FUJITSU IN RAIL TICKETING
GETTING YOU ON THE RIGHT TRACK TO BUSINESS GROWTH

TO BE THE BEST,
PARTNER WITH THE BEST

As rail companies increasingly compete with car and air travel for passengers, it is vital that train operators get one thing above all right: the customer experience. Customers want the convenience of car travel but as consumers with a vast array of choice at their fingertips, they also demand excellent service. That means delivering services as fast, efficiently and conveniently as they are used to on the high street. Fujitsu believes it is only by replicating the kind of customer experience excellence found in the retail industry that rail operators will truly capitalise on the potential for revenue growth that there surely is in the UK.

So how can you get there?

Fujitsu combines more than 30 years' experience in retail, working with brands such as Marks & Spencer and Tesco, with significant commercial expertise in the rail industry. Today, we work with eight train operators in the UK. In Europe our experience is expansive and includes managing SNCF's entire ticketing infrastructure and in Portugal we have developed innovative mobile ticketing that allows travellers to obtain tickets at ATM machines.

Our track record in innovation also includes the application of loyalty and channel strategies and developing systems that automate back-office services to reduce costs, optimise processes and help identify fraud. But it is our significant retail heritage that holds the key to successful rail retailing because it grants us an in-depth understanding of the importance of quality of service and reliability.

Passionate about quality of service

So driven by customer service are we that all our solutions are governed by the most robust SLAs – whether we are delivering on a national or international basis. This means you receive only the very highest levels of service whether we are providing help desk functions, ticketing solutions or managing your applications development.

INVESTING IN
YOUR FUTURE

Increasingly, consumers want anytime, anywhere access to services and information. This is especially the case for leisure passengers and commuters who need to keep tabs on the latest travel updates. This drives our continued investment in developing innovative solutions aimed at improving the customer experience across every touch point – from the ticket office to the call centre and the internet.

As mobile phone technology continues to evolve at speed, we are also looking at how the rail industry can leverage it to increase passenger convenience. For example, in Japan, as a manufacturer of NFC phones we are involved in developing solutions that allow would-be passengers to use these handsets as a single device to enquire about train services, make purchases and subsequently carry their smartcard tickets on. The result? No more hunting around for cash to pay for tickets, no more queuing in ticket offices, just easy, hassle-free travelling – and increased loyalty for service operators

STAR TICKET OFFICE
SOLUTIONS

Even with the rise in web-based information and ticketing services, the majority of a typical train operator's ticket income is taken at station ticket offices. This is where most complex transactions take place and, as such, the experience customers have here can significantly influence their impression of the brand. So, as one of the most important customer contact points, it is essential that the retail experience passengers have here meets – if not exceeds – their expectations. Expectations that have been created in the high street where fast, efficient and convenient service is simply the norm.

With our experience in the global retail sector developing highly resilient and robust retailing systems, plus our many years work in the rail industry, Fujitsu is uniquely placed to help train operators boost customer satisfaction, increase cost efficiencies in IT and drive staff productivity at the point of service – the ticket office.

We have combined our rail and retail expertise to create STAR, a total IT solution that revolutionises the process of ticket retailing. STAR integrates all the hardware and software you need in one platform including TeamPoS 3000 and its digital media advertising facility which has the potential to be as revenue generating in rail as it already is in retail.

So now your staff can use one system to handle all enquiries, sell tickets, process vouchers, make bookings and take care of after sales. By combining all these capabilities in one system STAR enables greater personal interaction between your passengers and your staff, speeds the retail process and builds customer confidence. The ultimate result? A significantly enhanced customer experience that forms the foundation for increased revenues and customer satisfaction.

We believe that by introducing modern retail systems into the rail industry operators will derive these vital benefits:

- **Improved Customer Service** – a faster service from journey enquiry to payment and ticket issuing, including the ability to print complex journey itineraries as an integral part of the sales process.
- **Improved productivity** – with increased automation business processes such as cash management and ticket issuing to be carried out faster and with the potential to reduce operating costs.
- **Better quality information** – STAR provides a range of reports derived from real time information that help you evaluate key areas of business performance – and make faster business decisions. For example, as sales transactions can be automatically analysed, STAR gives rail operators the ability to identify fraud risk and take action to contain it. And at an estimated 1% of annual retail industry turnover[1], fraud makes a significant impact on the bottom line.
- **New marketing opportunities** – enhanced customer displays to promote branding and new linked promotions provide further opportunities to drive revenues.
- **Investment protection** – because STAR complies with all major industry standards train operators are benefiting from a solution that will be future-proofed for longer. STAR is based on an open system so it can be cost-effectively integrated with other industry standard components such as ticket printers, season ticket, smartcard and ticketless travel applications. And it also supports the sale of other retail merchandise, enabling the retail enterprise to be easily expanded.

EXTENDING THE ROLE OF
THE TICKET OFFICE

Research with our clients has identified a new and commercially rewarding role for the ticket office. With many customers – particularly commuters – being very time-poor yet extremely busy, there's an exciting opportunity to expand the number of services that are available to buy at the ticket office. This would make it an extremely convenient one-stop-shop for passengers whatever time of day or night they travel.

Your customers can now buy convenience goods, such as bread and milk easily at the station, reducing stress and effectively buying them more time in their already pressurised day.

All this can be achieved using the STAR Ticket Issuing System, which transforms the ticket office from its traditional role into an open shop environment. The less austere environment and the additional footfall generated by new retail offerings has the additional benefit of improving passengers' perception of their personal security – one of the recognised constraints in increasing the use of public transport.

These extensions to the STAR Ticket Issuing System build upon Fujitsu's experience in retailing and provide:

- Management of product lines and pricing.
- Integration with product ordering and logistics systems.
- Management of revenue allocation against different product lines.

STAR
TELESALES

Our STAR system includes a productivity-boosting solution for Call Centres. Called STAR Telesales, this platform combines a journey planning and retailing system that supports the quick and easy sale of rail products to passengers. It also supports back-office fulfilment with high-volume printing of rail tickets and the ability to make them available for Ticket on Departure.

STAR Telesales includes a comprehensive package of services:

- Full UK Rail journey planning, including reservations and support for assisted passengers.
- Integrated retailing capability, enabling more efficient sale and payment of fares and reservations.
- Connection to central systems such as national reservations, payments, card authorisation and customer transaction record databases.

REAPING THE BENEFITS
OF STAR TELESALES

A robust and flexible system, STAR Telesales is designed to improve call centre performance and the quality of customer service. By integrating front office and back office processes with sophisticated management reporting functions, Fujitsu has created an adaptable and cost-effective solution that boosts both the overall customer experience and your operational productivity.

In summary, the benefits include:

- A solution that enhances the productivity of telesales agents. And, because it is easy to use, reduces ongoing training costs.
- Helps staff to serve customers more efficiently, improving the overall customer experience.
- Overall ticket retailing costs are reduced by consolidating equipment which creates efficiencies in the end to end retail process.
- Increases the quality of financial and management information, enabling better, faster decision making.
- Uses a retail platform that is flexible and can be easily adapted to support future retail expansion.
- STAR Telesales can also be integrated with your CRM application and automated voice and number recognition systems. This allows agents to see an individual customer's history, including travel preferences, and deliver a more personalised service.

BACK OFFICE
RETAIL ACCOUNTING SYSTEM

Fujitsu's Back Office Retail Accounting System automates many back office retail accounting functions, speeding up these once labour and time-intensive processes. The platform has been carefully designed to ensure it meets UK rail regulations for cash accounting and reconciliation. As part of the wholesale automation, the system enables you to easily access electronic data feeds from a variety of external sources.

Train operators can typically expect to be able to fully payback their investment in the system within two years, with the majority of savings being made through headcount reductions.

Automated back office accounting benefits include:

- Process automation and optimisation – draws on best practice principles to dramatically speed up time to complete these essential activities.
- Reduction in manual and paper based processes and their associated costs of storage.
- Easy compliance fulfilment – the platform has been designed with compliance built in.
- Identification and control of high risk areas of fraud.
- Minimal deployment costs.
- Enterprise functionality and visibility – based on our experience with global retailers, this system has been designed with big business in mind; centralised process visibility puts you in complete control.

RAIL INFORMATION BOOKING SERVICES
RIBS

RIBS provides journey planning tools plus a gateway to central rail industry services for web-based ticketing systems. These include access to national reservation systems and access to ticket on departure services. It is designed to allow web ticket information system providers to focus on developing and supporting the sales process and ongoing relationship with passengers, while we take responsibility for managing the complexities of the Rail data and information services.

RIBS service delivers these important benefits:

- Daily fare and timetable updates.
- Periodic routing guide updates.
- Database administration.
- A centralised help desk facility.

SMARTCARDS
SMART TICKETING

With the Department for Transport mandating the adoption of smartcards to the ITSO specification, this technology now offers UK rail operators a very real opportunity to streamline operations, reduce costs and boost customer service, not to mention the potential to develop new revenues.

As a leading player in smartcard technology with particular expertise in proactively managing a roster of innovative, best of breed suppliers, Fujitsu can help you capitalise on the benefits of smartcards fast.

Take advantage of our expertise

We turn our customers' Smart Ticketing vision into reality with a broad range of services that include:

- System integration.
- Application and database hosting and management.
- Support services – including helpdesks.
- Smart ticket media.
- Bureau services for personalising and issuing new smart tickets.
- Card Management Systems to track card use.

We understand that minimising capital expenditure is a key concern for all rail operators. So our unique Hosted Smartcard Service allows the operation of any kind of smartcard application for any size of population, without investing in hardware, software or technical specialists. The service is based on ITSO standards for interoperable smartcard ticketing across local authorities, transport operators and government, so it can be used across different transport applications as well as other card applications, such as leisure, parking and libraries.

With a fully compliant ITSO-registered Host Operator Processing System (HOPS) service that processes card transactions and manages the scheme's assets in a secure datacentre, any operator can quickly create its own highly responsive, secure and reliable smartcard scheme, without the cost and risk of creating a dedicated HOPS environment.

For more information on Fujitsu's rail ticketing solutions, please email Lesley Gray at **Lesley.Gray@uk.fujitsu.com** Or call her on **44 (0)7867 822 103**.

CONTACT US TODAY

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