



Mobile ticketing solution



Public transport in Skåne, particularly in the Öresund region, is characterized by large traveler volumes and high urban tempo. Secure and user-friendly IT solutions are essential to travelers.

Challenge

Skånetrafiken requested a complete ticketing solution:

- implementation of ticket server systems and Back office
- implementation and integration of mobile ticketing solutions for Android and iOS in existing apps
- integration of online payment solution PSP, SMS server, the traffic system ETIS and more.

The system should be delivered within a very short time-scale and must also work with neighboring Swedish transport companies and the Danish DSB.

Skånetrafiken

Skånetrafiken is responsible for public transport in Skåne; it is a regional authority within the County Council of Skåne. Each year there are over 100 million bus trips, in addition to more than 40 million trips on the local rail systems Pågatågen and Öresundstågen.

Solution

The basic service for the traveler is an app that provides a credit-card-based "ticket machine in your pocket." It provides electronic tickets that are easy to understand, read and use. It is possible to buy tickets within Skåne, to neighboring counties and Denmark.

For Skånetrafiken's customer service, it is easy to locate individual tickets in order to help travelers and, for example, make repayments. The company can also compile statistics on, among other things, ticket sales, numbers of travelers and their chosen mode of transport.

The project started in February 2013 and the service went into operation on time – five months later.



Results

One year after commissioning, the service has about 190,000 registered users. Electronic ticket sales have increased every month and are now about 120,000 tickets per month.

The expensive and service-dependent ticket machines at stations are now used less and less. The SMS ticketing solution, which has proved troublesome and is prone to cheating, is likely to be phased out.

The ticketing solution is being developed further and provided with new functionality. Examples include scanning of travel documents and tickets that can be distributed for promotional purposes to attract new travelers to use public transport.

"It's great to be the project manager for a service that has become so appreciated by our customers and that has also received a huge amount of positive attention within the industry."

– Pernilla Nilsson
Business Developer, Skånetrafiken