



## Arriva Buses Provides the Ultimate Consumer Experience with m-Ticketing Service

### BACKGROUND

Arriva is a leading privately owned pan-European public transport operator with more than 44,000 employees with operations across 12 European countries. Arriva runs a range of transport services including buses, trains, coaches, waterbuses and airport-related transport services, and bus and coach distribution. Arriva provides more than a billion passenger journeys every year. The public transport operator recognized that the mobile phone is an increasingly essential part of modern life and wanted to provide a ticketing service that was both convenient and flexible for their customers.

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MIKE COOPER | Managing Director | Arriva UK Bus

### CHALLENGE

With handsets now exceeding the number of people in the UK at 65 million, Arriva believes that mobile ticketing (m-ticketing) is an essential part of its future – providing consumers with the ability to purchase a bus ticket wherever they are. Arriva’s vision of the m-ticketing service was to help encourage bus usage by providing 24/7 ticketing to consumers, while creating operational efficiencies through faster boarding times, and to provide essential information on transactional behavior for more targeted marketing activities. Arriva also wanted the service to be deployed quickly.

The new service would need to be network/handset independent for a larger reach, easy to install and intuitive to use by the consumer. Not only would it need to operate in near real-time, but it needs to be easily read by the driver and should include auto verification and fully displayed journey information to prevent fraudulent ticket use. Arriva was also committed to ensuring the customer would incur no additional cost on top of the ticket they wished to purchase.

## SOLUTION

Essentially m-ticketing allows customers to order, obtain and validate bus tickets using a mobile phone and also provides additional customer information, such as delays to services. Arriva's vision to incorporate m-ticketing across all of its UK regional services - approximately 1,000 routes, served by 4,500 buses - was a major step forward in mobile integration within the bus industry.

Arriva was able to launch its m-ticketing service by partnering with mBlox and Concept Data Technologies (CDT) to provide a free-to-download mobile phone application. As a specialist in m-Commerce applications, CDT was able to ensure a secure end-to-end transaction accessible from 95% of mobile phones in the UK. In addition, the application was able to meet Arriva's commitment to a transparent ticket price, by using mBlox's unique *Sender-Pays Data* service to allow customers to only pay the price of the ticket without incurring any data download charges.

To receive the m-ticket, the customer downloads an application to their mobile device, allowing them to purchase daily, weekly and four-weekly tickets via their mobile. Customers can purchase an m-ticket in three simple steps: By registering online at [arrivabus.co.uk/m-ticket](http://arrivabus.co.uk/m-ticket), the m-ticket application will be sent - free of data charges to the customer's phone. The user then selects and purchases their ticket by credit/debit card or by cash via Arriva credit. Customers could add Arriva credit to their phone, by using the m-ticket application's 'Add-cash' option at a PayPoint outlet or the Arriva Travel shop. Finally, the consumer activates the ticket on the day and time of travel. The ticket is displayed on the mobile phone screen and is simply shown to driver. The ticket is valid from the date of first use, not the purchase date.

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## BENEFITS

Arriva's m-ticketing service is believed to be the largest deployment of its kind in the world. It enables customers across Arriva's regional bus businesses in England, Scotland and Wales to buy tickets using their mobile phone at anytime and anywhere in the UK.

Arriva views the deployment and launch as a resounding success. “Since its launch in November 2009 our m-ticketing services has received 15,000 registrations, with 53% of users registering via the website and 47% via SMS”, says Mike Cooper, managing director of Arriva UK Bus. “The application is secure and can be easily validated by the driver, and with mBlox's Sender-Pays Data, we can ensure the consumer only pays the price of the ticket making the purchase very transparent and encouraging more users to go mobile.”

There have been so far in excess of 250,000 journeys made using m-tickets, and while this currently represents a small proportion of total journeys, Arriva is very positive that this figure will grow rapidly as consumers use and enjoy the benefits of the mobile system.

The introduction of m-ticketing now means Arriva's customers can purchase bus tickets, show the display to the driver and learn if their bus is delayed, all via a mobile phone. This makes the user experience more convenient and reduces the number of lost tickets, as customers no longer need to buy paper tickets or wait in queues. In addition, there are substantial savings to Arriva through eliminating movement of cash and the cost of paper ticketing as well as the notable green benefits of a mobile ticket being more environmentally friendly.

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