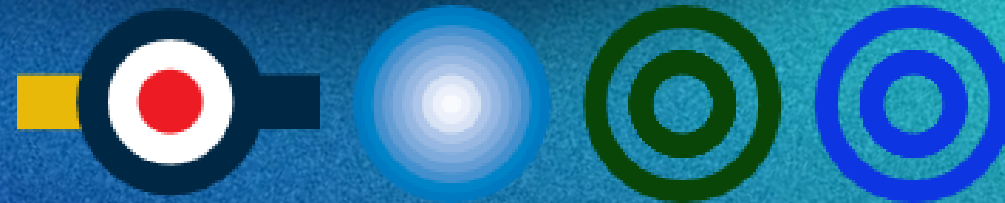


National ticketing app

— launched in Denmark



Tina Hørbye Christensen, CEO

Rejsekort & Rejseplan A/S

Who are we?

The Danish State

Municipalities and regions

Owners:

Danish public transport authorities



Board: Owners and The Ministry of Transport

Rejsekort & Rejseplan A/S



How was the ticketing landscape before?



1979

The punch card

Paper tickets



1980



2000

SMS tickets

Rejsekort



2011



How was the ticketing landscape before?

Rejsekort



From 2011

Regional Ticket apps



From 2012



Point of departure

01.

**New law in 2019: digitalize
the current rejsekort system**

Reduce costs
Customer request

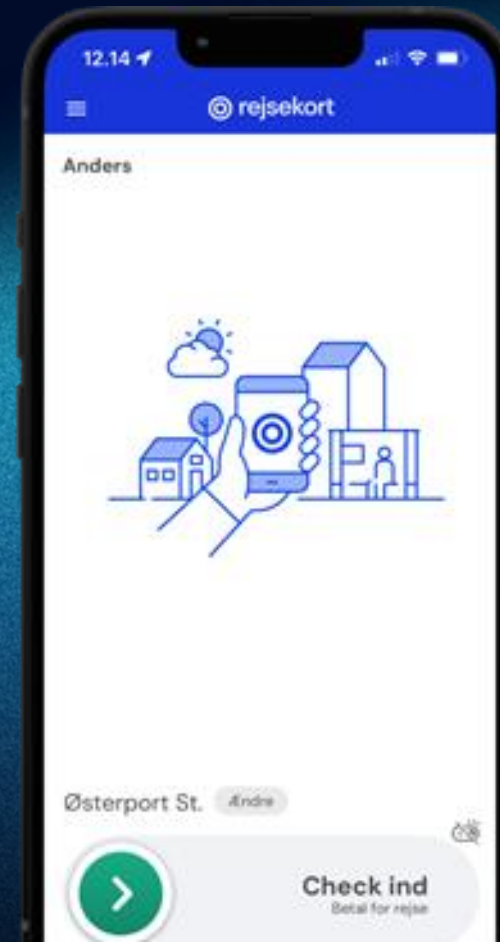
02.

**Replace local apps with a shared app for
prepaid tickets: Rejsebillet**

Reduce costs
Less complexity for the users



From Card-Based to Mobile-First — but not Mobile-Only



Mobile first strategy

The Danish society is already very digital:

 skat.dk

borger.dk

 eBoks

sundhed.dk

Mit 

5%

Exempted from digital mail

97%

of Denmark's population over the age of 15 have an active MitID

We expect

90%

of journeys in digital solutions

10%

Of journeys using Basiccard

New product landscape in the future



Rejseplanen/MaaS app

Nationwide journey planner and live traffic information



Rejsebillet

Nationwide pre-paid ticketing app



Rejsekort

Nationwide app-based swipe in, swipe out ticketing system



DSB app

The alternative to the app



Basiskort: nationwide card based swipe in, swipe out



On-board ticket sales by the bus driver



Strategy and proces for the new solutions

MVP –approach:

Build the highway first
and then add features

Parallel phase out of
old system

01

02

03

04



Standard modular
solution

Start with the digital
solution, then the
alternative

Creditcard
and MaaS

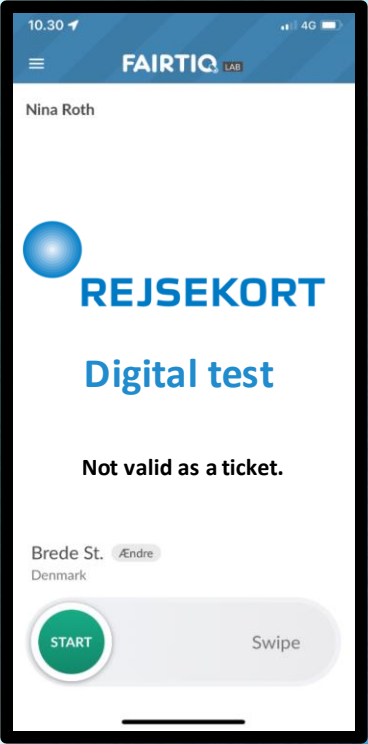
PHASE 1

PHASE 2



Collaboration process with FAIRTIQ on the app

Internal test



2022

Live pilot



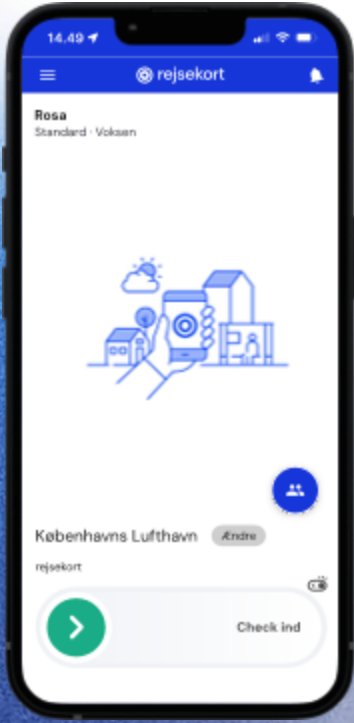
2022 - 2023

MVP



2024

Full rollout



2024



Great reception of Rejsekort as an App

What do users say?

90% believe the app makes it easier to travel by public transport

90% rate the app as user-friendly

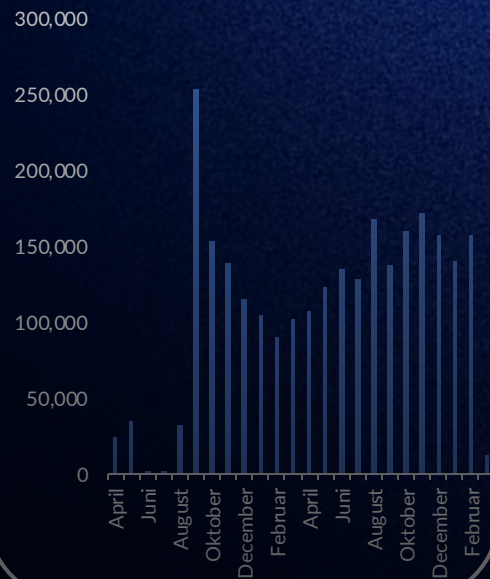
81% have high trust in the app and its functions



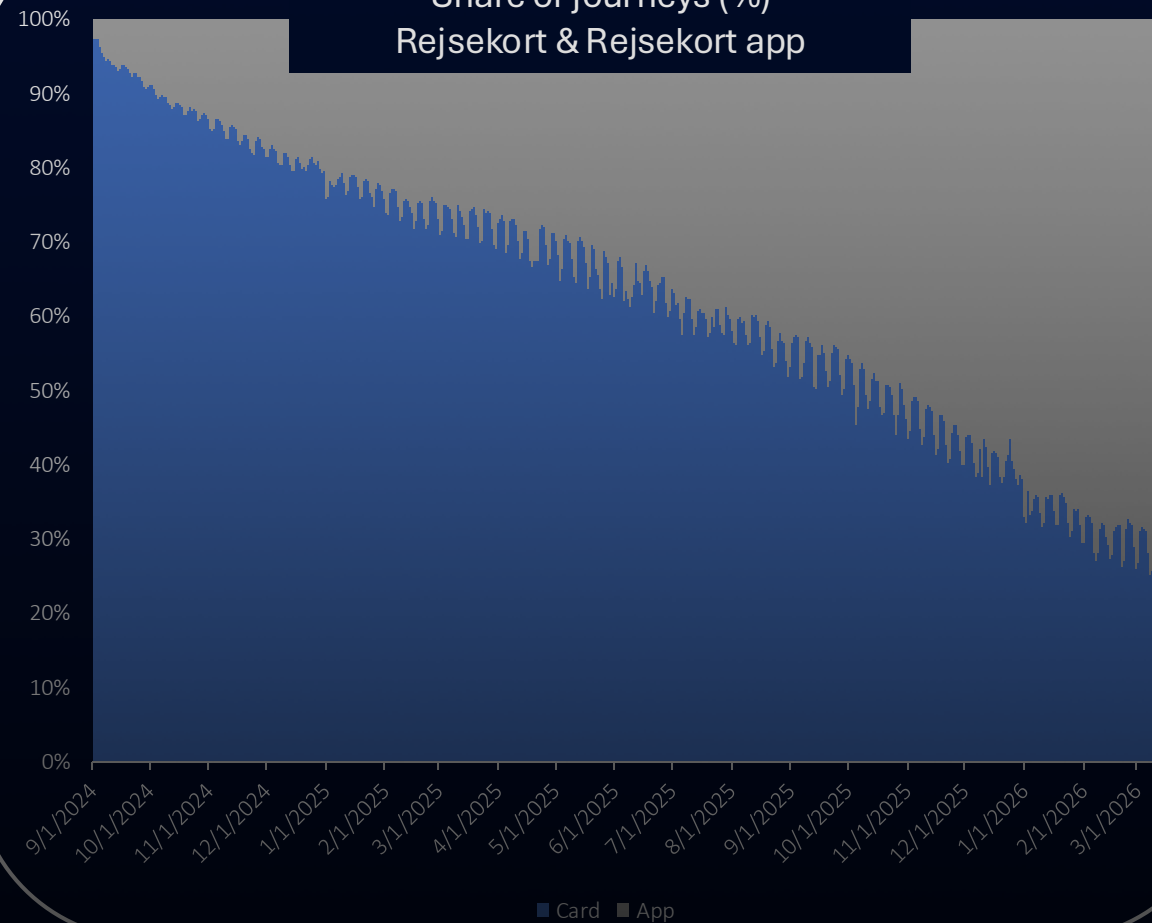
Status of the roll out

Number of registrations in the app

Total: **2.635.094**



Share of journeys (%)
Rejsekort & Rejsekort app



Basiscard

— for users who cannot or do not want to use the app



Basiscard user group



Don't have a smartphone, including children



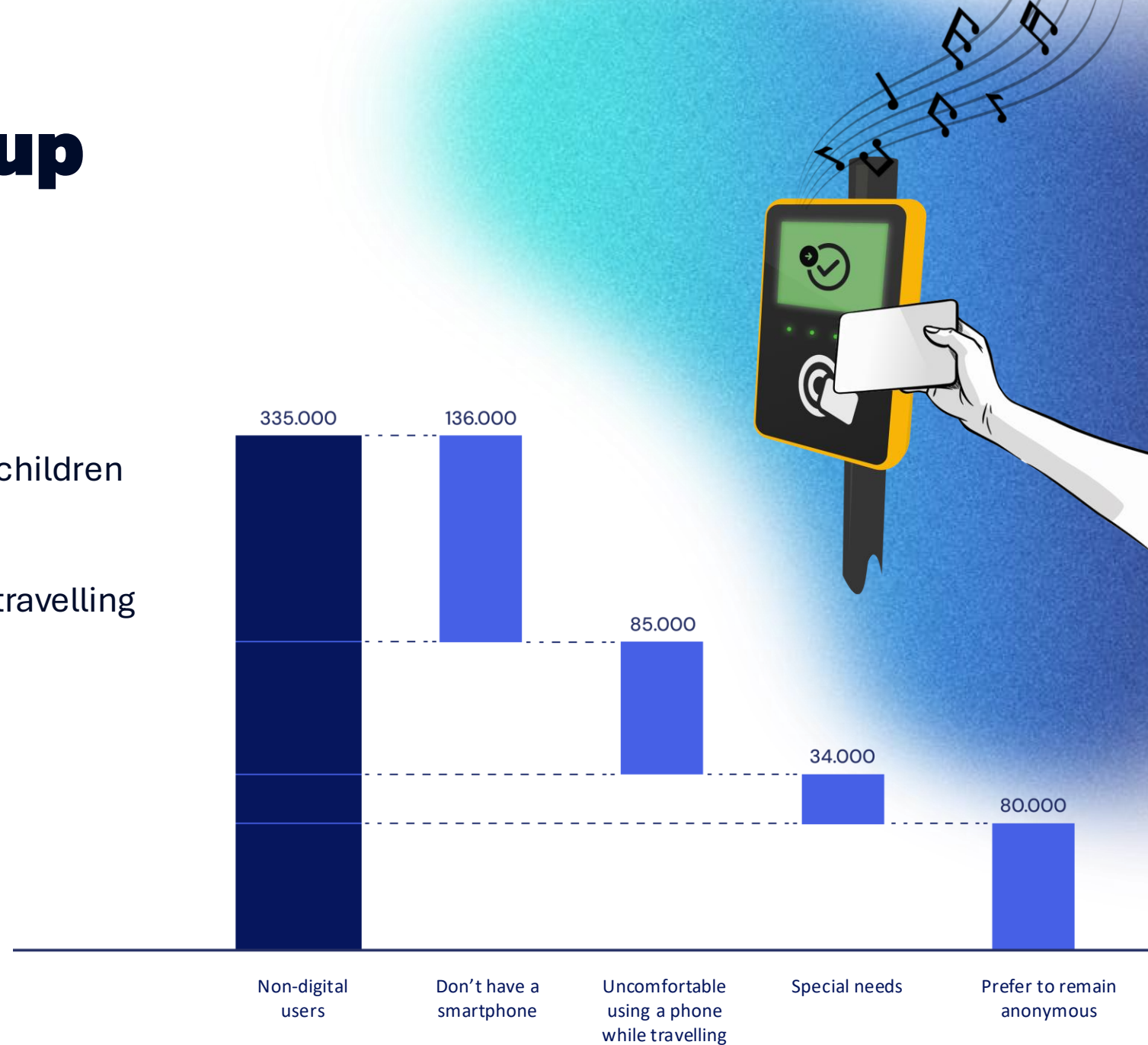
Uncomfortable using a phone while travelling



Special needs



Prefer to remain anonymous

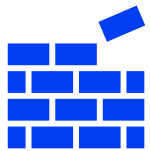


Developed in close dialogue with user organizations

Principles in the development



No one left behind



We are developing an alternative to the app for users who cannot or do not want to use it



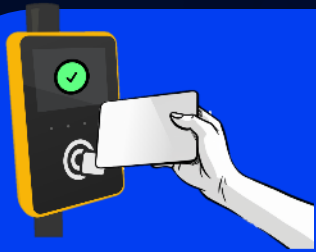
Ongoing user involvement and close collaboration with user organizations



We have established the **Forum for Digital Inclusion on the Move**, which provides important input to the development

1. Danish Disability Organizations
2. The Danish Association of the Blind
3. LEV – Life with Intellectual Disabilities
4. The Danish Autism Association
6. Danish Seniors
7. The People's Movement for a Dementia-Friendly Denmark
8. Local Government Denmark (KL)
9. The Libraries' Network for Digital Inclusion

Description of Basiscard



Check-in, check-out

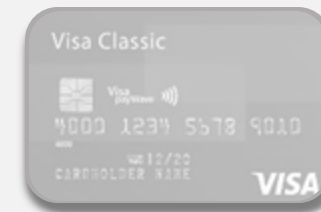
by scanning the Basiscard
on the validator



Basiscard

Two types

1. Personal card, linked to creditcard
2. Anonymous, cash refill



Payment cards

After full launch

Validators are equipped
with technology to
support payment cards



Digital inclusion



App MVP
Apr 2024

Public Launch
Sep 2024

Basiscard MVP

Public launch
Feb 2026

Close of the Rejsekort system

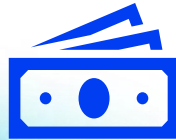


MVP Rejsekort app - Continuous feature releases

MVP Basiscard - Continuous feature releases

Parallel operation: Rejsekort runs in parallel with the app and Basiscard

Phase-out summer 2026



Payout

Automatic payout of amount on Rejsekort



Payout (Anonymous cards)

New web solution developed for payout of anonymous cards



Transfer Data

Transfer of data to Data Warehouse: bookkeeping legislation, customer service



Massive effort on communication and change management

Press releases and press appearances

SOME communication

Marketing to the majority:
TV, stations, busses, trains,
news papers

Nudging effort: signs on old
hardware referencing to new
solutions

Niche media: memberships
magazines

Onboarding: webinars for IT
assistants for elderly,
Citizenservice in
municipalities, mobile
customerservice, extra
assistance on transport hubs

Political communication:
municipalities, regions,
transport spokespersons and
transport committees

**All activities are split between Rejsekort and the transport authorities
So we coordinate shared initiatives**



Learnings



Data

Data authority and data minimizing



Phased releases

Difficult for public and press to understand phased releases



Inclusion

Despite massive effort in digital inclusion, still uncertainty amongst vulnerable users



Next phase: Rejseplanen

- becomes a MaaS app and new functionality is added



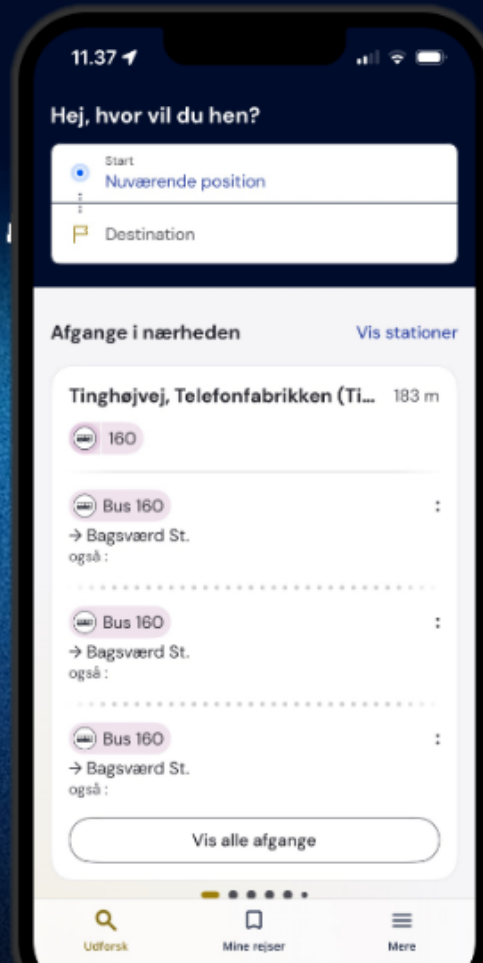
Flextrafik integration

Easy access to booking and payment in Flextrafik's booking platform



Easy access to third-party products

Search for combined journeys with public transport, Flextrafik, and other mobility services



Personalization

Personalized traffic information based on user preferences



Easy access to ticket purchases

Through the MaaS app, users can access products from Rejsebillet, the Rejsekort app, and other relevant products

Questions

?

