University of Hertfordshire Mobile Ticketing Project

U-MOB Conference
Krakow, Poland

13th/14th March 2019

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University of Hertfordshire UH

my phone is my ticket — GET THE APP TO BUY BUS TICKETS ON YOUR MOBILE THEN JUST SCAN AND RIDE — Click for more information — Intalink

TEF Gold — Teaching Excellence Framework

THE WORLD UNIVERSITY RANKINGS 2018 TOP 150 YOUNG

County of Hertfordshire/ University

- Mix of rural villages & large towns (affordability issues)

- Close to London (regulated public transport environment)

- Surrounded by 3 main airports

- Dissected by a number of major road links

- Serviced by two main bus & one main train operator (de-regulated environment)

Why did the University of Hertfordshire Set Up its Own Bus Company (UNO)?

- Transport links are mainly North-South with few East-West links

- Sustainability: Hertfordshire has a high car owning population

- Hertfordshire has relatively poor public transport (except for rail links into London)

- Growth of the University of Hertfordshire. From the late 1980's there has been a major increase in student numbers (from c.5k to c.24,600 students)

- Community issues with on-street parking, perceived lack of accessibility to the University and traffic congestion

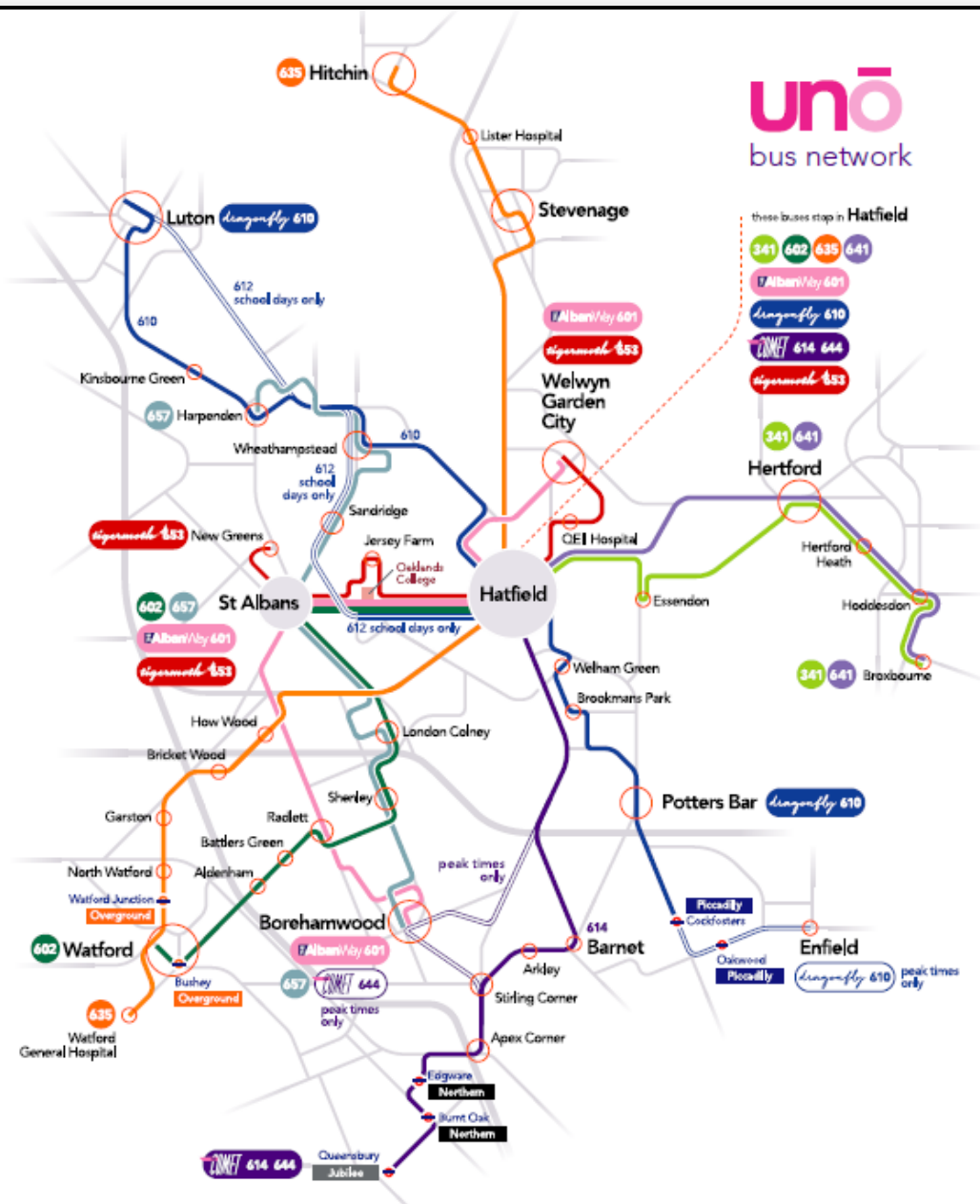- Existing transport infrastructure was not fit for purpose

Who Are UNO's Customers?

- Things seemed simple back in 1992 when the University set up its own bus company ("University Bus" now called "UNO"):

- Students and staff were our "customers" and the University subsidised their travel

- However there were other markets out there which we could serve e.g., schools, colleges, commuters and shoppers

- So, both from a financial perspective and in the interests of providing a sustainable transport solution, the University decided to serve those markets as well

The **[UNO bus network]** ork

- UNO is ... hire but its routes s... and North London ...

- UNO is ... itiatives in Hertford... artnership") and else...

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The UNO Mobile Ticketing Project

Bus tickets loaded onto mobile phones instead of paper tickets

Mobile Ticketing Project Overview

- The project was a partnership between Hertfordshire County Council, UNO & the University of Hertfordshire

- Took advantage of consumer familiarity with other mobile phone apps

- Offered a simple and fast ticketing solution

- Quick integration with Real-Time information system

- Improves boarding times and punctuality

- Allows more flexible ticketing options

Bus Operator Benefits

- Increased passenger satisfaction

- Reduced costs (i.e. cash handling)

- Combats fraud

- Quicker boarding times improve punctuality

- Real-time ticket changes can be introduced

- Increases data gathering opportunities leading to new business models (i.e. DRT)

Passenger Benefits

- Don't have to wait to buy tickets

- No need to find the right change

- No more lost tickets

- Purchased in seconds = reduced boarding times

- Purchase a ticket online anytime, anywhere

- Mobile tickets can be purchased on behalf of others

- More flexible ticket options

Corethree's Core Engine software platform glues together IT, retail and customer experience.

We specialise in integrating, analysing and monetising content, products, data and services
for mobile and enterprise.

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Key clients and partners:

What it looks like?
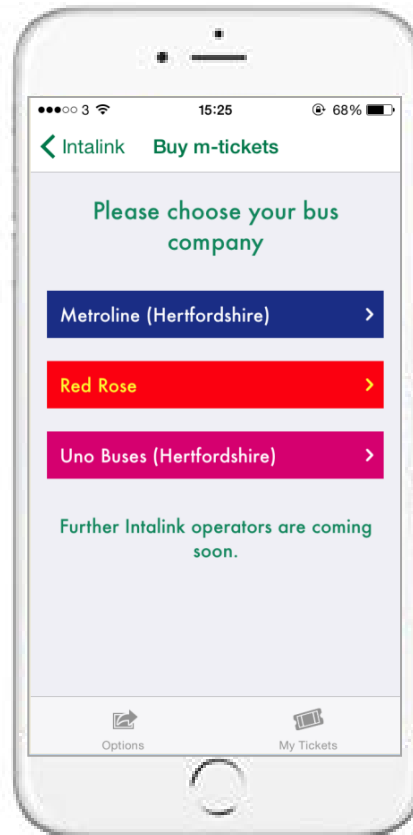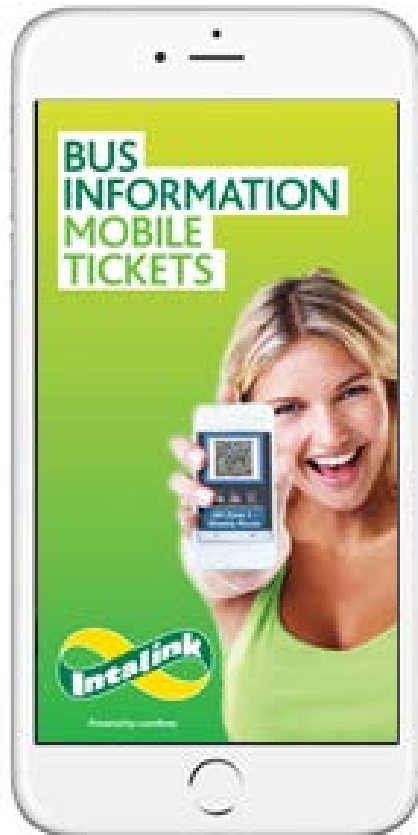
Marketing Material

SAVE UPTO 15%* with MOBILE BUS TICKETS
SEE INSIDE >

UNO MOBILE BUS TICKETS
NO CASH REQUIRED
JUST SCAN & GO
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KM1767/0315

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Time Savings On-Bus

Transaction Time	With M-ticketing	Without M-Ticketing	Difference
653 Route / WGC Bus Station / April	10.4 Seconds	19.3 Seconds	8.9 Seconds
614 Route / The Forum / March	14.9 Seconds	23.3 Seconds	8.4 Seconds
601 Route / St Albans Station / April	7.7 Seconds	14.1 Seconds	6.4 Seconds

Average time saving of 8 seconds per m-ticket scan over cash

M-ticket Growth – Total Sales
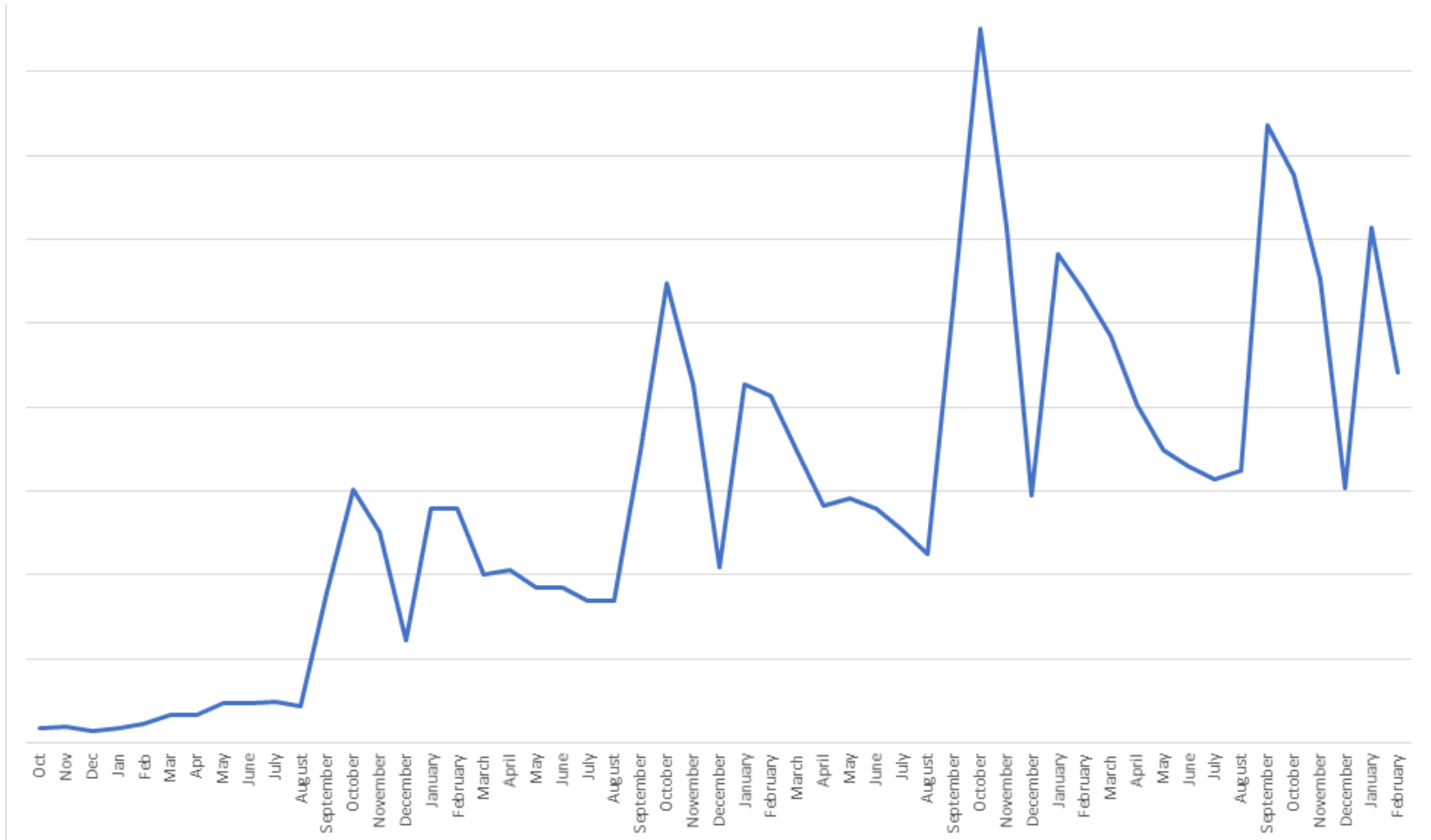
M-Ticketing Uptake v Forecast

Cash to M-Ticket %
Conversion ~ 10%
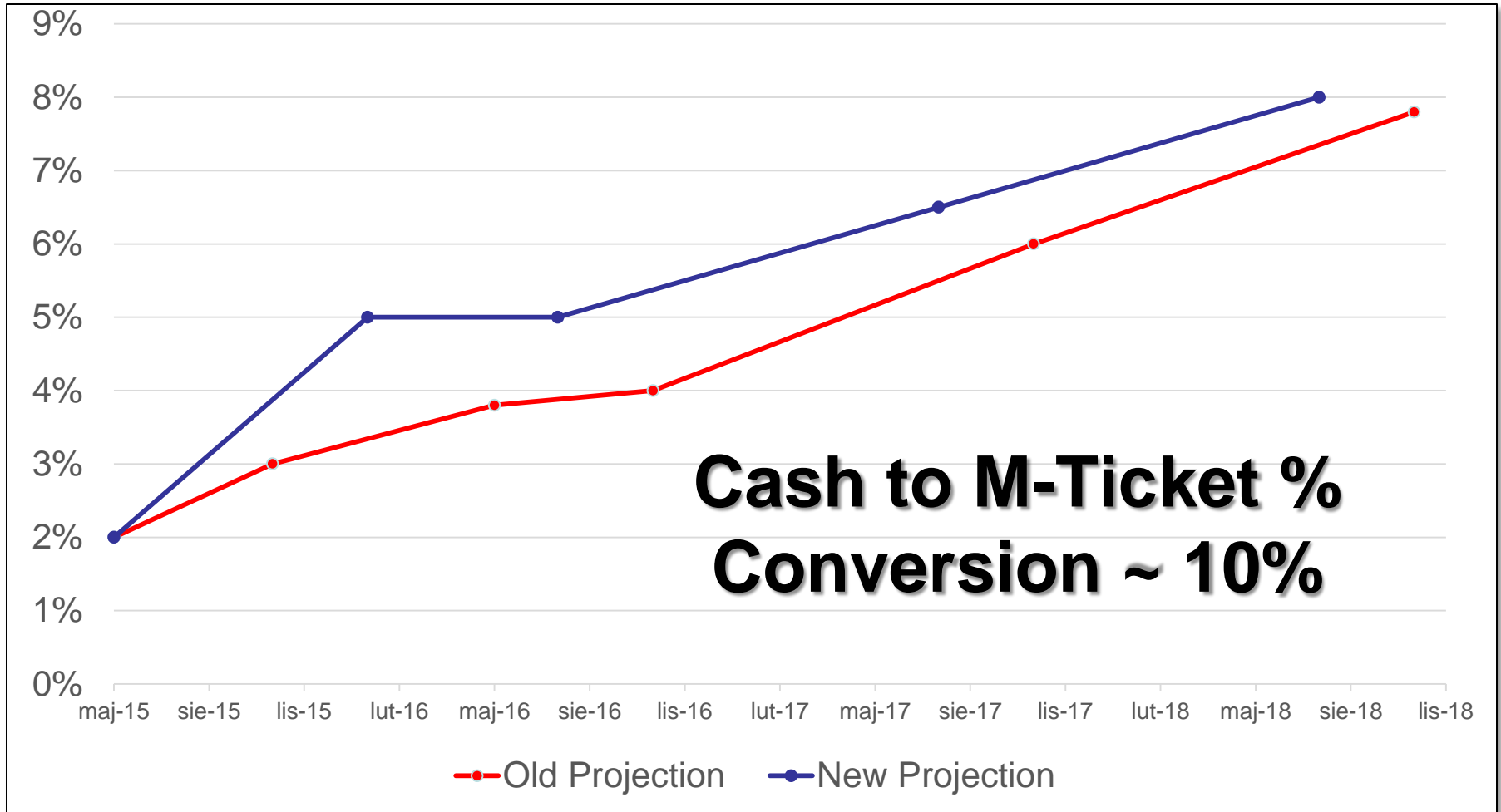
Future Developments – where is this leading to?

- Expand Smart Ticketing across county/region with transport operators (Enhanced Partnership/Social Enterprise Model)

- Building MaaS Service?
  - Developing links with existing MaaS providers (Motionhub)

- Fully integrate across all transport providers
  - real integrated mobility ecosystem like TfL in London)

- Building momentum through Smart Mobility Research Unit (SMRU) with Regional Players (England's Economic Heartland)

Population 5.1 million

Gross Value Added of **£150bn**

280,000 businesses employing over **2.5** million people

Potential **£85-£163bn**

Thank You

Any Questions?

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