

Successfully implementing contactless mobile ticketing

Takeways from France



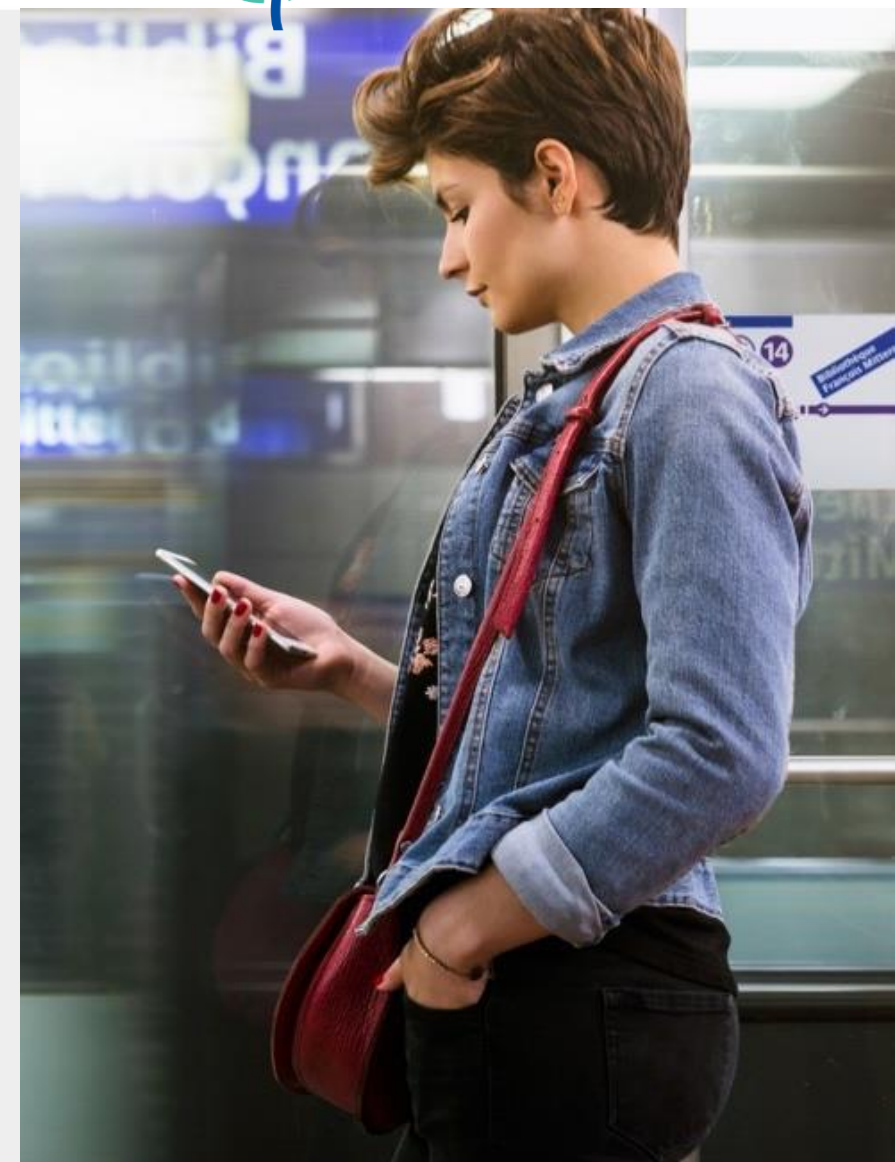
Virginie HERMEL
Head of Digital Projects
RATP



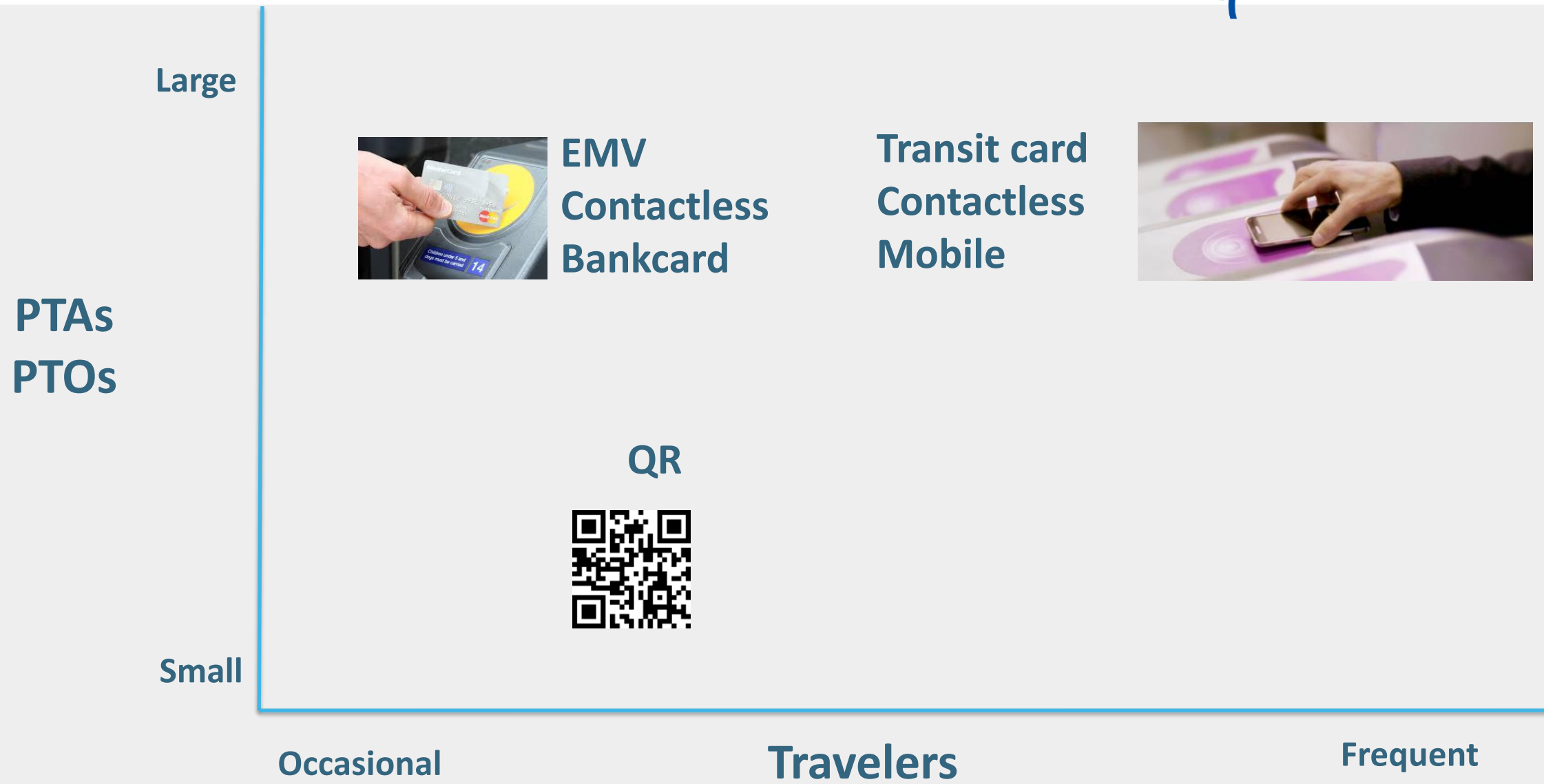
Louis BROSSE
CEO
Wizway mobile ticketing



74%
users of public transit
wish to travel mobile
on their daily trips



Contactless, a key technology for transit ticketing



Mobile contactless : Transit card emulation



- ✓ Mobile ticketing service for all types of fares adults, concessionary....
 - ✓ Complements existing info & itinerary apps
 - ✓ Existing readers or gates
 - ✓ Existing inspection rules
 - ✓ Existing ticketing back office
 - ✓ Whole range of Card Centric fares + ABT
 - ✓ Interoperable > MaaS enabler
 - ✓ Unmatched customer experience

Mobile contactless ticketing gaining traction

France at the forefront



US

- Portland / Hop
- Las Vegas
- **Chicago / Ventra** 2019

Asia Pacific

- Tokyo / Suica
- Hong Kong / Octopus
- **Melbourne / Myki** 2019

China – 104 transit networks among which

- Beijing
- Shanghai
- Shenzhen
- Ghangzou
- Guangxi
- Jiansu
- Jilin (....)

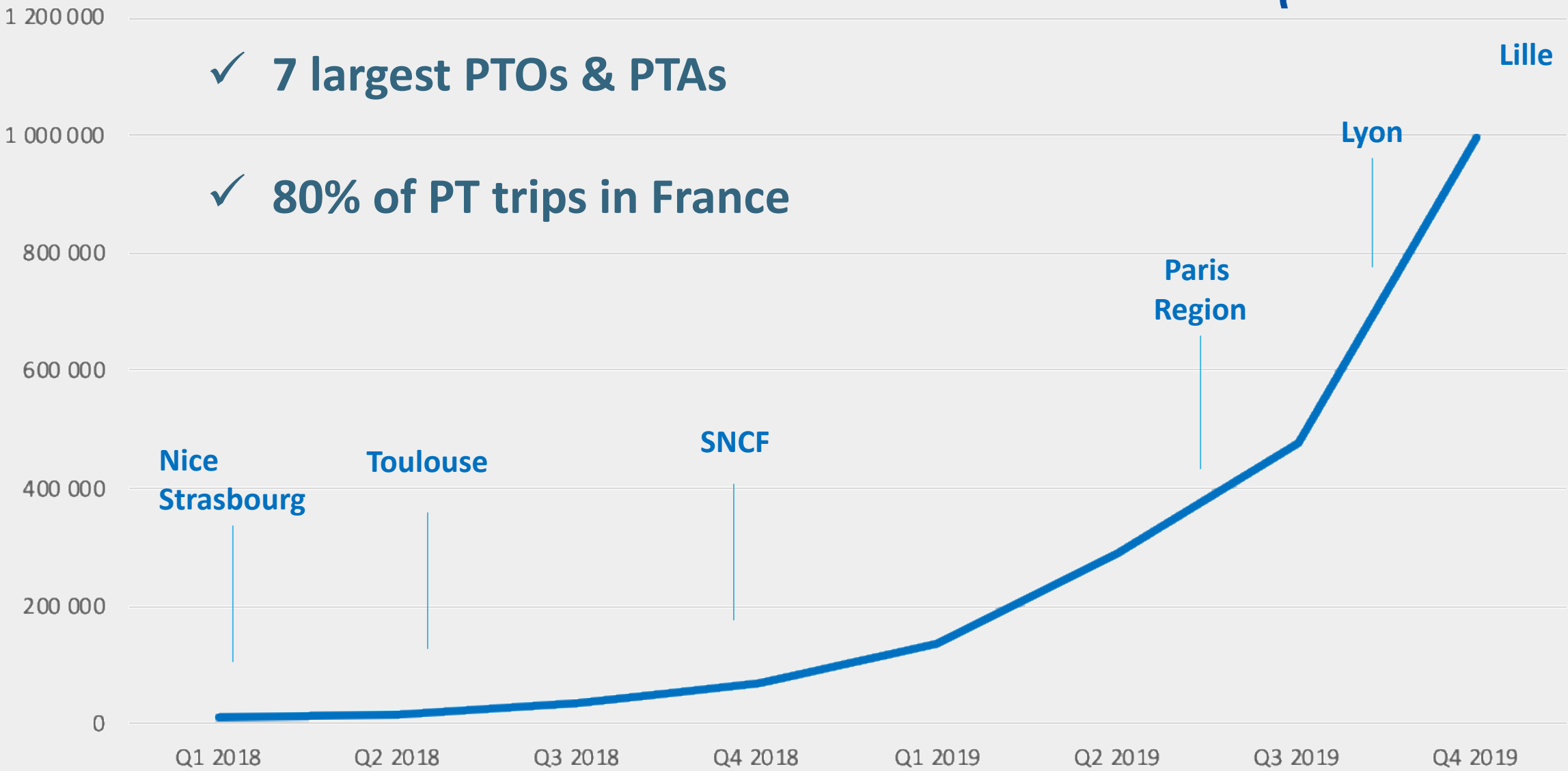
Europe

- Paris / Ile de France / Navigo 2019
- **SNCF French Rail** 2019
- Strasbourg
- Lille
- Nice
- Toulouse
- **Lyon** 2019
- Bologna / Emilia Romagna
- **First Group** 2019
- **Transport for West Midlands** 2019
- (...)

France: customer usage growing rapidly



- ✓ 7 largest PTOs & PTAs
- ✓ 80% of PT trips in France



Wizway

mobile contactless made easy and reliable



1 single API
to securely emulate transit cards
into every NFC smartphone

combined HCE + SE technologies

52 Brands

620 Models

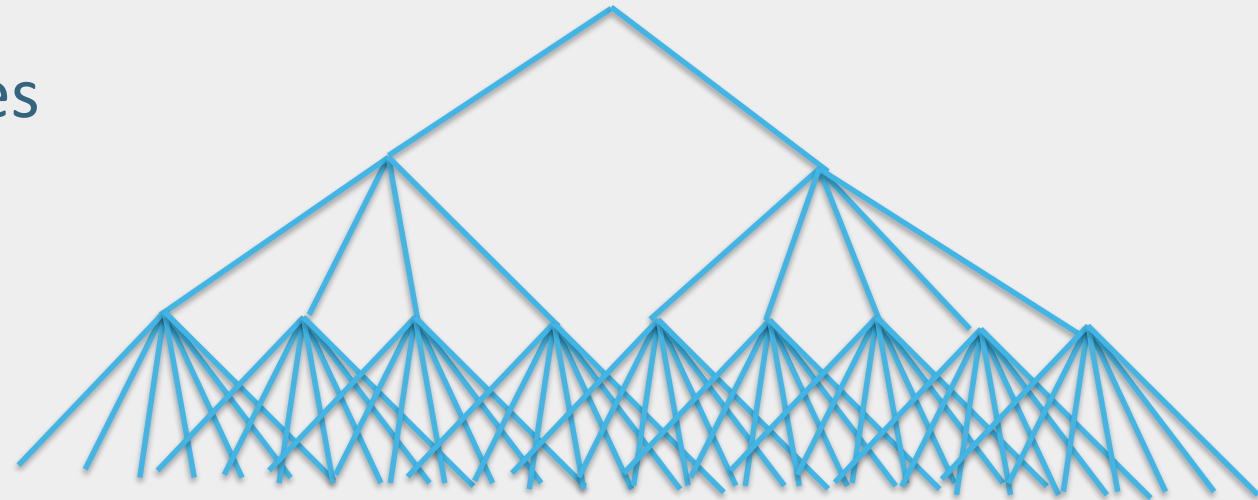
7 000 configurations

2 000 000 smartphones

Mobile transit app



Transit Hub



Smart Navigo in Paris



Phase 1



- ✓ **Experimental**
09.2018 > 09.2019
- ✓ **Based on existing back office**
- ✓ **Tickets + passes**
- ✓ **Dedicated mobile app**

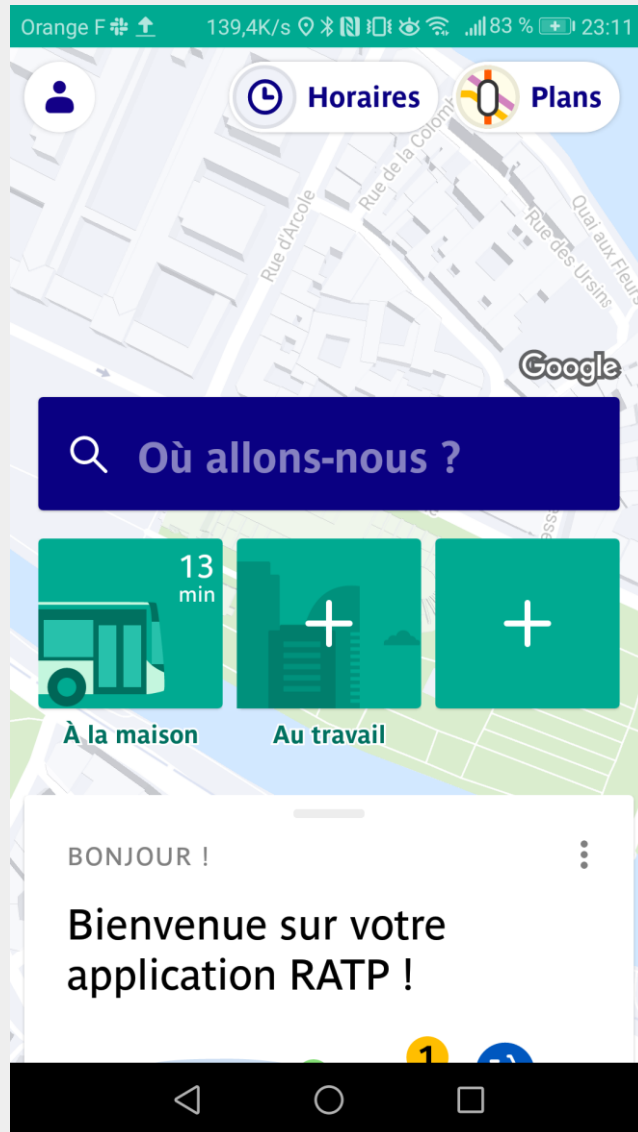


Phase 2

- ✓ **Full launch 09.2019**
- ✓ **Based on a brand new ticketing back office ticketing system**
- ✓ **Full range of fares**
- ✓ **Integrated into existing transit apps alongside traveler info**



RATP mobile app



Ticket purchase
easily accessible

RATP mobile app



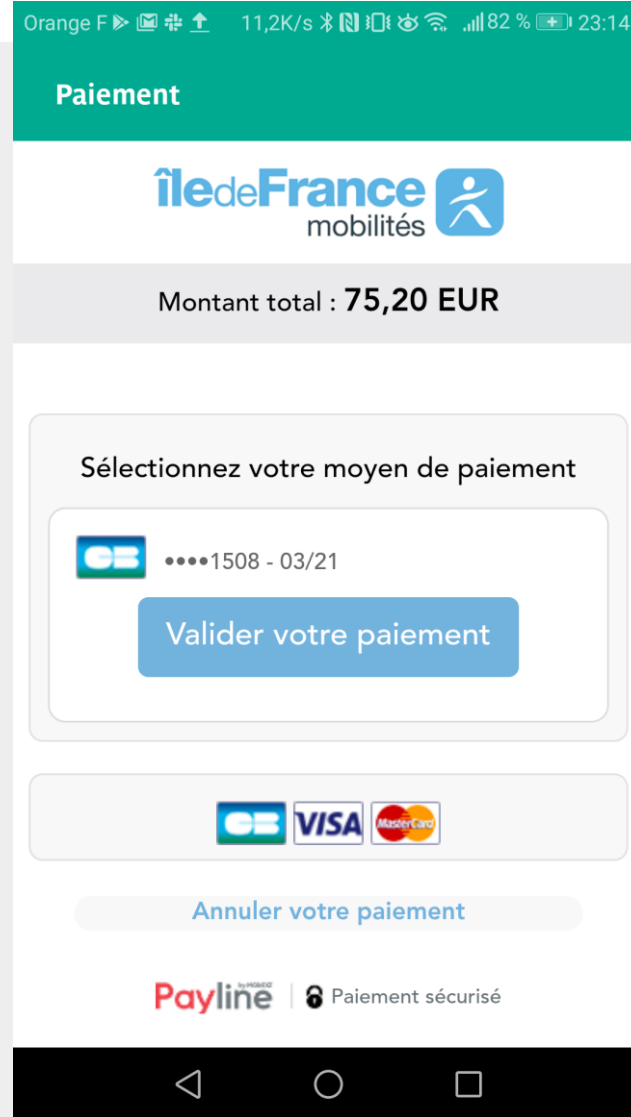
Wide range of fares

Tickets

Passes

Airport tickets

RATP mobile app



Quick and
simple
purchase
process

Takeaways from France



Customers are in strong demand
NFC mobile ticketing

- ✓ Strong demand even with limited or no communication
- ✓ High customer satisfaction
- ✓ 87% customer recommendation for the service
- ✓ 93% app is easy to use
- ✓ 82% satisfied with their customer experience

And they want mobile ticketing to be even
better than smartcards

- ✓ All fares and reductions
- ✓ Possibility to validate tickets for several passengers
- ✓ Transfer existing cards onto mobile
- ✓ Lifecycle management

“Easy to use and reliable”

“What if I lose my smartphone ?”

“it even works smartphone off !”

*“The app is far easier to use than the tickets. I will
keep on using it”*

*“Will it still be possible to travel without a
smartphone ?”*

Takeaways from France



1. Contactless mobile now a major ticketing option

- ✓ Facilitated by Mobile NFC experts such as Wizway
- ✓ Open standards such as Calypso

2. Integrate information + ticket sales in the same app

3. Offer customers a wide range of fares

- ✓ From single 1h ticket > to yearly passes ... & ABT
- ✓ Adult & Concessionary
- ✓ Fare advantage vs paper ticket is a bonus

4. The best of user experience

- ✓ 2+1 2 clics to purchase + 1 tap-validation
- ✓ Mobile off or no battery validation made possible with a smartphone
- ✓ Lifecycle must be especially looked at: loss, change of mobile, plastic card top up

Meet us on Booth A17