



BEE NETWORK

Digitising Greater Manchester's Young Person's Pass... A Model for Concessions ?

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Transport for
Greater Manchester

An aerial photograph of Greater Manchester, UK, showcasing a mix of modern and traditional architecture. In the foreground, the distinctive curved, ribbed roof of Old Trafford stadium is prominent. Behind it, several tall, modern glass skyscrapers rise into the sky, including the 100 Storey building. The rest of the city is a dense urban landscape with a variety of building styles, from historic brick structures to contemporary office blocks. The sky is a clear, pale blue, and the overall scene is captured from a high-angle perspective, looking across the city towards the horizon.

Greater Manchester

Greater Manchester



2017 adopt Metro Mayor model



Took back control of bus network



Launched the Bee Network

Greater Manchester



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BEE NETWORK





BEE NETWORK



577 routes and 1,600 buses



TfGM Transformed



Total Patronage 220m



Contactless Tap & Go across Bus and Tram

Greater Manchester



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Contactless Tap & Go across Bus
and Tram



A close-up photograph of a person's hand holding a blue rectangular card. The card has the word 'OURPASS' printed on it in a light blue, sans-serif font. The background is a blurred blue and white pattern, possibly a uniform or a wall.

OURPASS

- **16 to 18-year-olds**
- **Free Bus Travel**
- **Discounted Tram Travel**
- **25k+ per year**

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OURPASS

Problems

 Poor application experience

 Customer service demand







 Wait for a card

 Lost / stolen cards






 Cost of cards

 Low use of tram offer

Problems

-  Poor application experience
-  Customer service demand
-  Wait for a card
-  Lost / stolen cards
-  Cost of cards
-  Low use of tram offer

Opportunities

-  Could we use the app ?
-  ...for applications
-  ...And the pass
-  Re-invent the user experience
-  Could be blueprint for other schemes ?

Bee Network App

“The reliable companion for the Bee Network”



Ticket retail



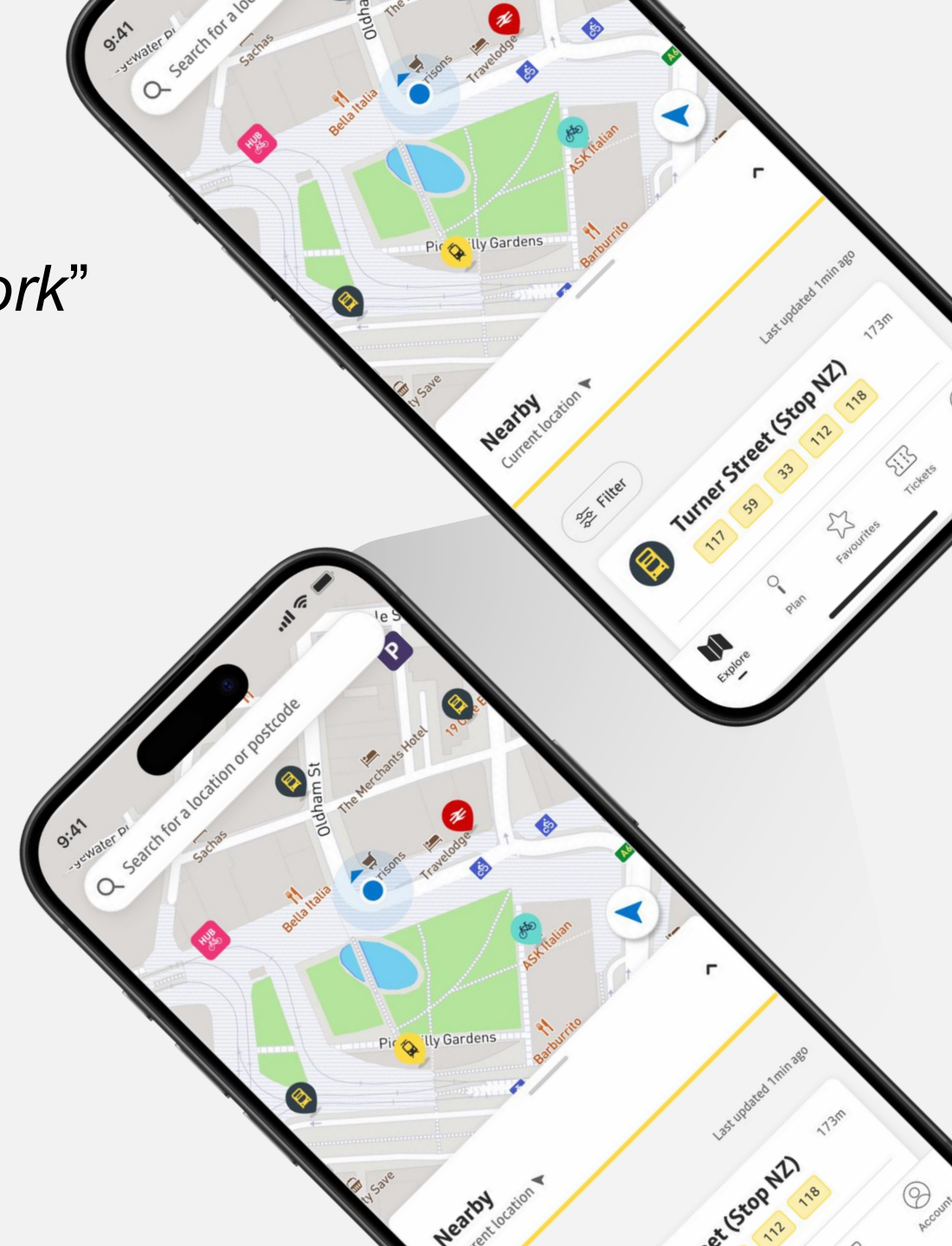
Live Times and Information



Journey Planning



Bus Tracking

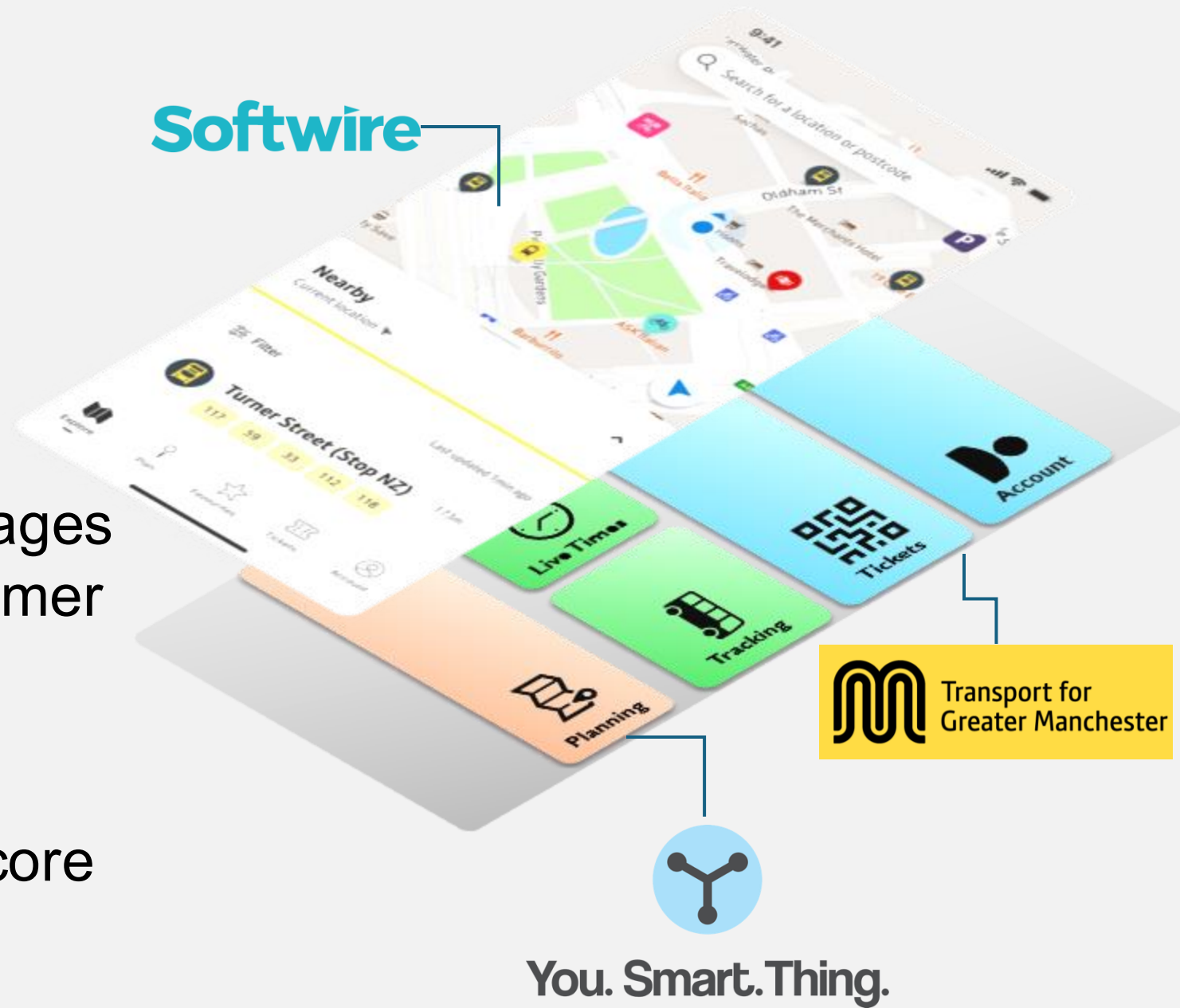


Bee Network App

Specialist services support where relevant e.g. Journey Planning

In-house retail platform manages products, payments, and customer identity

Digital expertise provide the core app experience



What we did

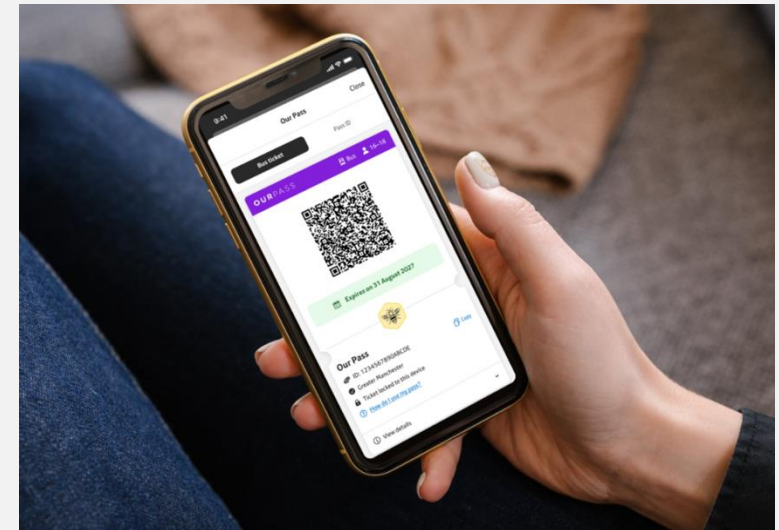
Listened to Our Pass Users



..and our Customer Services colleagues



to deliver an app-based user experience



APPLY

**REVIEW &
APPROVE**

TRAVEL

APPLY

REVIEW &
APPROVE

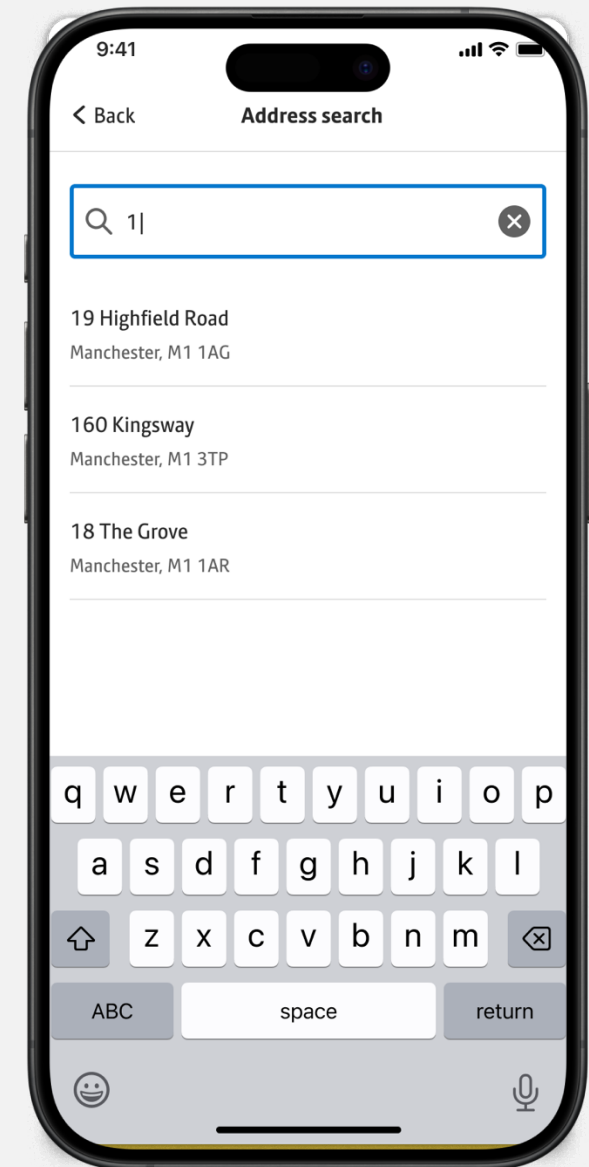
TRAVEL

 **Enter address**

 **Upload proof of ID and address**

 **Take a selfie**

 **Pay £10**



APPLY

REVIEW &
APPROVE

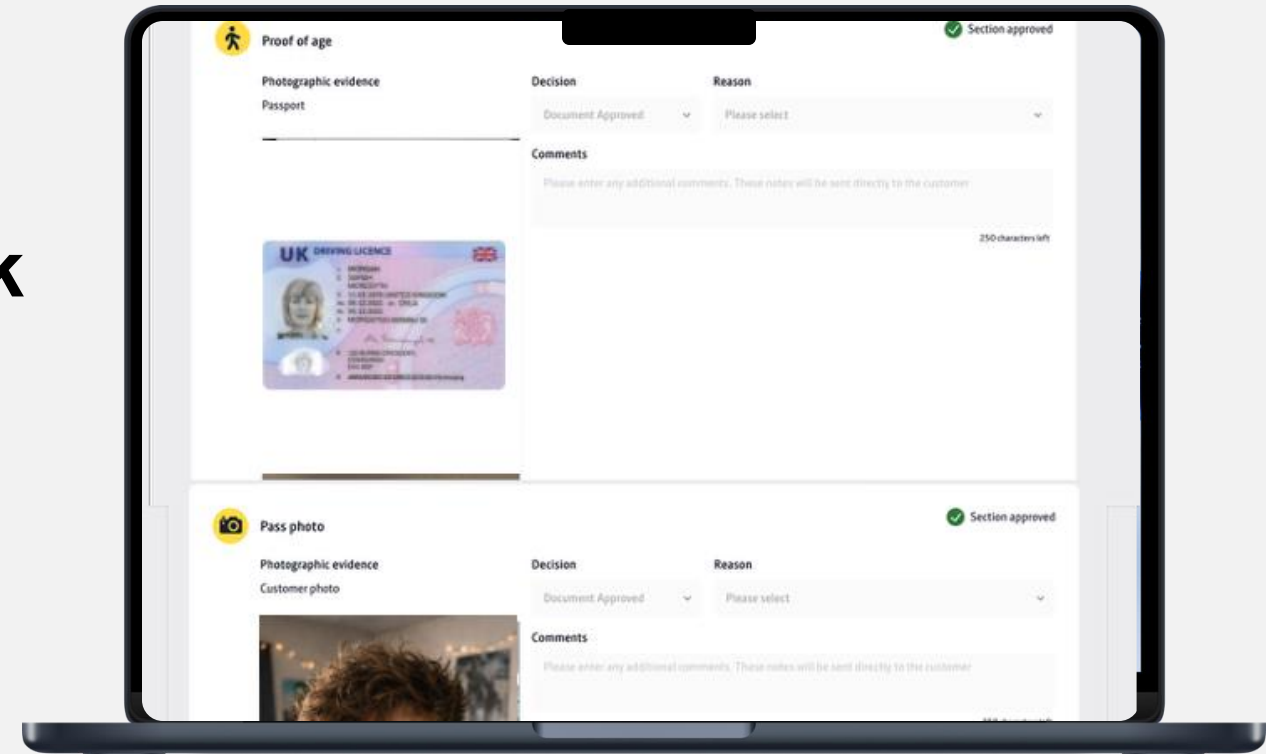
TRAVEL



Agents can review application



Easily approve, reject or ask for more information



APPLY

REVIEW &
APPROVE

TRAVEL

Digital Our Pass

Use Our Pass direct from the Bee Network app

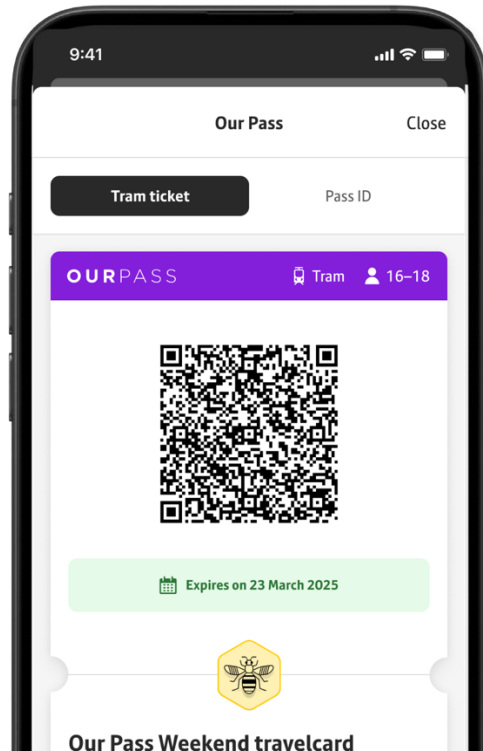


Photo ID in app



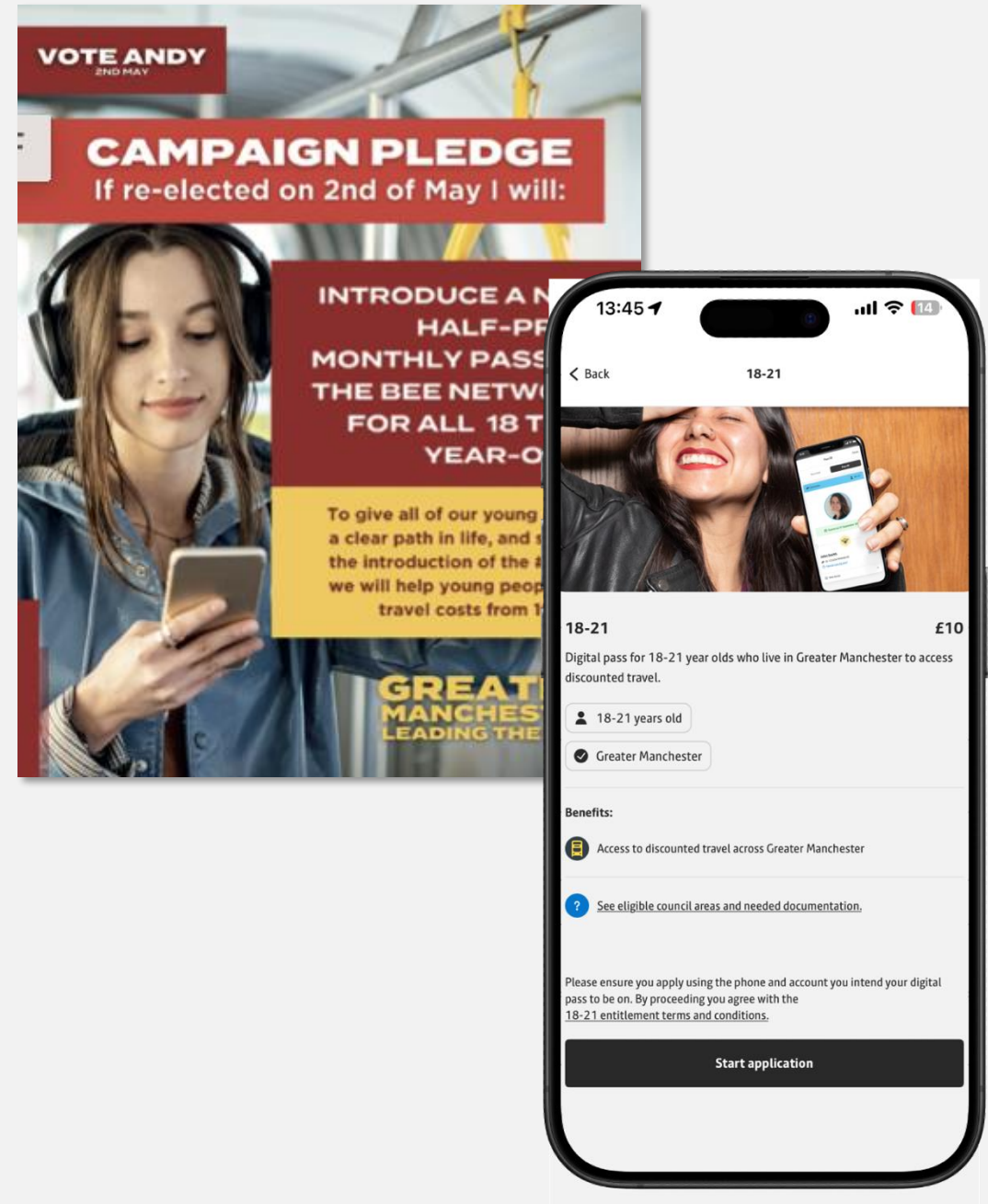
QR code for free bus travel in app



Ability to purchase discounted tram ticket

Outcomes ...

- Great feedback
- Typically same-day approval
- Less than 1/2 number of contacts
- We were able to extend to new 18-21 scheme
- Dramatic increase in use of discounted Tram ticket
- Significant increase in app users



A model for more concessions ?

- 🐝 **How can we leverage ID verification ?**
- 🐝 **Improved automation ?**
- 🐝 **Achieving interoperability**





BEE NETWORK



Thank You