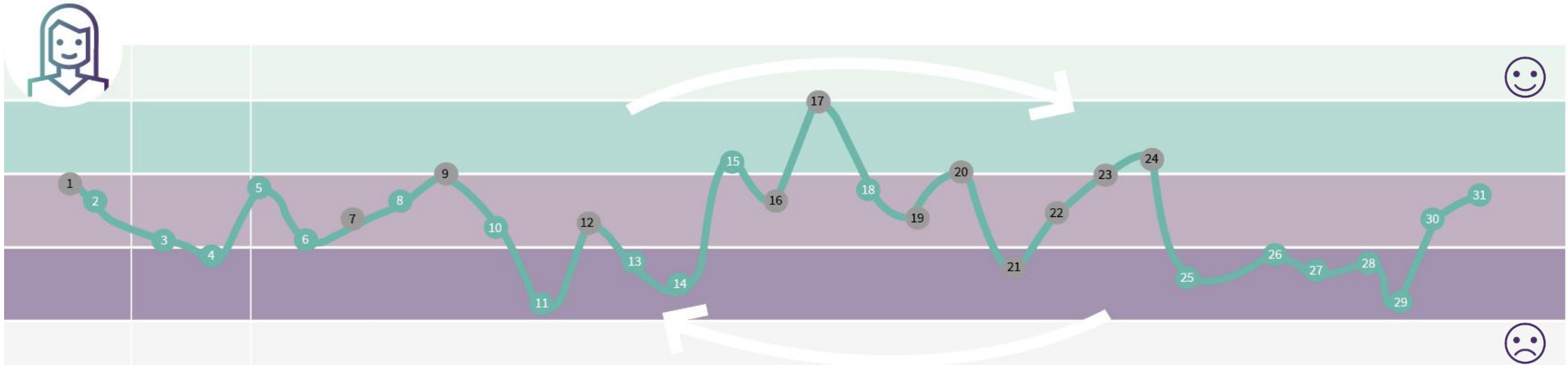
# Customer journey ABT

Orientation

Purchase

Travel (repeating during a 5 year period)

End of validity



Touchpoints:

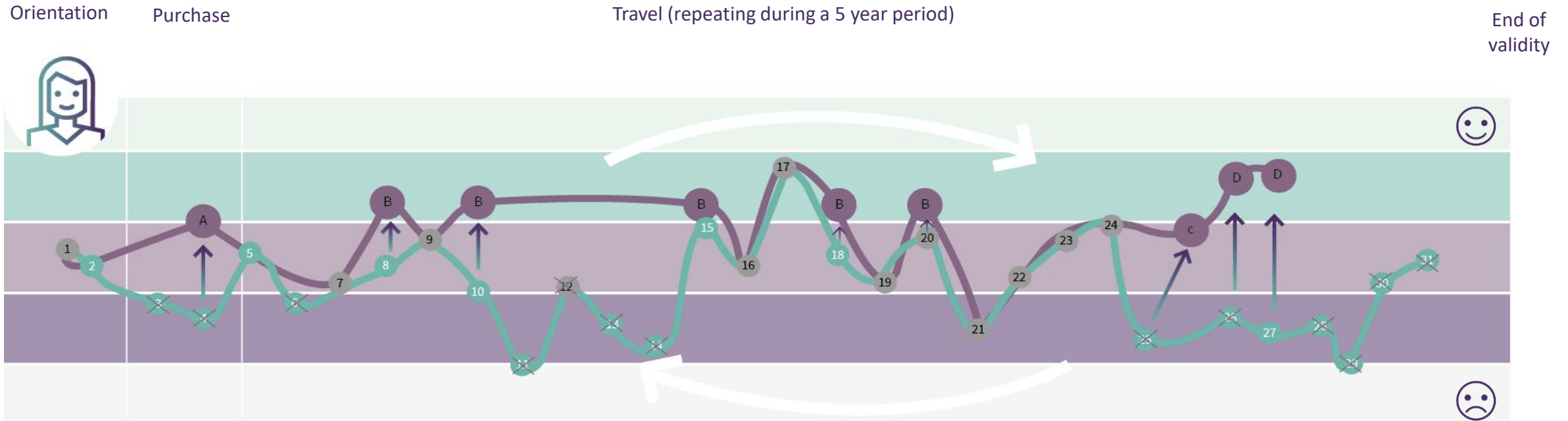
1. Awareness
2. Looking up information and considering options
3. OV-kaart purchase at book store
4. Load travel purse
5. Plan journey: time of departure, platform, etc
6. Find OV-card, enough travel balance?
7. Keep track of time, walk to bus stop, waiting in the wind
8. Check in
9. Finding a seat and travel by bus
10. Check out and walk to train station

11. Check in: notification 'balance too low'
12. Asking for help at service desk
13. Check balance: too low
14. Top up balance
15. Check in
16. Waiting at platform, get in train, find seat
17. Listening to music and watching outside
18. Get out and check out
19. Orientation at unfamiliar station: where is the exit, which bus should I take? Waiting for bus
20. Get in and check in

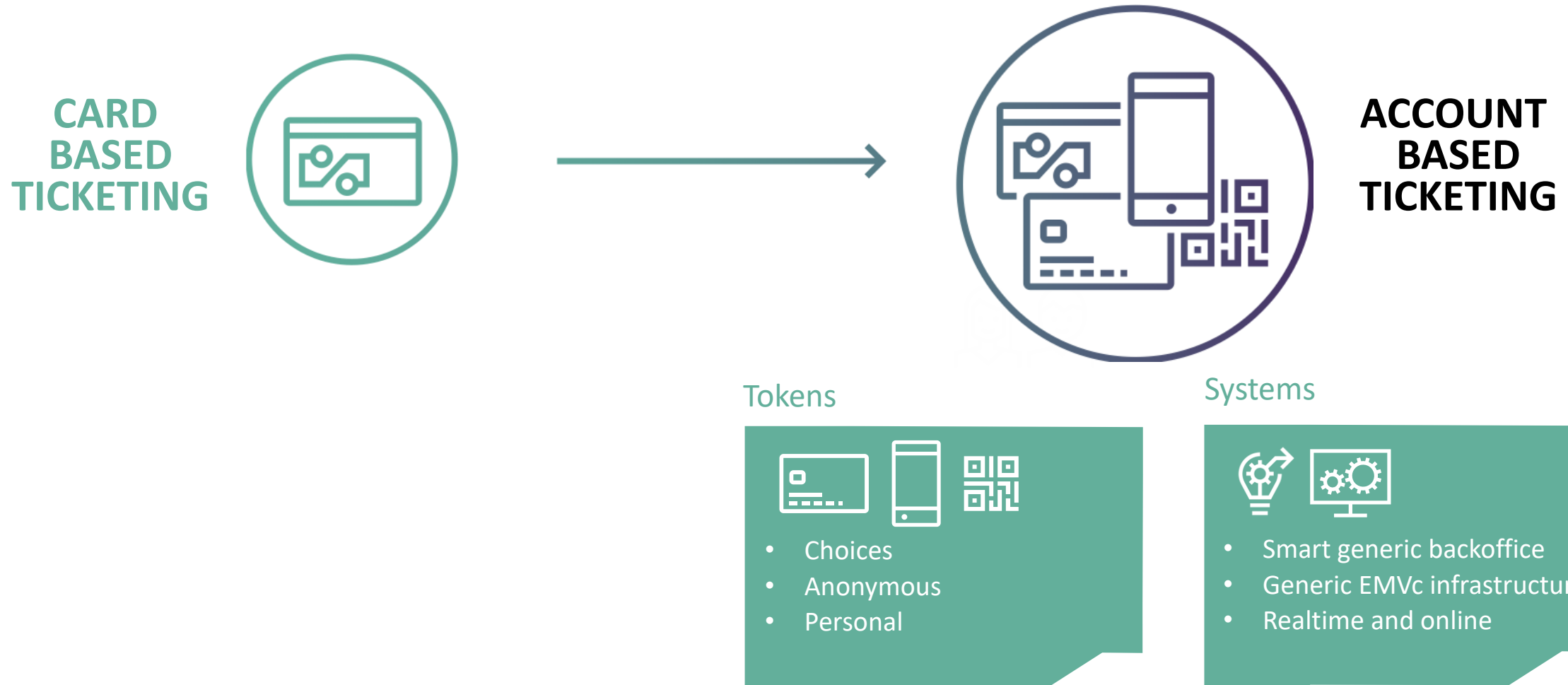
21. Standing room only due to rush hour
22. Pay attention: which bus stop to take?
23. Get out
24. Walking to final destination
25. Check what the journey cost, whether it was properly debited, what's the new balance
26. Calling customer service: Did I check out right?
27. Refund balance (after 2 weeks)
28. Top up balance
29. Check in: notification 'card not valid'
30. Refund balance
31. Considering new card



# Customer journey ABT



# Strategy



# Usage

50%



Open loop token  
Payment card

50%



Closed loop token  
Private label EMV

# Balance

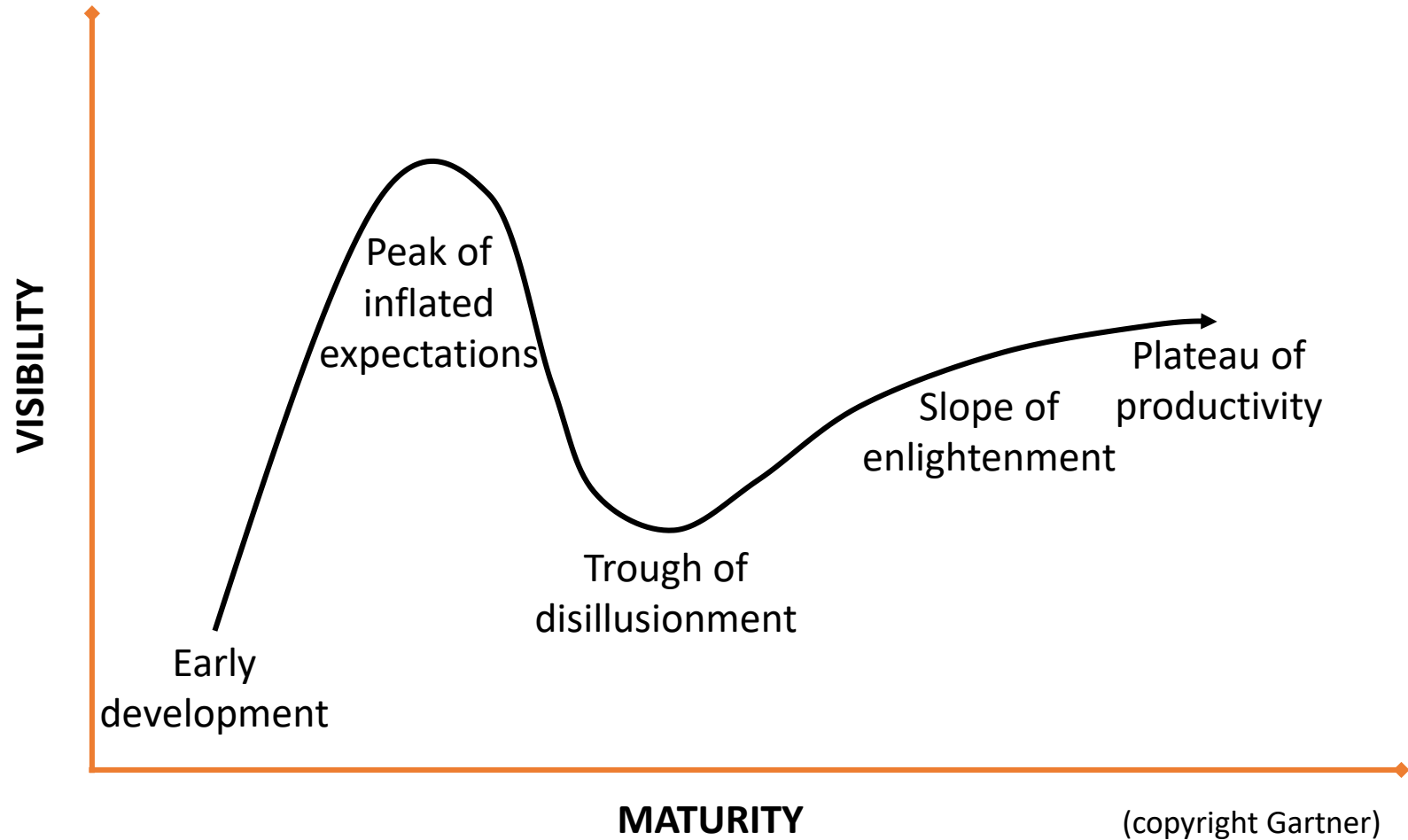


Reliability



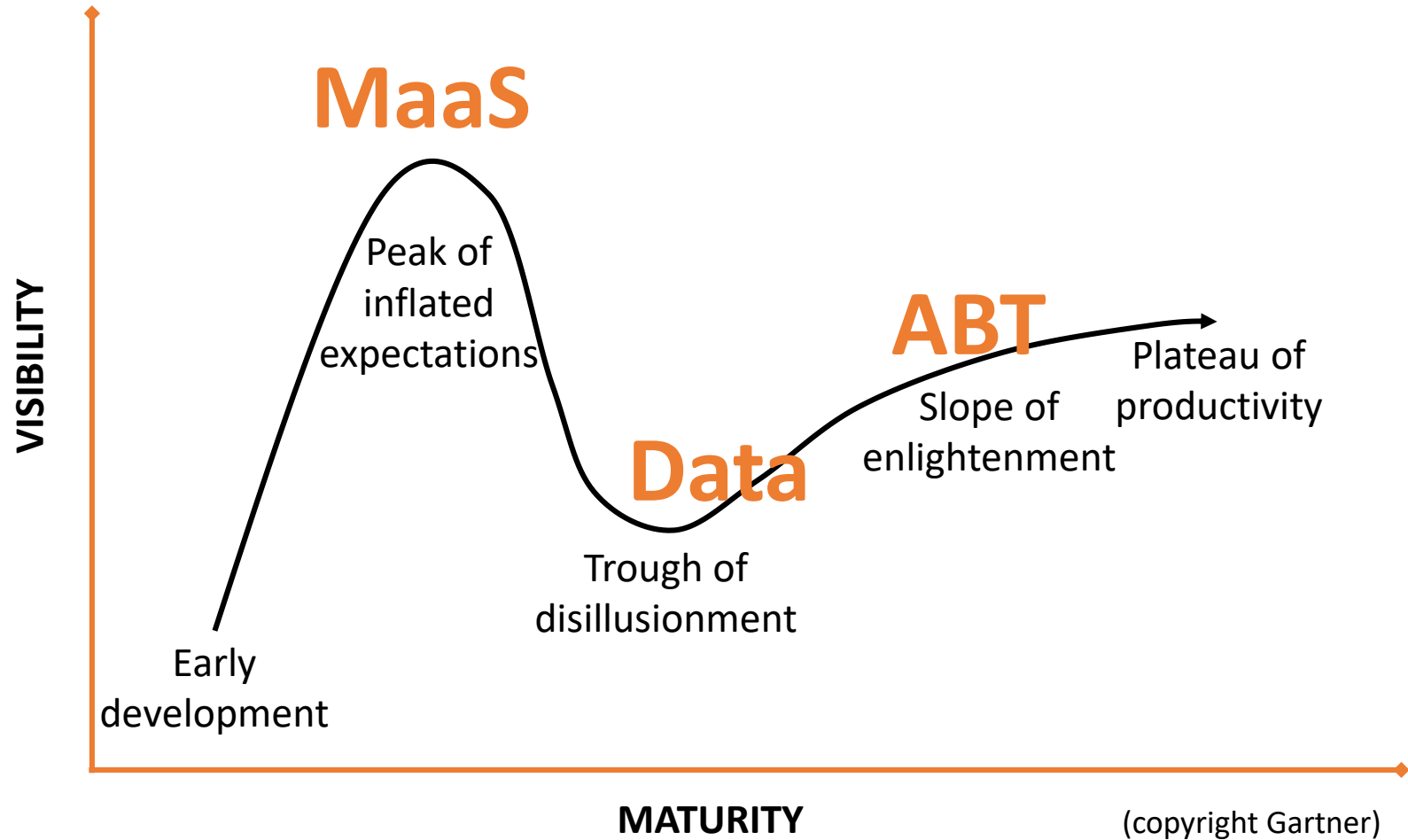
Innovation

# Hype cycle

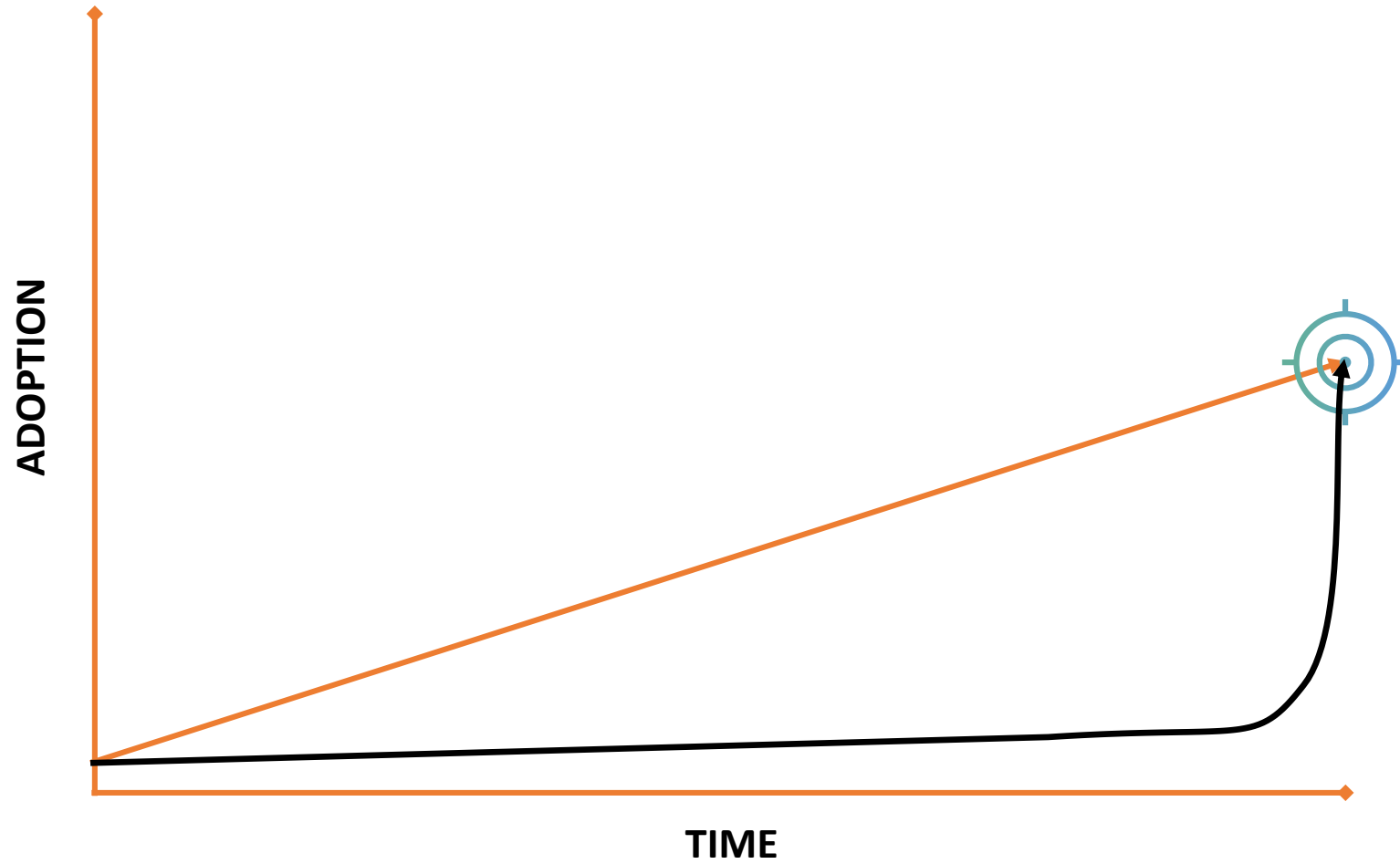




# Hype cycle



# Innovation



# Payment plugin for all MaaS solutions



Shared car / -bike



Cab services



Micro mobility



E-mobility



Parking and  
tolling



Public transport



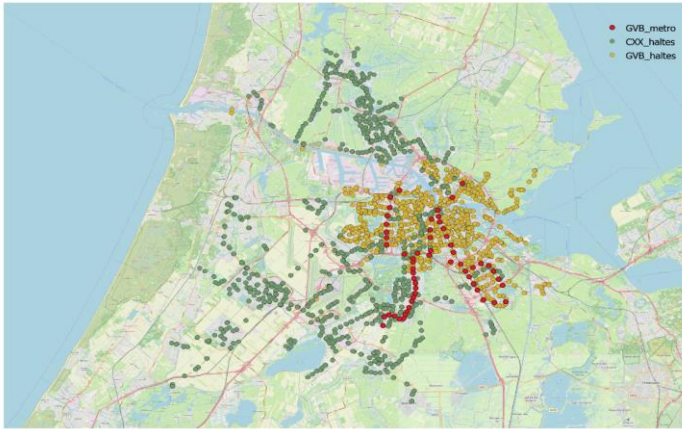
# Data services



# Data

## Transport authority Amsterdam

Measure effects of  
a new subway line



## Public transport East Holland

Map travel flows on bus  
concessions to make  
informed decisions in tender



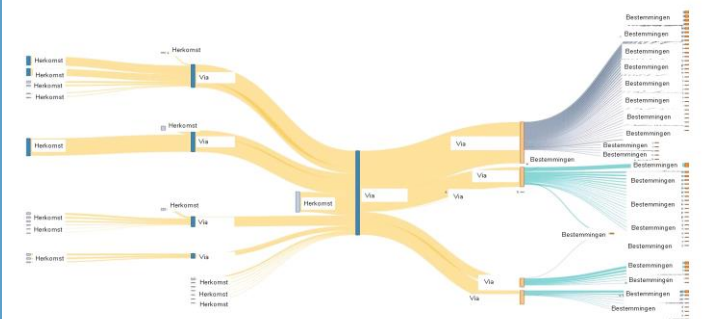
### Drie provincies besteden samen concessie IJssel-Vecht aan

Gepubliceerd op 07-09-2018 om 14:54

Niet de provinciegrenzen, maar reizigersstromen moeten het vertrekpunt zijn voor de concessie-indeling. Daarom zijn de provincies Flevoland, Gelderland en Overijssel van plan om in december van dit jaar gezamenlijk de concessie IJssel-Vecht op de markt te brengen. Hierin worden de huidige concessies Midden-Overijssel, Veluwe, Lelystad en IJsselmond samengevoegd.

## NS and HTM

Analyze origin and  
destination for optimization  
train – bus – tram transfers





# Data

## **Ministry of Infrastructure and Water Management**

Research the decentralization of railway lines to come to an integrated regional public transport network



## **Ministry of Infrastructure and Water Management**

Research traveler flows in the Netherlands to improve strategic traffic and transport investments



## **City of Haarlem**

Analyze the capacity for spatial planning station area



# Data service setup

GDPR



Standardization



Open data



Competition



## Library service

Reuse of information

Critical success factors

Customer migration

GDPR

Governance

Stakeholder management

# Technology

Compliance

Customer acceptance

PPP

Critical success factors

Customer migration

GDPR

Stakeholder

**CHANGE**

Governance

Compliance

Customer acceptance

PPP