

“To go from no commercial smart ticketing scheme to one million ticket sales in just 15 months was incredible.”

Liz Chandler,
SRO,
Walrus Smarter Ticketing

MerseyTravel partners with ACT and Paypoint to maximise passenger convenience.

At a glance

Country: UK
Industry: Travel & Transport
Website: www.merseytravel.gov.uk

Challenge

Transport authorities are tasked with delivering efficient, affordable, convenient public transport services for local people. The challenge for Merseytravel was to increase passenger convenience by extending retail channels for topping up their Walrus cards.

Solution

Merseytravel partnered with ACT's Cloud Partner, PayPoint to get the right infrastructure support to deliver tickets at nearly 800 retail locations across Merseyside.

Benefits

- Merseytravel has sold more than 2.4 million smart tickets using ACT's Cloud Ticketing Platform.
- Smart tickets are now available at nearly 800 PayPoint locations across the Liverpool City Region
- Passengers can choose from two ticket types, "Solo" bus tickets and "Saveaway" multimodal day tickets for buses, rail and ferries.

Customer

Merseytravel is the passenger transport executive responsible for the coordination of public transport in the Liverpool City Region, North West England. Merseytravel oversees the public transport network and is responsible for coordinating bus and rail services, maintaining transport infrastructure, providing public transport information and operating the Mersey road tunnels, the Mersey Ferries and their associated visitor attractions.

Products and Services

■ ACT CLOUD TICKETING PLATFORM

Delivering tickets at nearly 800 retail locations across Merseyside

With the right infrastructure to support greater customer convenience, Merseytravel partnered with ACT's Cloud Partner, PayPoint, which offers a range of in-store payment services for customers.

Lewis Alcraft, Commercial Director at PayPoint, says, "Customers can use our in-store terminals to pay bills, transfer money, top up their mobile phones and buy digital vouchers – all at a convenient location close to where they live and work. We saw the addition of Walrus tickets as a great fit for our business, and a fantastic benefit for our customers, who can now load their travel tickets quickly and easily at nearly 800 locations across Merseyside."

By providing retail points across the Merseyside area, PayPoint is a key enabler for bringing passengers greater convenience and value. Louise Robertson, Senior Project Manager, ACT, says, "The fact that customers can buy their smart tickets at any one of the nearly 800 outlets saves them a huge amount of time and provides a much more convenient experience for them. It's a clear example of how ACT and our partners enable a more passenger-centric, convenient public transport experience."

With greatly increased retail availability for smart tickets, the Merseytravel Walrus smartcard scheme reached a new milestone in March 2017 with 2 million tickets sold. "The greatly expanded retail network and the increased convenience for passengers is reflected in our ticket sales," says Liz Chandler. "We're delighted that the scheme has been such a tremendous success, and our three-way partnership with ACT and PayPoint has played a big part in it."

Maximising passenger convenience across the UK

By partnering with PayPoint, the ACT Cloud Ticketing Platform is helping to maximise passenger convenience across the UK.

"In addition to the 800 locations in Merseyside, passengers in other regions are making use of our Cloud Ticketing Platform. For example, you can buy smart tickets at 1,334 PayPoint locations across the Greater Manchester area thanks to our Cloud Ticketing Platform," says Gary Watts, CEO, ACT. "Additionally, Cardiff Bus passengers can buy and top up their smart cards at over 180 PayPoint outlets, making the experience incredibly fast and convenient."

With successful implementations across the country, many other local transport authorities are partnering with ACT and third-party payment providers. "With the ACT Cloud Ticketing Platform, selling smart tickets no longer requires ITSO-compliant terminals," says Gary Watts.

"As a result, we've opened up the market and greatly expanded the retail network for ITSO ticketing, which is key to maximising passenger convenience and ticket sales."

How it works: enabling smart ticket sales from any terminal

The ACT Cloud Ticketing Platform underpins industry leading partner retail solutions across the UK, and their end customer's complex commercial models, enabling real-time financial transactions to be processed using innovative ITSO technology.

This enables ACT to take care of all the ITSO processes required for smart ticketing so retailers don't have to. When customers request a ticket in a retail outlet, a message is sent to the ACT Cloud Ticketing Platform, the customer payment is processed, and the ITSO-ticket is loaded onto the customer's smart card, ready for use.

Tickets available for customers on their Walrus smartcards include various types of "Solo" ticket, which can be used on any bus across Merseyside, and a "SaveAway" ticket, which is an off-peak day ticket for use on local bus, train and ferry services. Additional tickets are going to be added to the scheme to further improve passenger value and convenience.

The key to realising this vision was the ACT Cloud Ticketing Platform utilising the PayPoint retail network, which manages all the ITSO transactions needed to load travel tickets on Walrus cards. This allows retailers to sell Solo and SaveAway tickets via PayPoint Point-of-Sale (POS) terminals, opening the way to a widespread retail presence in the Merseyside area.

Liz Chandler says, "By ITSO-enabling smart ticket sales from PayPoint terminals, the ACT Cloud Ticketing Platform allowed us to make tickets available in far more locations than was previously possible."

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Email: AskFujitsu@uk.fujitsu.com

Phone: +44 (0)1235 797711

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