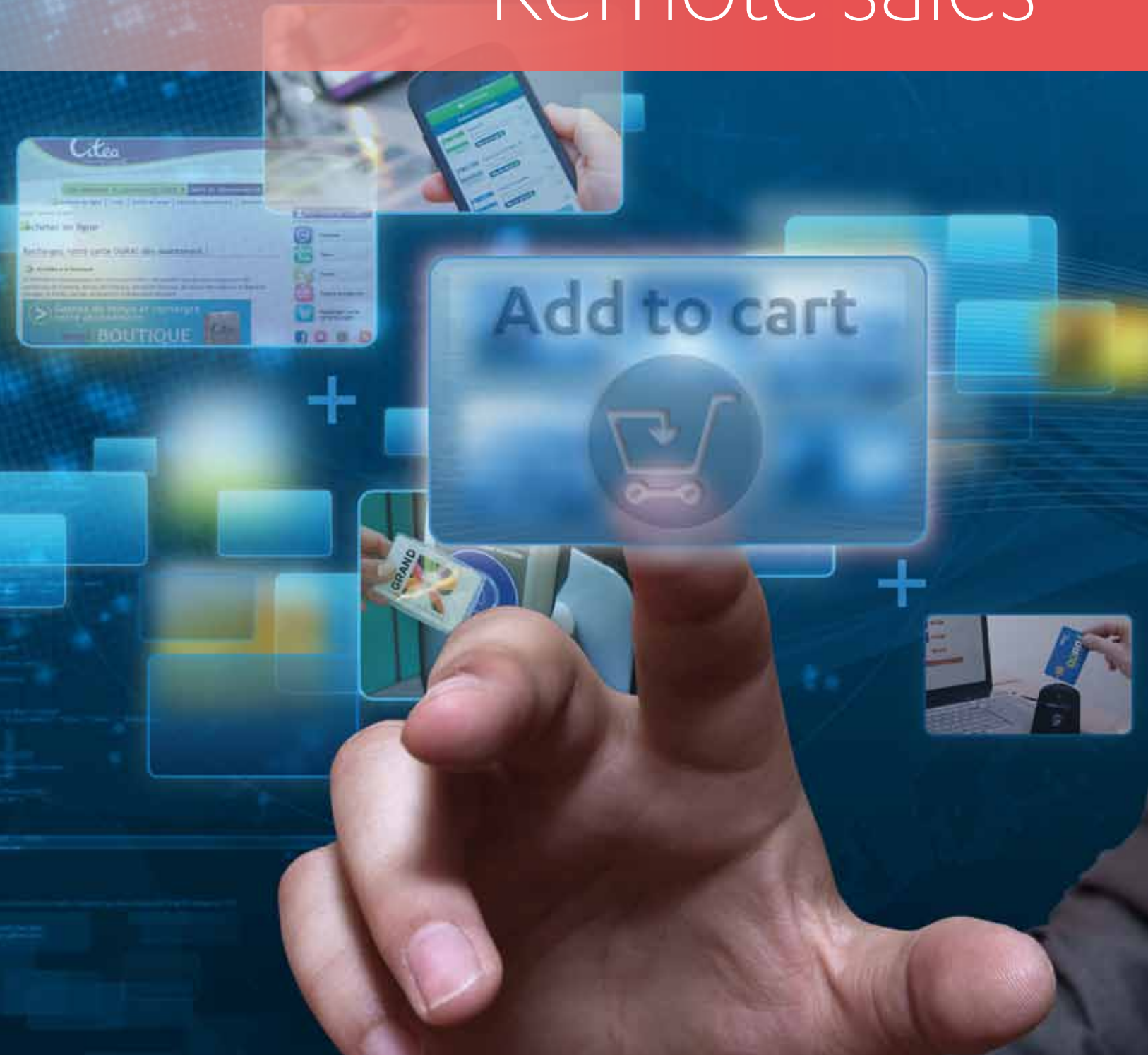


# Remote sales



---

# The expertise of a partner **attuned to the needs of local communities and passengers**



As the trusted partner for local authorities, our objective is to offer innovative, reliable mobility solutions, combining operational performance excellence with a sense of public interest. Solutions that contribute to quality of life and the harmonious development of regions, customized to respond to specific local conditions. Solutions that meet the needs of all and provide the high quality of service expected by travelers. Solutions for public transportation that ensure mobility for people -- today and tomorrow.

Attuned to the individual expectations of customers and passengers and the changing needs of communities, Transdev teams engage with our local partners on a daily basis. Our international profile and the diversity of our professions enable us to conceive the most innovative responses to keep our passengers connected when they're on the move, with simple and seamless mobility. Designing the solutions that we deliver to each traveler we serve is our inspiration. Mobility inspired by you.



**Jean-Marc Janaillac**  
Chief Executive Officer, Transdev



# Remote sales

With the explosion of digital technology, our lifestyles and consumer habits are undergoing a profound transformation. More than 91% of the French search for information online before making a purchase. Online purchases also continue to grow and the number of mobile devices has nearly tripled in the last two years. Worldwide, 41% of consumers\* say that paying via their mobile device is "cool" and 38% find it easier than a credit card. In addition to this strong trend, zapping between channels is becoming the norm, from searching for information to making the final purchase... The chosen purchase method by the almost 70% of consumers who are "remote" buyers can be online, by mail or telephone. Recently, there has been an acceleration in exchanges between the web and stores, referred to as "web2store" or "mobile2store."

## WHAT ABOUT IN PUBLIC TRANSPORTATION?

This profound revolution in information searches and purchasing opens new opportunities for public transportation operators. To be "mobile" today means being able to access everyday services without having to move and benefiting from immediately accessible, easy-to-use sales solutions, available 24/7.

Public transportation, with its multiple contact points (internet, mobile phones and devices, interactive kiosks, ticket vending machines, mail order, sales offices and agents, etc.), must rethink its business strategy from a multi-channel perspective. To understand changes in the purchasing behavior of our customers in light of available sales channels, Transdev commissioned the French Institute of Public Opinion (IFOP) to conduct a national study in 25 major French cities. The results show that each sales channel has its supporters

who describe it as practical, reassuring and suited to their lifestyle. A large majority of customers remain committed to human contact and their habits; only 11% of respondents say they prefer to buy online and on their mobile phone. Nevertheless, 42% of respondents have recently changed their "preferred" channel, demonstrating that opportunism trumps loyalty!

**For Transdev responding to this change with the implementation of simple, attractive solutions as part of a viable business model is a major priority. Balancing the role of drivers, sales offices, agents and vending machines... leveraging the efficiency and flexibility of the Web, while providing full geographic coverage, are all components of a successful marketing policy.**

*\*Sources: Credoc 2012, IFOP 2012, First Data & Market Strategies International 2011*





# Good reasons to choose Transdev

## LEVERAGE EXPERT SKILLS

### *Technical expertise and sales and marketing skills*

Transdev's internal high-level technical expertise – including digital – spans from the design to the industrialization of solutions. Teams specialized in fare structures and marketing techniques provide rigorous ongoing intelligence on markets and technological developments, advising transit authorities on every facet of their project.



## UNDERSTANDING BEFORE ACTING

**May 2013 –**

### ***Cross channel study***

A methodology combining a national survey conducted by the French Institute of Public Opinion and five surveys conducted on five Group's networks. Results of the surveys highlight differences depending on each local context. A shift in use from offices and agents to online sales is frequently seen, primarily a result of practicalities (easy, fast, adapted).

## A CUSTOMIZED INDUSTRIAL OFFER

### ***Implementing an array of adapted and modular solutions***

One of Transdev's major technical assistance roles is combining the transit authority and operator perspectives to enable convergence of different technical solutions and make them useful on a daily basis. Whatever the size of the transit system, the nature of its technical environment, the completeness and variety of its distribution channels, Transdev has a range of customized, evolutionary solutions for remote sales, offering accessibility and interactivity.

## IMPROVING TRANSIT SYSTEM PERFORMANCE

### ***Remote sales, a valuable asset***

Remote sales help optimize transit system management in terms of both cost effectiveness and passenger satisfaction. By reducing customer lines in branch offices, controlling operating costs of vending machines and improving fraud monitoring, sales network performance is improved. It also helps keep transit services running on time by reducing on-board ticket sales.

## MOBILIZE MULTIDISCIPLINARY TEAMS

### ***A multidisciplinary approach to optimize application***

Directing projects with a multi-disciplinary dimension requires a broadly focused approach. From project phase to operations, our teams integrate the prerequisites and constraints of all stakeholders. Particular attention is paid to the development of "passenger-friendly solutions" to maximize acceptance. Specialists are quickly brought in to deal with ergonomic issues and conduct workshops (customer experience/ purchasing scenarios, etc.) to refine understanding of needs and uses.

## DEVELOPING A CROSS CHANNEL LOGIC

### ***Complementary sales channels***

Transdev systematically analyzes the role and positioning of each sales channel (whether conventional or innovative) to ensure the viability of the business model, preventing the risk of increased operating costs and confusion for the customer. The needs of every customer segment are considered to encourage online/ offline convergence and maintain personalized contact.

## GROWING CUSTOMER KNOWLEDGE

### ***Solutions conceived for the passenger***

Development of these remote sales solutions involves a thorough knowledge and continuous monitoring of our customers, their needs, preferences and motivations for using our services and choosing their sales channel. Transdev offers a range of pre- and post-test survey methods, with detailed analysis of the customer experience.



## MAKING PROGRESS ***Capitalizing on experience feedback***

In a world of rapid change, Transdev has more than five years experience in providing transit authorities with feedback in the areas of e-commerce and remote sales. Online services were opened in 2009 in Grenoble and on NFC mobile phones in 2010 in Nice. Real-time online sales, from USB key tickets to electronic smart card readers, have been operated for more than three years in Grenoble and Montpellier, and now also in Reims. Nine online stores have been launched by Transdev and three more are on the way.

## FACILITATING TICKET PURCHASES

### ***Simple, easy and practical***

Remote sales must be customer friendly and Transdev ensures that new solutions will work by making access easy. The tool must be well understood to address the specific features of each customer profile, beginning with the design phase. Particular attention is paid to the clarity of messages and labels and to the rationale and number of steps on each screen page. Customer support can be enhanced with a virtual agent such as Thea in Valence or Lisa at Connexion, who welcome clients online and answer their questions.

## UNDERSTANDING LOCAL CONTEXT

### ***Encouraging partnership initiatives***

Transdev supports local decision-makers with their projects and proposes ideas to improve the appeal of the city's mobility services. A priority focus area is leveraging local infrastructure. In 2010, Transdev signed a partnership agreement with the Banque Populaire Caisse d'Epargne. Its first application resulted in two innovative actions in Reims: recharging smart cards at Caisse d'Epargne ATMs and introducing the Citevia card, which acts as both a transit pass and a bank card.

# EMMA: mobility in action in Montpellier

With a dynamic region of 31 municipalities and 424,000 inhabitants, the Montpellier metropolitan area has long demonstrated its commitment to providing high quality service, enriched with innovations in public transportation and associated services.

In response, Transdev and the TaM transit system continuously introduce innovative solutions that facilitate the use of public transportation and respond to consumer lifestyle, consumption and information patterns.

Since the first quarter of 2010, Montpellier and TaM have offered online ticket sales, available to download to a USB key called "CléTaM"\* or directly onto a smart card via a mobile card reader. By the end of 2012, 10,000 customers had opted for online payment which resulted in 24,000 transit passes recharged off the website.

CléTaM\* marks the first step in an ongoing approach, building toward implementation of the EMMA service project.

EMMA (Espace Multimodal de Montpellier Agglomération) is a partnership project between the Montpellier metropolitan area, TaM, the Languedoc-Roussillon region, the city of Montpellier and Transdev, supported by the European Union and the French government (FEDER Plan 2007/2013). The partners share their expertise and in-depth knowledge of the region. TaM contributes its understanding and experience in multimodality to EMMA. Customer habits, expectations and intentions highlight the project's potential as shown in a 2011 survey: the web is a common tool for 78% of respondents and 57% make purchases online. Support for the digital project is demonstrated by the positive attitude towards proposed uses for information (75%), registration (53%) and purchases (57%). The partnership project is a model: the strong strategic objectives must respond to the essential challenges of ensuring mobility for all. To provide an alternative to private car use, EMMA must also simplify access to mobility services by implementing tools using new information and communication technology as well as making these services more accessible to the most disadvantaged segments of the population.

**To support TaM and the Montpellier community in building the EMMA platform, Transdev has adopted a modular,**

**multi-channel and multimodal concept, using the flexibility offered by digital technologies.** Once a customer's online account is created, they can make their purchase by e-mail, recharging a transit pass or a USB key online; view the contents of the pass or key at any time and access sales and after-sales services as extensive and thorough as any sales office. The customer/sales agent relationship is thus completely electronic. A virtual sales office is available at any time and accessible via several channels: online on a personal computer, a mobile device, kiosks...

The first phase of EMMA's deployment is planned for the end of 2013. The second phase, due in 2014, includes deployment of touch screens, available to the public in places considered safe and secure, sales via NFC mobiles, as well as the opening of a new digital agency. A real platform for multimodal online sales, it will provide access to transit services, car sharing, parking and bicycles in a single transaction. Eventually, offers beyond mobility (public swimming pools, libraries...) will gradually be added. Through termination and investment, this concept is definitely the most ambitious developed in Europe and probably in the world.

*\* CléTaM: online purchase and recharging of transportation ticket on a USB key with a transportation app that gives it the qualities of a contactless transportation pass.*

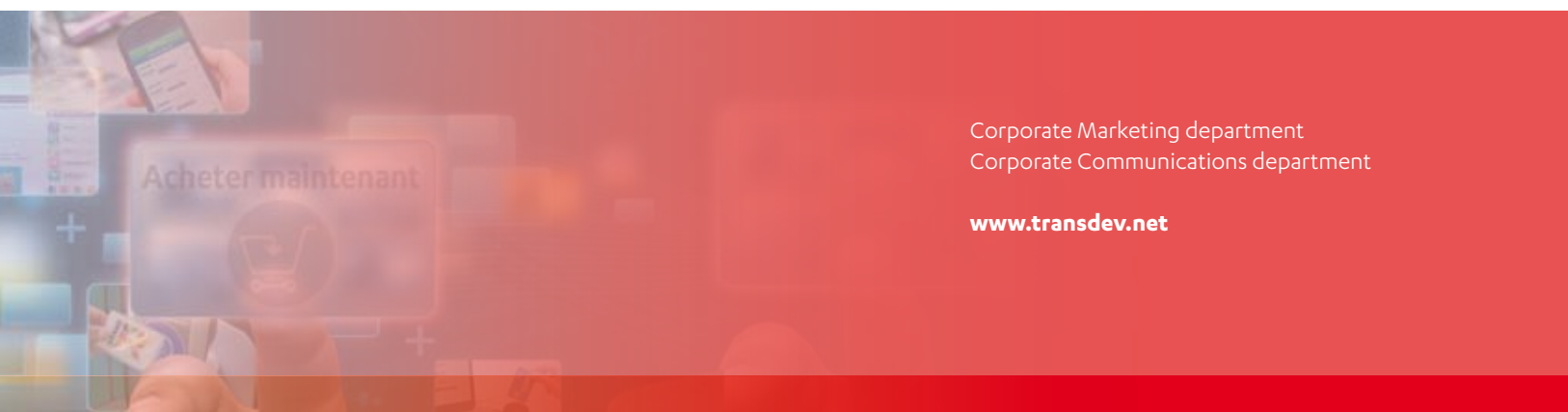


“

*Our vision:*

*Inventing new mobility solutions for the good of our planet, the sustainable growth of cities and regions and the quality of life of our passengers* ”





Corporate Marketing department  
Corporate Communications department

[www.transdev.net](http://www.transdev.net)





## CONTRACTUAL FACTS

### STAKEHOLDERS

¾: Transdev Group  
¼: the Bank of Nederlandse Gemeenten

## MAIN OPERATIONS AND ACTIVITIES

- Interurban and regional bus services
- Regional rail services
- Ferries
- Transportation on Demand/Ambulance services
- Bus tours
- Taxi services (including executive transportation and Schiphol Airport Shuttle)

## KEY FIGURES

### RIDERSHIP IN 2012

Public transportation: 174 million trips  
Taxi: over 16 million passengers

## Context

The public transportation market in the Netherlands is highly competitive. It consists of 46 concessions that are granted every 5-10 years by local authorities. Connexxion service offer is to provide innovative transportation services that enhance the passenger travel experience.

In 2011 the government introduced the OV-chipcard (public transportation smart card) in the Netherlands as the main payment method for trains, busses, metro and ferries. Distribution of e-ticket products occurs through a mix of channels:

- > Smart card validators/vending machines;
- > Web stores/ticket agents;
- > Customer Service Call Center/service desks.

## Our answer

### Introducing a state-of-the-art web shop

Connexxion was one of the first public transportation operators to open an web store connected to the National Action List (national Smart Card database) on their website as a one-stop-shop (both information, purchases and after-sales services) for all customers. Services were developed to facilitate the sales process for customers and to maximize the usage of the online distribution channel.

#### 1. Passenger information

- > Personalized web assistant (Lisa)
- > Customized journey information
- > Ticket, fare and conditions information (displayed graphically)
- > Cutting edge search engine optimization

#### 2. Ticket purchases

- > e-Purse
- > e-Ticket products
- > Automatic email order confirmation
- > Other added value products, i.e. insurance, books, electronics, etc.

#### 3. Distribution of tickets

- > Smart card validators onboard vehicles
- > Connexxion Customer Service Desks
- > Network of over 300 ticket sales agents

#### 4. After-sales and Customer Relationship Management

- > Online refunds
- > Automatic product expiration reminder
- > Customer newsletter
- > Social Media

## Objectives

Part of the challenge for all public transportation operators in the Netherlands is to offer a cost-effective, easily accessible distribution network that enable all passengers to transmit purchased credits or e-ticket products to their smart card. Sales and distribution must be understandable and user-friendly, and after-sales services readily available.

## RESULTS

- > Since the opening of the web store on December 17, 2012, it has on average 1,250 visitors of the website and 170 transactions per day; 22.9% of visits are made with a mobile device. After 6 months, the web store already accounts for 23% of their target product sale and a 14% conversion rate
- > A qualitative survey conducted in the Amsterdam region has shown very positive results for the web store. Respondents especially appreciated the information offered on the different products
- > Users of the web store also show their appreciation: 51% return at least once to make an online purchase

# Valence-Romans – FRANCE

A connected transit system  
for simpler journeys



## CONTRACT FACTS

### ORGANIZING AUTHORITY

Syndicat mixte Valence  
Romans Déplacements  
(VRD)

### OPERATOR

Citébus des 2 rives -  
Transdev subsidiary

### CONTRACT SCOPE

Citéa transit system  
operation  
Operation of Romans  
multimodal station and  
Libélo Service (self-  
service short and long-  
term bike rental)  
The Citéa network is part  
of the OûRA! Community  
and its multimodal and  
interoperable ticketing  
system across the Rhône-  
Alpes region.

## KEY FIGURES

**POPULATION SERVED**  
220,000 inhabitants

**AREA**  
39 municipalities

**RIDERSHIP**  
40,000 travelers/day  
10.2 million trips in 2012

## Context

For several years, Valence Romans Déplacements has been reviewing how to better serve the needs of the Roman-Valence population in facilitating their daily commute. Citéa's response to these needs includes the introduction of new technologies and the development of innovative, efficient and consistent solutions.

## Objectives

- > Develop a quality transit system, even more accessible and efficient, through constant innovation.
- > Facilitate and encourage travel for the region's residents.
- > Continue to bring more services to travelers for more ease, reliability, performance and a compelling result: simplified travel.

## Our answer

Since opening its online store in August 2010, Citéa, with Transdev's technical support, has been offering transit customers the opportunity to purchase tickets and transit passes online. This service also allows increased access for recharging OûRA! cards. Thus, some 25,000 customers of the Citéa transit system who use the card can renew their subscription online through the web store. Purchased transit passes are available on the OûRA! card within 48 hours of the time of purchase.

2013 marks a new step with Citéa offering more innovative services to customers to further facilitate their travel:

- > Théa, the virtual web assistant, welcomes customers to the website by proposing direct access to requested information.
- > Post-payment is a unique service in the Rhone-Alpes region, allowing customers to pay after they have traveled; it is no longer necessary to wait in line to buy tickets, to have change ready or to hurry to recharge the smart card.
- > The smart, convenient transportation sticker: the mobile phone becomes a ticket. While awaiting the NFC service, the Valence network opted for an original solution: the transportation sticker. The flexible data chip sticks to the back of a mobile phone and behaves like a smart card (validation, recharging); it works even if the phone is off or out of battery. This device is intended in particular for younger generations: 98% of people under 26 have at least one mobile phone. While they often lose their transit pass, they hardly ever lose their phone!

## RESULTS

- > Since the launch of the online store, Citéa has had an increase in ticket sales of 43%
- > 85% of users who have asked a question to Théa are satisfied with the response received



## CONTRACT FACTS

### ORGANIZING AUTHORITY

The metropolitan area of Nantes

### OPERATOR

SEMİTAN - Société d'économie mixte des transports de l'agglomération nantaise

### CONTRACT SCOPE

Network operation (tramway, BRT, bus, river shuttles)  
Park and ride

## KEY FIGURES

### POPULATION SERVED

580,000 inhabitants

### AREA

24 municipalities

### RIDERSHIP

121.3 million passengers in 2012

## Context

The Nantes metropolitan area, dynamic and attuned to new technologies, counts more than 250,000 smartphone owners. M'Ticket, put into service in November 2012, is part of a comprehensive approach presented and initiated by SEMİTAN as part of the 2010-2016 delegation of service contract. The strategic objective expressed by TAN was to "launch a second engine to drive revenue growth." M'Ticket targets nearly 150,000 "very" occasional customers that qualified as "nomad" consumers, who represent 5% of the network traffic and buy single tickets.

## Our answer

M'ticket is a service of the TAN App, a multi-service and multi-channel tool offering flexibility and accessibility for ticket sales and validation on mobile devices. It is based on a simple architecture, completely free of the constraints of a heavy ticketing system. It is designed to enable NFC technology integration.

### A simple, accessible service for many users, compatible with 75% of smartphones in the city of Nantes (Android or iPhone)

The simplicity of the features is an added bonus: pay, check the M'Ticket account, validate and present the ticket on a smartphone.

TAN sells an average of 800 M-Tickets per day, virtual tickets that can be purchased at any time, directly on a smartphone. It is estimated that this new mobile ticketing solution has attracted around 5,000 users.

### Transdev supports M'Ticket's success

After a year of operation, SEMİTAN has planned several improvements:

- > Ergonomic changes to make the service easier to use New services providing additional customer support, including after-sales services (reporting loss/theft, ordering a duplicate directly from the TAN App).
- > Since the end of June 2012, the app has been available for BlackBerry.

Transdev supports SEMİTAN in the implementation of these improvements, building on this expertise to explore new deployments.

## RESULTS 6 MONTHS LATER

A commercial success:

- > 100,000 downloads, 60% from the AppStore, 40% from Google Play (Android)
- > 120,000 tickets sold, 100,000 tickets validated, average of 800 validations per day



## Rouen – FRANCE

Online store – A new way of accessing public transport

### CONTRACT FACTS

#### ORGANIZING AUTHORITY

The metropolitan area of Rouen/Elbeuf/Austreberthe (French acronym : CREA)

#### OPERATOR

TCAR – 100% Transdev subsidiary

#### CONTRACT SCOPE

Network operation (light rail, BRT, bus, school and special service lines, taxi)

### KEY FIGURES

#### POPULATION SERVED

413,000 inhabitants

#### AREA

44 municipalities

#### RIDERSHIP

187,500 passengers/day  
48.5 million trips/year in 2012

### Context

In 2005, TCAR made its website a place for contacts, information and interaction with passengers. In 2010, TCAR decided to expand the site's services with the introduction of its web store and the option to pay fines online with a personal account. In September 2012, all public transportation providers became part of the public transit authority, CREA's, region under the identity "RESEAU ASTUCE" to offer customers a wider and more consistent range of services. As part of this restructuring, the [tcar.fr](http://tcar.fr) site became [crea-astuce.fr](http://crea-astuce.fr) while retaining its original features.

### Our answer

#### Cityway/Transdev online store

A sales service available online 24/7, which enables customers to load their smartcard within 48 hours through onboard validation or on vending machines. It also allows customers to pay any outstanding amount directly from their bank account.

Introduced in 2011:

- > The online shopping cart allowing a single payment for multiple purchases and smartcards.
- > Later the same year, customer can also settle outstanding payments for subscriptions paid by direct debit.

#### Supporting the change

To ensure a smooth transition from sales agents to online sales, after a year of operation, TCAR launched several incentive campaigns:

- > Early 2011: A contest "Celebrating 1 year of innovation" to measure customer interest in the [tcar.fr](http://tcar.fr) website. 3,000 customers responded to the question "Which of these functions available on the [tcar.fr](http://tcar.fr) website is most useful to you?" 20% expressed support for the web store.
- > Summer 2011: In partnership with Universal Music, the operation "Start a new school year with music" rewarded any purchase of music downloads on the TCAR e-shop. Nearly 5,000 Universal Music codes were assigned.
- > Summer 2012: In partnership with Beauvais airport, a chance to win plane tickets was offered for every transit ticket bought online. Due to the very good results, (+ 48% of sales between June and September), the campaign was renewed in 2013 to promote the transfer of sales from the agency to the online store.

### Objectives

- > Simplify the sales system and reduce waiting times in offices.
- > Optimize distribution costs, including for offices and agents.
- > Improve the recovery rate of fines.
- > Enrich the transit system's modern image.

### RESULTS

In 2012:

- > The web store at [crea-astuce.fr](http://crea-astuce.fr) recorded 16,500 orders, an increase of 43% compared to 2011
- > The sending of SMS/e-mails during disturbances increased tenfold in 2012. A total of more than 600,000 SMS and more than 500,000 e-mails were sent. 3.5 million visitors
- > 1,250 fines were resolved online; an increase of 26% compared to 2011 and payment of outstanding fines online grew by 180%
- > € 810,000 in online sales





## Reims – FRANCE

A new service to recharge smart cards at ATMs

### CONTRACT FACTS

**ORGANIZING AUTHORITY**  
City of Reims

**OPERATOR**  
CITURA

**Consortium**  
MARS (Mobilité agglomération rémoise)  
17% Transdev  
17% Alstom  
17% Bouygues  
17% CELCA  
30% CDC

**CONTRACT SCOPE**  
Network operation (bus and tram since 2011, transport on demand since September 2013, Park and Rides)

### KEY FIGURES

**POPULATION SERVED**  
208,000 inhabitants

**AREA**  
16 municipalities

**RIDERSHIP**  
121,000 trips/day  
33.7 million trips in 2012  
120,000 GRAND R cards issued

### Context

Transdev and Banque Populaire Caisse d'Épargne formalized their partnership after signing an agreement in Reims in January 2010. Their goal was to share expertise in developing innovative proposals for urban public transit customers. The new "GRAND R" smartcard used on the CITURA transit system is rechargeable, since May 2011, at 12 ATMs of the Caisse d'Épargne Lorraine Champagne-Ardenne bank.

### Our answer

This achievement demonstrates Transdev's commitment to developing locally based solutions that make life easier for customers and improve accessibility to transportation services.

Transdev expands the service offer, both in terms of access to the transit system and means of payment (recharging, distribution, and sales).

Finally, it helps open the banking sector to electronic ticket payments. This innovation completes the launch of the new Reims bus-light rail network. It is transferable to other Transdev operations interested in the process.

The customized "GRAND R" card, with a four-year life span, can be recharged in a wide network of channels: at the CITURA agency in Reims, at 50 light rail station vending machines and at more than 80 retailers equipped with a recharging terminal. The 12 ATMs of the Caisse d'Épargne Lorraine Champagne-Ardenne bank are expanding the distribution network and allowing users to consult their account balance.

### Benefits

- > Fast deployment (4-6 months).
- > An effective complement to the coverage of network contact points.
- > A level of security based on banking standards.
- > The card is recharged in real time.
- > A service accessible 24/7.

### The Citevia experiment

The protocol signed between Transdev and BPCE includes a second agreement on the testing of a multi-purpose card, introduced in November 2011. The Citevia bank card containing the transit application complements the CITURA payment system, simplifying the daily life of citizens by giving them access to a wide range of city services.

### Objectives

- > Support the launch of the light rail system with a contactless ticketing system, providing simplicity and convenience for customers.
- > Add automatic distribution quickly and efficiently throughout the region to offer even more touch points.

### RESULTS

- > 250-300 transportation ticket recharges per month
- > Increase of online sales: + 3% at the end of May 2013 compared to 2012



## DEPLOYMENT

9 websites deployed

3 additional websites planned in 2013

## Challenge

Mail order is a widely used distribution process in public transportation, particularly during the preparation of the school year to reduce lines in ticket offices and to reduce peak periods at the start and end of the month. The growth of online sales continues to evolve, with a 22% increase in online sales in the first half of 2012 compared to the same period in 2011.

## Transdev's online store

A transportation service website, to meet the expectations of users, must be able to deliver visible and easily accessible information, manage the customer relationship and facilitate ticket transactions. Traditional mail order sales processes are therefore adapted to the online world and enhanced with additional features allowing customers to access an order module from home and make purchases without going to an agency.

### The main advantages

- > An innovation expected by the customer.
- > A simplified purchase process.
- > A secure, online solution with controlled costs.

### "Mail order"

All transit system tickets and products are available online. At any time and from any location, customers can order and pay online by credit card. The customer can attach necessary documents, download forms and then receive tickets in the mail.

### Recharging the smart card

The module allows customers to register/login online with their smart card number; validate the renewal of tickets with a credit card payment and track their order. The pass is updated and reloaded after the first validation on the bus, within 48 hours.

## PERFORMANCES

- > The number of transactions registered on the four major transit systems' online stores have increased by roughly 50% from 1<sup>st</sup> semester 2012 to 1<sup>st</sup> semester 2013
- > The revenue issued followed the same path increasing from €290k to €435k
- > Besides, the average purchase in 2012 ranged between €22 to €56, and up to €175 in August with online sales of annual passes



# Online recharging transit passes

Without delay, in real-time & anytime

## DEPLOYMENT

4 websites set up since 2010, 2 additional are in progress in 2013

## Challenge

The arrival of smart ticketing systems, the development of information systems, the development of debit transactions... combined with the dramatic increase in online products and services has opened new technical opportunities to meet the demands of customers for greater choice and accessibility. It's clear that making online access available to sales and post-sales services at traditional points of contact is an obligation for public transportation.

## Transdev's solution

Combining ease of use and reliability, Transdev's sales and online recharging systems provide public transportation customers with immediate and modern digital solutions

Now from anywhere and at any time, customers can renew their subscriptions, pay online and recharge transit passes in real-time.

A full range of services, flexible according to the choice of the transit system and the public transit authority, is offered to the customers and transit professionals:

- > sales and recharges treated in real-time,
- > mail orders,
- > subscriptions to automatic online debit transactions.

Designed for transit professionals, the "PRO" portal provides a tool that is more secure than conventional ticketing solutions and is equipped with features for tracking the account and the operator's post-sales service.

This technical solution, operational since 2010, is compatible with the market's leading ticketing systems as well as a third of online payment methods most used in e-commerce.

## Technical architecture

Remote real-time sales capability provided through a shared industrial platform that offers high availability and performance. The platform is installed in a data center equipped with the most sophisticated security devices.

Several audits were conducted to test the capabilities of the system to withstand various types of intrusion attempts and service interruptions.

The use of major types of smart cards as well as cryptography and security have been tested extensively.

Finally, the system responds to the standards of remote recharging and interoperability.

## PERFORMANCE

- > Sales and recharging smart cards or USB keys online, on 4 Transdev websites have increased by nearly 45% in the last 12 months



# Sales by NFC mobiles

A way of the future

## DEPLOYMENT

**NICE**  
tested since 2007 and  
launched in 2010

**GRENOBLE**  
tested a similar  
solution in 2007  
in progress in 2013

**MONTPELLIER**  
in progress in 2013

## Context

In recent years, the mobile phone has become an omnipresent object worldwide, an essential device from which one is rarely separated. The increase in the number of mobile users who are also remote buyers confirms the growing importance of this tool in the digital strategy of products and services industries. In France, the number of smartphone shoppers has doubled in the last year.

The mobile phone will be an indispensable device in the future of services for daily life. Equipped with NFC (Near Field Communication) technology, it will soon cover purchases at large and small businesses, payments for parking, concert tickets or public transportation tickets.

## Transdev's solution

### The prospect of the mobile phone

In the world of public transportation, NFC mobile phones can offer the benefits of the smart card thanks to their ease of use (electronic) and security. They also provide access to necessary information prior to travel (schedules, traffic conditions, etc.) and the ability to purchase tickets or renew subscriptions.

Scanning the NFC Tag opens the possibilities for an extremely simple customer experience, based on a technical architecture completely free of complex ticketing systems. Several projects are in progress at Transdev with launches planned for 2014, including in Montpellier and Grenoble.

### The Nice experience

To benefit from the service, customers in Nice had to download the application to their mobile phone and create an account in order to buy tickets. The mobile device then worked as a smart card when passed over a validator or turnstile. Through interactive stations at every stop, it also provides access to information in real-time (next stops, service disruptions, etc.) and to community information.

## PERFORMANCE

> What our customers think\*: 35% rank the purchase and validation of tickets via their mobile as their first and second priorities

\* MV2 study for the contactless mobile services Forum (March 2011)





# Digital agency

The virtual ticket window

## DEPLOYMENT

### LYON

500,000 active smart cards

Launch of general public portal in December 2012

Professional portals being deployed for end of 2013 :

- > 150 approved PDE companies
- > 200 agents and social organizations

## Challenge

Our daily lives are transformed by the rapid and massive development of new technologies. What was utterly unimaginable a few years ago has now become commonplace. Improvements to make our sales solutions relevant and effective have become a priority to meet the increasing demands from public transit authorities on the content and quality of transportation services, and from consumers for services adapted to their lifestyle that eliminate the constraints of having to wait, as well as of opening hours and delivery time.

## Transdev's digital agency

The MobiX concept is the pioneer of digital agency development. This principle further advance the electronic services offered at the counter of a commercial agency. The customer/agent dialogue is becoming virtual and effective. The online agency is integrated into the ticketing architecture and existing sales systems to offer real-time home services, synchronized with all of transit system ticket sales.

Now, all specific requests requiring completion of a file, including attachments and supporting documentation, as well as all transactions or customized exchanges are available online, from ticket adjustments to automatic debits or to replace a smart card, for example.

A customer account can be used to manage all transit passes and tickets for the same family with multiple purchase requests all in the same online shopping cart.

Each online transaction instantly triggers an update of the ticketing system. However, the client can continue to work through a sales office, a sales agent or an automated outlet according to their circumstances and needs.

Customers can also update their transit pass or profile at the last minute via a kiosk connected in real time to the system; regardless of time and location, there will always be a point of contact for transportation services at hand.

### A responsive back office

To provide such responsiveness, special attention was paid to back office performance and quality of services for the customer to ensure the right response to any request. Organizing these services is adapted for management by the large numbers of back office staff to meet the needs of peak periods, such as the return to school, according to the specific needs of transit systems and their activities.

### Professional portals

Three categories of professionals are targeted, typically commercial services partners for urban transportation operators: agents, companies with employee transportation programs (commuter programs) and social service agencies with clients entitled to reduced fares. Each professional portal is suitable for all three types of services: assigning a profile, sales, ticket renewals, reduced fare applications, company subscription for settlement of a commuter program ticket, etc. There are as many functions accessible online via a dedicated, personalized and secure space through a sophisticated and proven system for managing users and access rights.

## PERFORMANCES

- > 2013: 1,000 transactions / month
- > 400 visits / day and 800 to 1,200 visits at beginning / end of month
- > 720 orders for new cards in early May in anticipation of the next school year

## A range of solutions tailored to diverse needs

