



MOBILE TICKETING CASE STUDY:

Arriva Trains Wales



Mode:
Train



Location:
Wales, UK

ATW Sell Over 350,000 Mobile Barcode Tickets in First Year with New Carnet Fare



“ We are delighted with the take up we’ve seen for the ATW Tickets app. Our customers have given us great feedback about both the journey checking tools and the ticketing section of the app, and as a result we are working with Masabi to deliver further improvements and hopefully make more of our tickets range available soon. ”

Pricing & Ticketing Manager
Adam Stanley

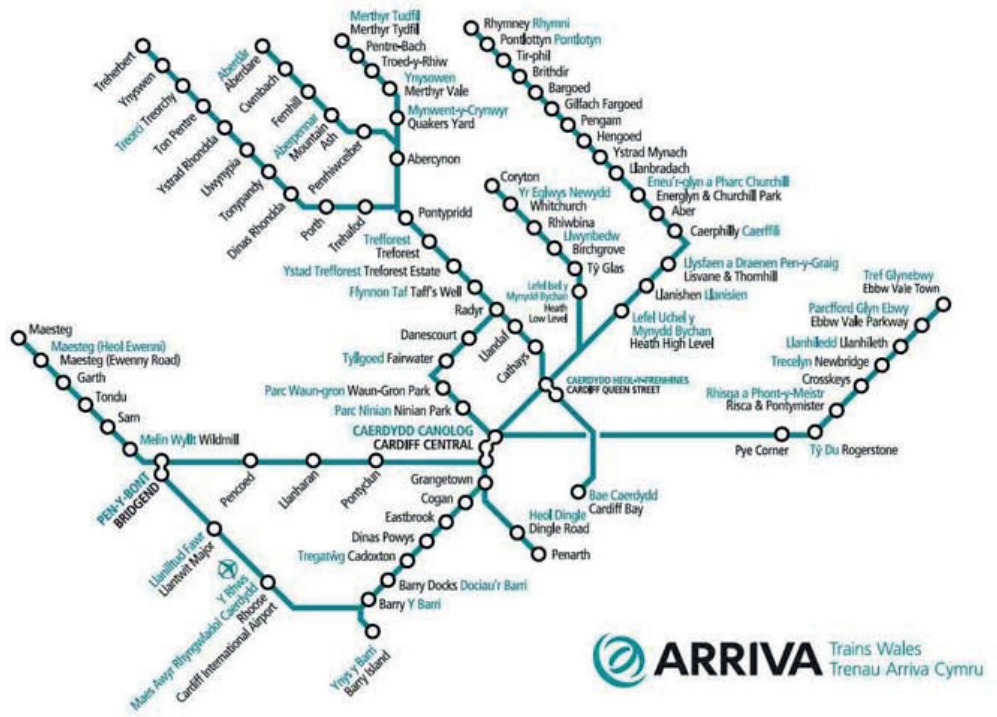
Introduction

Arriva Trains Wales (ATW) operates the Wales & Borders franchise, running urban and inter-urban passenger services to all railway stations in Wales. With thousands of passengers travelling through Cardiff and the Valleys area, ATW needed to expand its ticket sales capacity beyond its limited number of ticket offices, vending machines and on board retail. However, they did not want to spend hundreds of thousands of pounds on expensive hardware, maintenance and cash handling.

The Challenge

ATW were faced with a challenge, how could they increase ticket sales capacity and flexibility without spending money on expensive hardware in the form of additional ticket vending machines and ticket office staff. They also had a large proportion of passengers who travelled frequently but not regularly enough to

make purchasing a season ticket worthwhile. As a result, ATW were keen to produce a flexible ticket option for those who travelled the same route regularly but not necessarily daily. At the same time, they required a new sales channel which could add capacity with no fixed costs and allow passengers the flexibility to purchase tickets anywhere and at anytime. This would have the added benefit of reducing the burden on the traditional ticket sales architecture, cutting queues at ticket vending machines and ticket offices, while providing infinite sales capacity leveraging what passengers were already carrying, their smartphone.



Key Facts

- 350,000 carnet tickets sold
- Over 11,000 tickets scanned
- Reduced the need to invest in heavy infrastructure



The Solution

Arriva Trains Wales turned to Masabi for a mobile ticketing solution incorporating the Mobile Multi-Flex ticket, a carnet which provides 12 individual one-way tickets (six outbound and six inbound) for the price of 10. These are delivered as mobile tickets exclusively through the ATW mobile app.

The tickets are stored in the app's ticket wallet, and can be activated immediately prior to travel. The tickets can then be visually validated, scanned by on-board staff, or presented to barcode readers at ticket gates in stations. This carnet approach provides a reduced cost for passengers versus buying individual tickets, and can be bought anytime, anywhere.

Once a ticket is purchased they are stored within the app and work offline, so passengers are never left without their ticket.

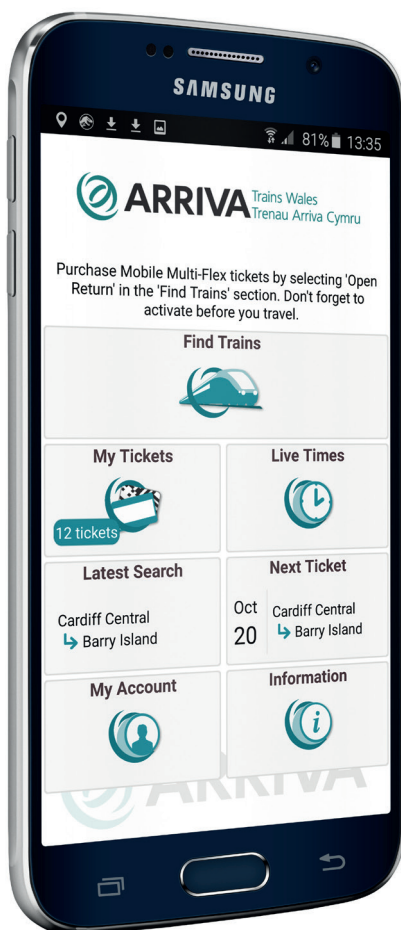
ATW were able to further reduce costs by employing staff-issued smartphone devices to scan mobile tickets using Masabi's Inspect validation software. This reduced the need to invest in heavy infrastructure in all but the biggest stations, like Cardiff Central.

The use of Masabi's backend Hub has also revolutionised ATW's management of information. The hub gives ATW staff historical and real-time ticket and validation data. Rich data tools take this data and present it via a user friendly graphical interface, allowing staff to better plan, manage and optimise their services. Arriva Trains Wales initially trialled the mobile tickets for 6 weeks as a 'beta' to ensure that on-board staff could be trained and to gather feedback from the trial users on how best to optimise the technology. Having collated the user feedback, Masabi and ATW released the app to the general public.

The Results

The customer experience for ATW passengers has been significantly improved, not only by the ability to purchase tickets without queuing, whenever or wherever you are, but also by the flexibility that the new ticket types bring to semi-regular travellers. By adopting a wholly mobile solution, the operator has added infinite sales capacity, advanced validation and real-time usage data capture.

Over the last year Arriva Trains Wales and Masabi have sold over 350,000 carnet barcode mobile tickets and this number continues to rise. ATW have also expanded their mobile ticket offering



Download The App

For further details regarding Arriva Trains Wales' mobile ticketing service, please [click here](#). You can download the Arriva Trains Wales app by [clicking here](#).

to include advanced tickets and the range of ticket types and destinations is set to expand in the coming months, allowing more passengers to benefit from the convenience of mobile ticketing.

The recently launched Inspect app used by ATW staff to inspect visual validation or barcode tickets has already scanned over 11,000 tickets and the feedback from staff has been overwhelmingly positive.

Having proved not only the technology, but the operational processes and business case, there are

now plans for mobile ticketing to be expanded across Wales - joining other areas of the network - and onward to stations in England and Scotland.

About Masabi and our JustRide platform

Masabi is the global leader in transport mobile ticketing. The company's award-winning JustRide platform is a cloud-based, deployment-proven, end-to-end, mobile ticketing and fare collection system. It

consists of services for ticket purchase, display and inspection, together with back-end infrastructure for secure payments, ticket management, customer service, reporting and real-time analytics. Masabi's technology signals the end of ticket lines, lost tickets and fumbling for cash by allowing passengers to quickly and securely buy and display tickets on their mobile phones.



Masabi's scalable cloud-based technology is operational with 22 transport agencies and retail brands round the world, including: Virgin Trains, Arriva, Abellio, Thames Clippers, Boston's MBTA, San Diego MTS, Transport for Athens, NICE Bus New York and New York's MTA. The company has offices in New York, Boston and London.

Contact us

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