

Airport Express Train

Flytoget

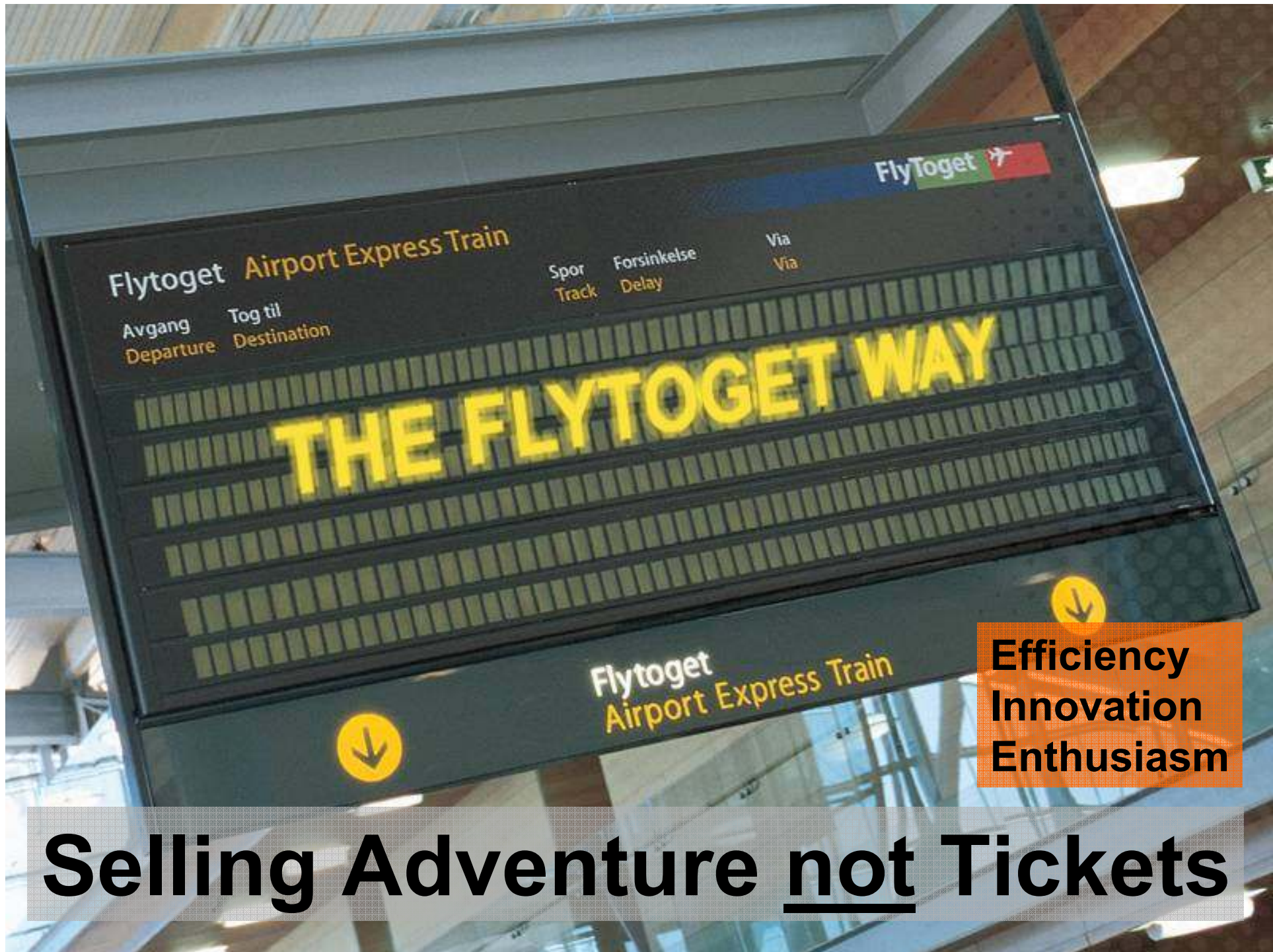


Oslo Airport Express Train

Swipe and go

From a customer perspective

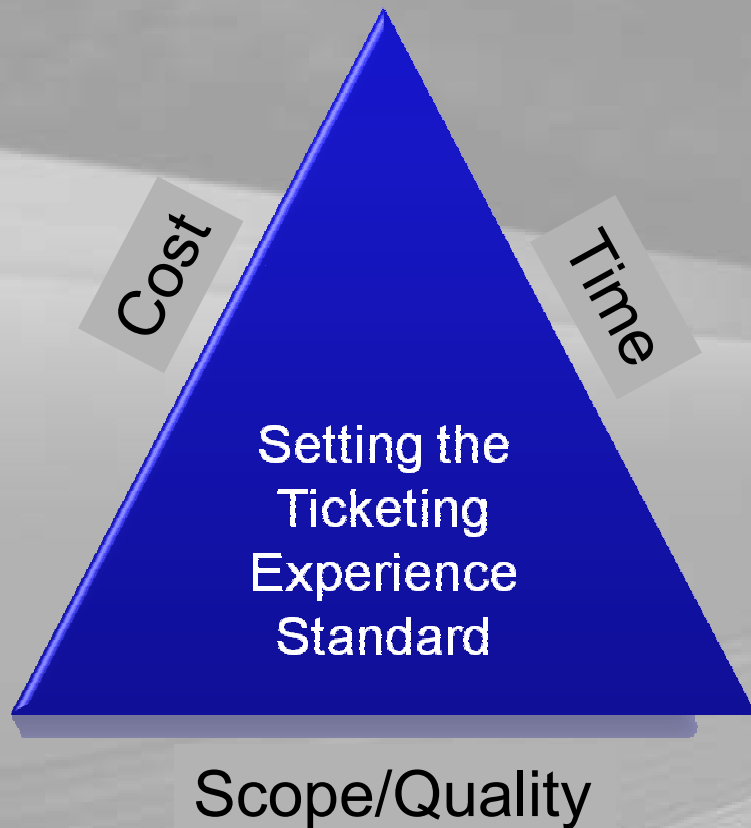
Christian Thindberg, Director of Payment Projects



Efficiency
Innovation
Enthusiasm

Selling Adventure not Tickets

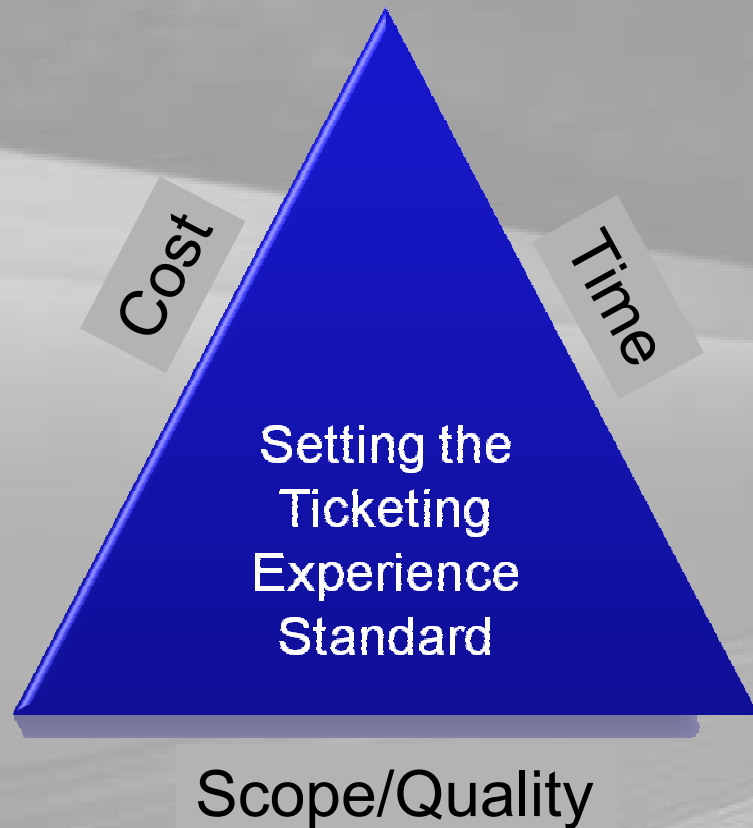
Swipe and Go from a Customer Perspective



Project Goals

- ▶ Increase Stability
- ▶ Reduce Cost of Operations
- ▶ Secure Revenue
- ▶ Commercial Sustainability
- ▶ Enhance the Customer Experience
 - ▶ Do more?

Swipe and Go from a Customer Perspective



Project Scope

- ▶ New Validators with Barriers (VABs)
- ▶ Retrofitted/upgraded TVMs
- ▶ New Sales Solution for counters
- ▶ New Central Ticketing Solution (CTS)
- ▶ New Finance Interface

Traveling to the Airport

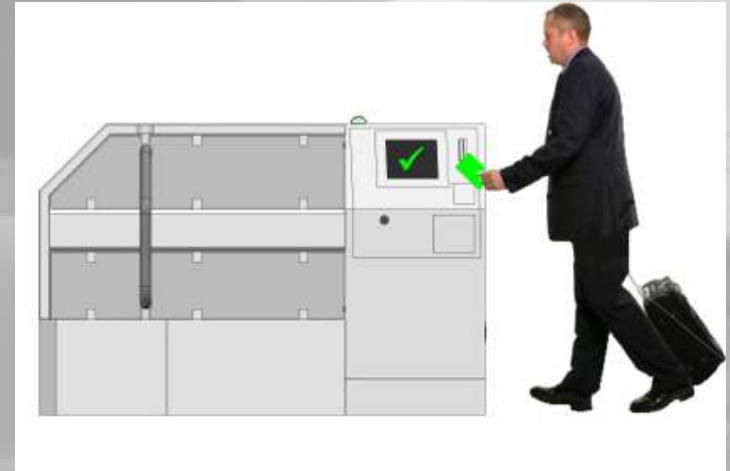
Purchase ticket

- TVM
- Counter

Take train to Airport

No on board ticketing

Validate ticket at barrier



Swipe credit card

at Validator

Start registered



Swipe credit card

at barrier (no PIN)

Journey matching

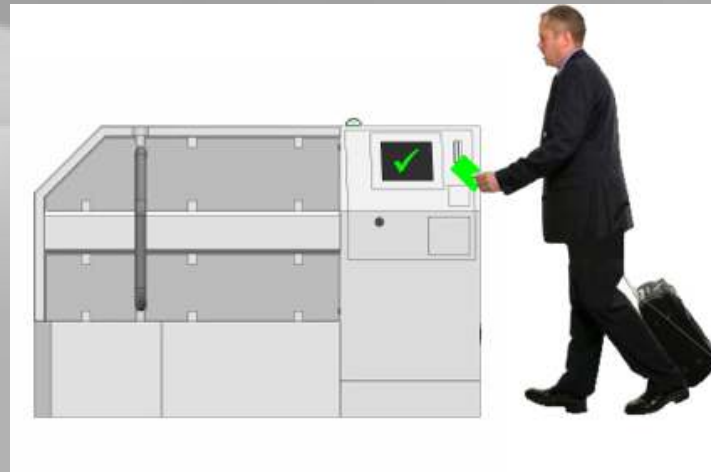
E-mail receipt

Traveling from the Airport

Purchase ticket

- TVM
- Counter

Validate ticket
at barrier



Take train to
Destination
No on-board ticketing

Swipe credit card
at barrier (no PIN), choose end-station




Flytoget

Airport Express Train

Velkommen til Flytoget

Welcome to the Airport Express Train

-  Dra kort/billett
-  Please swipe your ticket or card



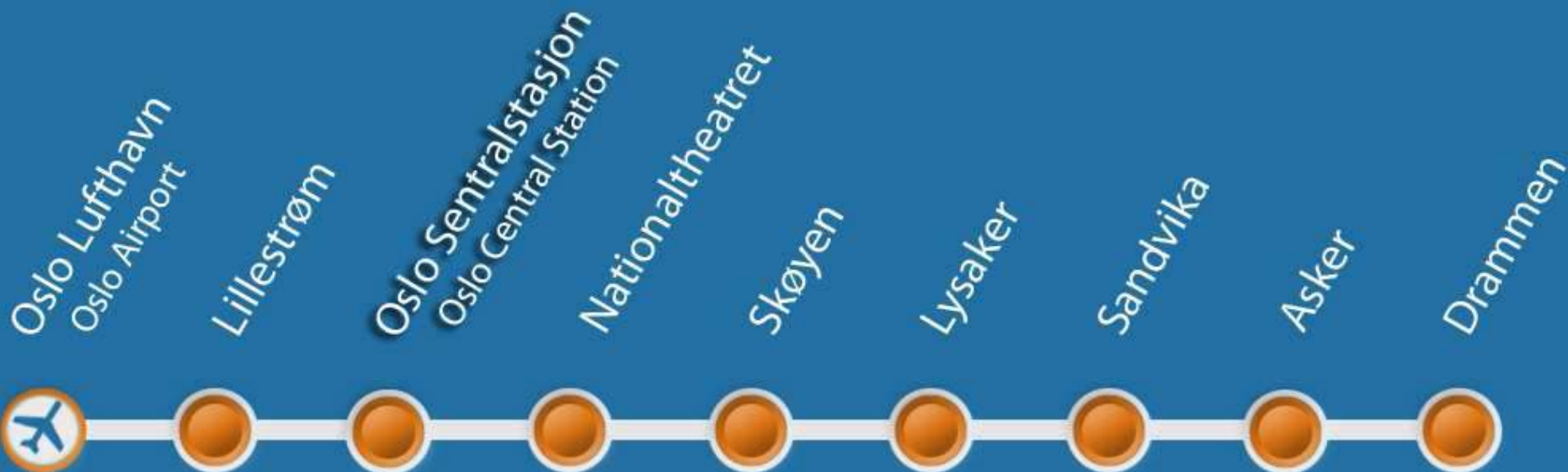


Flytoget

Airport Express Train

Velg stasjon

Please select destination





Flytoget

Airport Express Train

God tur Have a nice trip

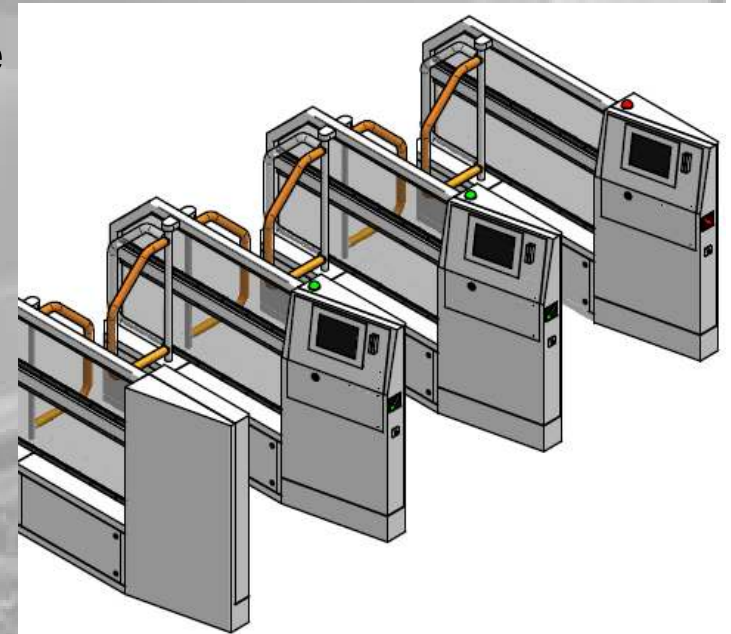
-  Passér
reise til Oslo Sentralstasjon
-  Please proceed through gate
journey to Oslo Central Station

4 reiser gjenstår

Travel Management

- ▶ Automatic e-mail receipt directly to your e-mail
- ▶ Automatic e-mail receipt directly to your corporate accountings department
- ▶ Your travel history on the web
- ▶ Tax Income Statement Reports available

- ▶ ... and we know our customers



Distribution History

1998

Traditional solution

Pre-paid

Travel agencies (gds)

Ticket Office

Contactless smart card

Huge paper tickets

2003

Add Swipe and Go

Still Huge paper tickets

Still Contactless

2009

Just Swipe and Go

Ticketless for all

- Any segment

Multitrip

- Any card
- Skype top-up

Credit Card size paper tickets

No contactless



Project Execution and Customer Satisfaction

- ▶ Maintain 95% PSI throughout implementation of new solution
 - ▶ Avoid passenger confusion
 - ▶ Old VABs and Huge Paper Tickets
 - ▶ New VABs and Credit Card Size Paper Tickets
 - ▶ Avoid passenger frustration
 - ▶ Construction works at the platform
 - ▶ Errors in the new system



Project Execution and Customer Satisfaction

- ▶ Run new CTS alongside current CTS
- ▶ Put new software on the old VABs!
 - ▶ Accept new paper tickets
- ▶ New Counters pilot & production
 - ▶ Test and introduce new tickets
- ▶ Upgrade/retrofit TVMs
 - ▶ Phase out Huge paper tickets
- ▶ Replace VABs
- ▶ Shut down current CTS
- ▶ Say "thanks" to the Accountings Department

Swipe 'n Go?



VABs

- ▶ The preferred sales channel
 - ▶ Easy for the customers
 - ▶ Easy for Flytoget
 - ▶ Low cost channel
 - ▶ Enhanced passenger flow at the station hall/airport
 - ▶ The most visible part of the ticketing solution
- ▶ Design
 - ▶ Welcome to Flytoget
 - ▶ Steel and glass
 - ▶ "See-through" gates
- ▶ Speed
 - ▶ Immediate response
 - ▶ Configurable fast-lanes
- ▶ User Interface
 - ▶ Keep it simple
- ▶ Sound
 - ▶ Silence
- ▶ Mounting
 - ▶ Re-use existing bolts and cables
- ▶ Safety
 - ▶ Low Impact Force from Gate
 - ▶ Gate perforation inlays protecting childrens fingers
 - ▶ Distance between wing doors and body extremities
 - ▶ Sensor placements
 - ▶ Power off/fire alarm = open gates
- ▶ Security
 - ▶ Slink-logging
 - ▶ Wing-design
- ▶ Swing Gates
 - ▶ More welcoming/family friendly than retractable gates
 - ▶ Suited for luggage trolley crashes
 - ▶ Easier to seal against water (higher IP-class rating)
- ▶ Maintenance
 - ▶ Access to parts
 - ▶ Easy to clean
 - ▶ Luggage trolley resistant



Backwards into the future?

- ▶ Smart Cards are no longer supported in the new solution
- ▶ No RFID, no bluetooth, no mobile barcode, no biometrics, ...
- ▶ Magstripe instead of chip
- ▶ Multi-trip/season tickets do not use Flytoget brand
 - ▶ Rather use customers Company ID, credit card, airline card, "anycard", ...
- ▶ VAB front plate can be replaced and internals have been designed to support additional or other forms of validation

Self-confidence ...



Self-confidence ...

