

- » BOOST PERFORMANCE
- » REDUCE COST
- » INCREASE AGILITY
- » ENHANCE CRM
- » SHORTEN TIME TO MARKET
- » DRIVE INNOVATION
- » IMPROVE EFFICIENCY
- » INCREASE ADAPTIVITY
- » ENHANCE CUSTOMER EXPERIENCE



CONSULTING > SOLUTIONS > OUTSOURCING

## E-ticketing for Heathrow Express

Tony Burgess

Heathrow **express**

# Heathrow Express – E and M ticketing

## The challenge

- » Platform on which to attract more high potential value clients
- » On-line sales required a queue-free fulfilment solution
- » Retail solution to grow the business and improve end-customer experience
- » Able to embrace emerging technologies
- » One less reason for passengers to go by road



## AVANTIX Freedom – Simple but secure



# Instant fulfilment



From: Heathrow Express [sticketing@airportexpressalliance.com]  
Sent: 16 October 2008 13:58  
To: Juliane.Schulz@aol.com  
Subject: Order Confirmation


If you cannot see your barcode, click here

Heathrow **express**

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**Order Confirmation**

Thank you for booking your Heathrow Express ticket(s).



Mr Marc Hennig  
1 x Adult  
First Class Single  
London Paddington to Heathrow  
21 October 2008  
Reference Code:  
**F362FAF5**

<b>Your Ticket</b>	This email is your ticket. Please print it out and show it to our Customer Service Representative on the train.
<b>Validity</b>	Tickets are valid for: Single - one journey Return - one calendar month Comet - 12 months
<b>Further Information</b>	For queries relating to your booking please contact Customer Services via email at <a href="mailto:sales@airportexpressalliance.com">sales@airportexpressalliance.com</a> For details on train times, service information, terms of use and conditions of carriage please visit <a href="http://www.heathrowexpress.com">www.heathrowexpress.com</a>

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14:45

Heathrow **express** **express**

Wap Ticket Download

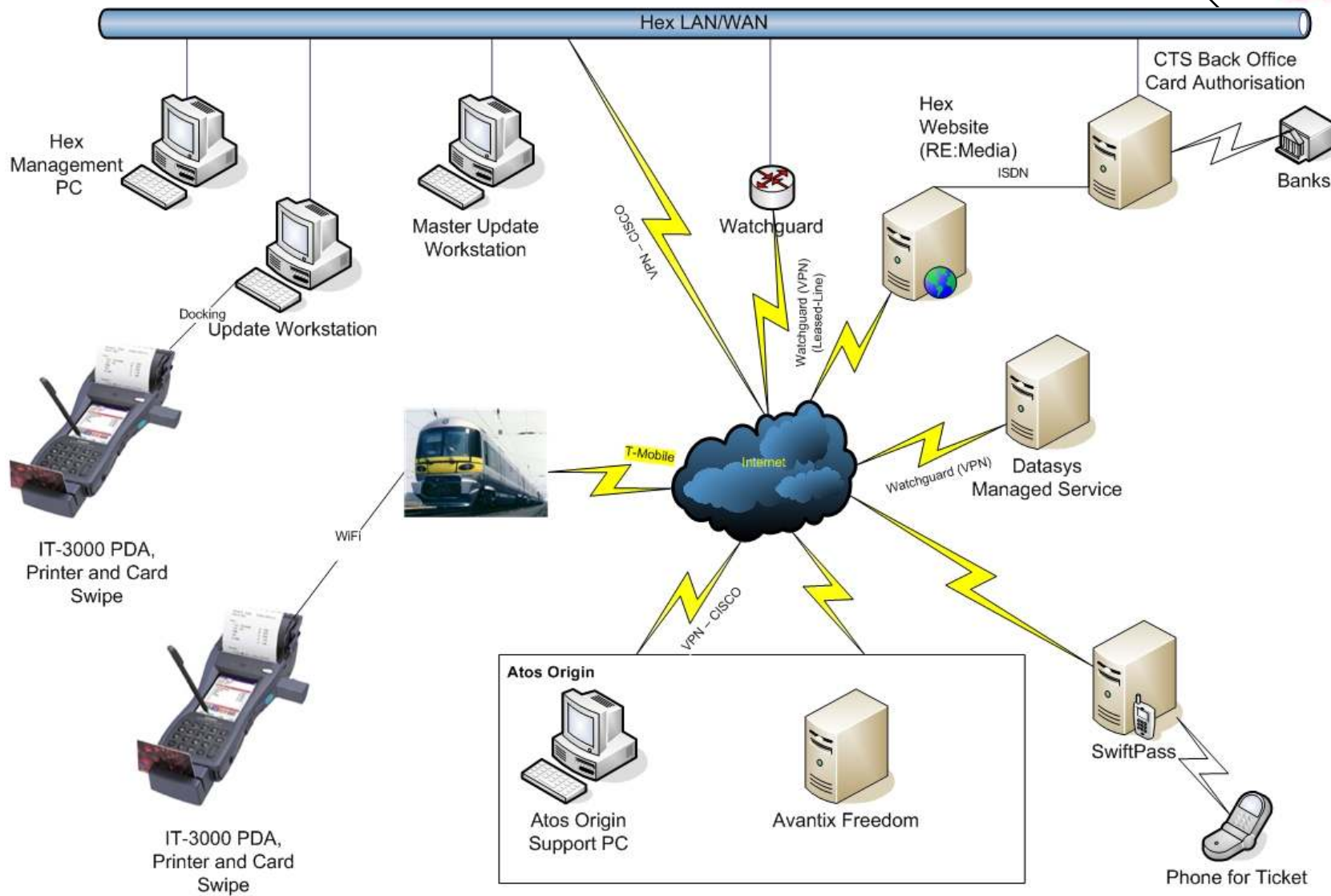


CD26B768 Paddington  
Heathrow Express  
Express Return 01 AD  
00 CH £32.00  
30Sep08

We will not charge you for the download, but your

Options **Select** Exit

# Simple for consumers, but.....



# Stakeholder management essential to successful delivery.... And continuity



ADVANCE YOUR BUSINESS >>

## Lessons learned so far

- » New equipment has been popular with Heathrow Express staff
- » Scanning has been very quick – verification less so
- » Self – print has proved the most popular option
- » Continuity of service – stability of niche suppliers
- » Balance between ease of use and security



# The future?

- Heathrow Connect – November rollout
- Initiatives must be customer – led
- Mobile sales
  - No Sign-up required
  - Instant purchase with credit card
  - New users can purchase using just 2 connections or 2 SMS messages
  - JAVA via Bluetooth hotspots / sideloading
- Allow passengers to check in on their mobile phones
  - SMS, MMS or email delivery of IATA-compliant boarding pass
- NFC
  - Network Operators vs. Handset Manufacturers
  - Penetration of NFC handsets limited



*47% of frequent passengers are interested in using their mobile phone to check in  
Forrester Research*

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- » ENABLE BUSINESS TRANSPARENCY
- » ENSURE REGULATORY COMPLIANCE



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