

CASE STUDY

It's in
the doing



The Challenge

When Snapper launched in 2008, we operated a fare collection and micropayments system. Starting out as a quick and easy way to pay for bus trips and small purchases from convenience stores and coffee shops, Snapper rapidly expanded to include payment of fares in taxis and on the Wellington Cable Car, as well as payment for metered on-street parking.

Along the way, we also built a customer service interface for our call centre, brought a mobile reload app to market, and launched Australasia's first mobile on-the-go payments solution.

When talking about these services at industry events, we were often asked "where did you buy that?"

Our contemporaries seemed surprised that we had developed these solutions ourselves, using a combination of in-house talent and strong partnerships to form a focused, tight-knit team with the skills to do the job. This led us to believe that we had valuable experience and technology that we could offer to others.

Our first opportunity came in 2014 when the National Transport Authority (NTA) in Dublin was looking to procure a mobile NFC solution to reload their existing Leap Card. We partnered with Vix Technology (Vix) to bid for this work and were happy to be selected to do the job, based on our past experience.

But would a pure technology solution deliver NTA what they wanted?

Key challenge

How to offer value beyond a pure technology solution.



Approach

Learn from our work as an automatic fare collection provider at home, then use the learnings to add value to clients abroad.



Outcome

A hassle-free implementation of the Leap Card app in Dublin, by delivering more than zeros and ones.



Key takeaway

Walk the talk before you talk the talk.



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Our Approach

In September 2014 we began work with NTA and Vix as a cross-border-and-time-zone team. You can learn more about how the teams worked together in [this article in the Railway Gazette](#), (short read) or in [this video case study](#) (5 mins).

Leap Card users had access to several channels for card reload including retail, vending machines and auto-reload.

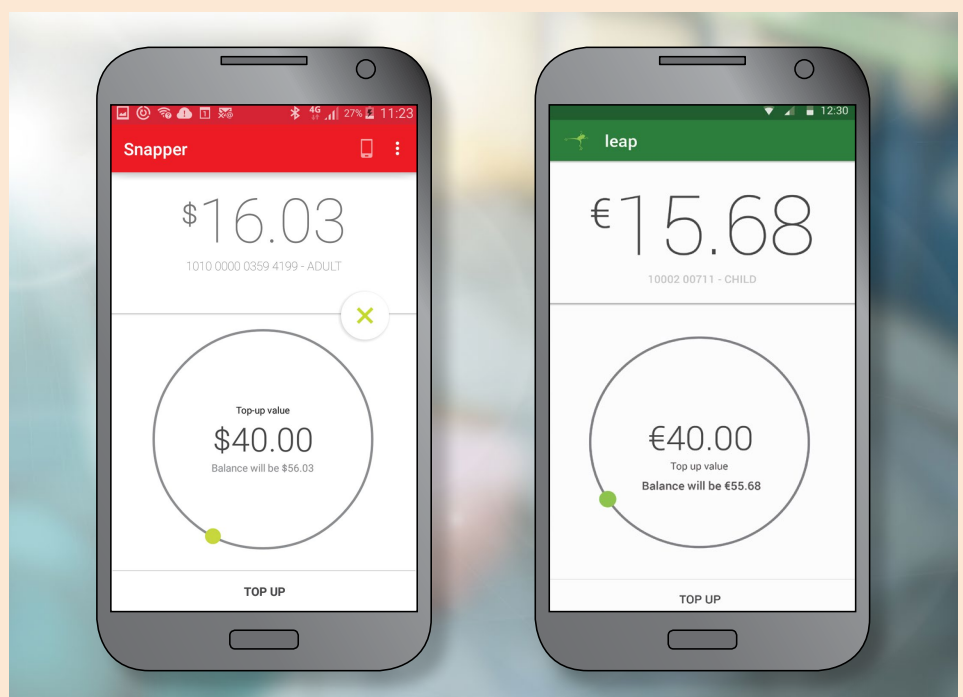
NTA believed the next step was to place control of the reload into customers' hands (literally), and was specifically targeting those customers who did not have convenient access to reload points along their usual travel route.

Originally we had planned to do a simple re-skin of the Snapper Mobile app. But the [Material Design](#) guidelines for building Android apps had recently been updated and this gave us the opportunity to rethink the design entirely.

However, our input did not end with the technology solution. Because we had experienced the launch of our own app, we had a wealth of information about

what new users may struggle with and what glitches could occur. We shared the most frequently asked questions we had received from our users (and the answers), as well as guidelines for loading the app into the Google Play store and tips on responding to Google Play reviews to ensure the most positive outcome.

When we launched the Snapper Mobile app, we had made a Youtube video demonstrating the use of the app, and, as this was successful for us, we made a similar video for the Leap Card app, which is displayed in the Google Play store and on the NTA website.



The Leap Card app is based on this successful Snapper Mobile app launched in 2012.

In addition, we've shared our knowledge of tracking results using analytics and social media, and the various add-ons we are successfully using, such as AppTentive for in-app feedback.

The lessons from the challenges of launching and running the Snapper Mobile app have proved to be one of the most valuable services we offered to NTA.

Practical experience counts

Our philosophy has always been 'It's in the doing.' In an industry that thrives

on 'anything is possible', we do not peddle theory-ware. Everything that we propose to potential clients, we have already implemented and run as part of the Snapper scheme in Wellington, New Zealand.

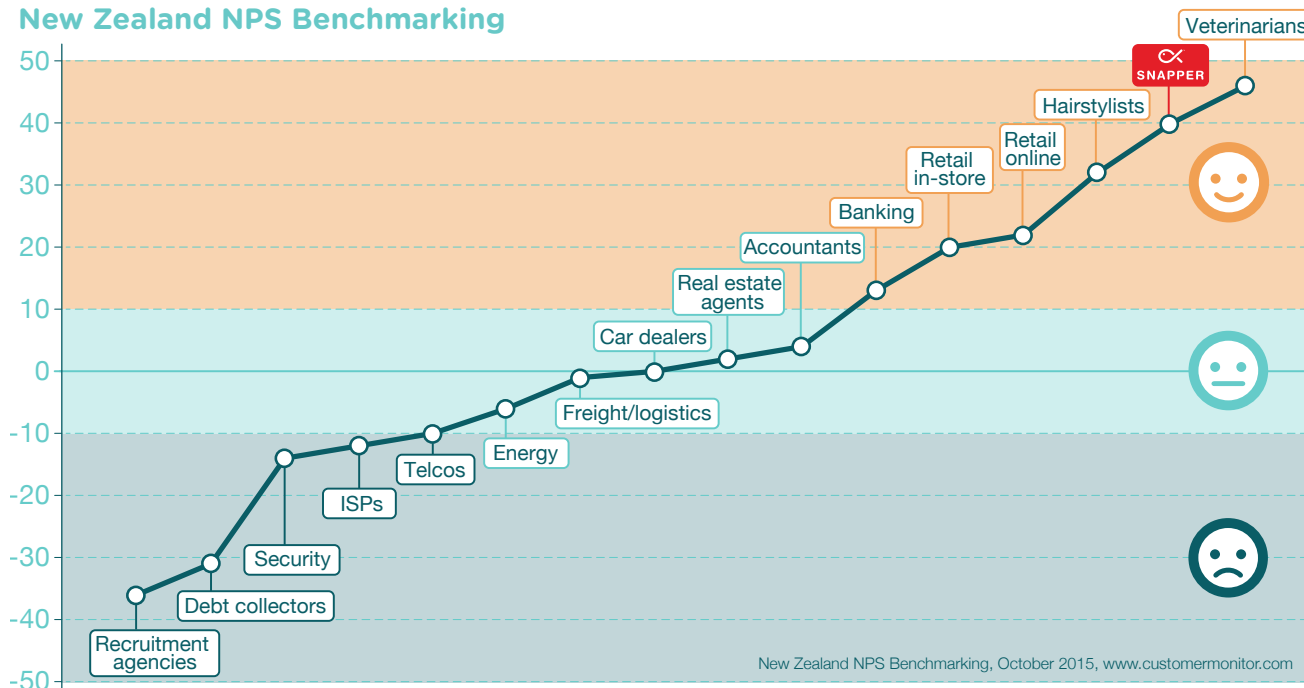
Wellington has afforded us a supportive, enthusiastic commuter market, to which we have systematically introduced and refined new products and services.

Our vision is to provide more than just a ticketing service so we place high

importance on the feedback of our users to guide us in deciding what to work on next. To this end, we use Net Promoter Score to track satisfaction levels over time, and Ask Nicely to keep a regular check on the pulse of our users.

In the meantime, while we continue to work with international clients, we're still busy developing and launching innovative new products and services in our home town, to make every day a little easier for Wellingtonians.

New Zealand NPS Benchmarking



At Snapper, we like to keep company with the hairstylists and vets in terms of customer satisfaction, even if our business is more closely aligned to utility providers like telcos and ISPs.

The Outcome

- The NTA project went smoothly and was launched in January 2016 on time and in budget. See the press release about the launch [here](#).
- Transaction volumes on the Leap Card app surpassed those using auto-reload within 6 weeks.
- There were more than 50,000 downloads of the app in the 3 months after the launch.
- Of the 750-odd app ratings currently in the Google Play store, two-thirds rate the app 4 or 5 stars.
- Snapper, Vix and NTA are working on the next version of the app, and exploring new functionality.

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Post Script

We'd like to say everything we've implemented in Wellington went off without a hitch. But of course it hasn't.

To get a taste of the challenges we've faced, and how we've overcome them, check out:

- [this case study](#) about the launch of our mobile payments solution
- [this case study](#) about the value of trusting your customers and...
- [this blog](#) about learning from your customers (the hard way).

