

CASE STUDY

ACT AND TRENTBARTON HAVE CO-CREATED A NEW MANGO ACCOUNT BASED TICKETING APP TO MAKE BUS TRAVEL EVEN SIMPLER AND MORE CONVENIENT

MULTI-AWARD-WINNING BUS OPERATOR, TRENTBARTON, HAS MIGRATED ITS MANGO SMARTCARD SCHEME TO A NEW ACCOUNT BASED TICKETING MOBILE APP. THE NEW SCHEME GIVES CUSTOMERS 'SCAN-ON' AND 'SCAN OFF' CONVENIENCE FOR BUS TRAVEL, WITH 'BEST VALUE' FARES GUARANTEED FOR EVERY JOURNEY.

With options to integrate new travel tokens, payment methods, and ticket types, the solution is an ideal foundation for innovation, ensuring that trentbarton can deliver the best customer experiences for years to come.

One of the most recognisable and best respected bus companies in the Midlands, trentbarton serves towns and cities across the East Midlands. To deliver the best customer experiences, the company launched its mango smartcard scheme in 2009, allowing customers to 'touch-on-touch-off' bus services and top up their accounts online or at ticketing machines. Fast-forward to 2020, and trentbarton has launched a new mango mobile app to deliver even more simplicity, convenience, and value for customers.

Co-creating the mango mobile solution with ACT, a Fujitsu company, trentbarton decided to build the updated, all-digital mango scheme using Account Based Ticketing technology from ACT.

Tom Morgan, Group Commercial Director at trentbarton, says, "ACT had the most advanced ABT capabilities we had seen out-of-the-box, but we were even more impressed by their smart ticketing knowledge, and their willingness to co-create the mobile ticketing solution with us. The ACT project team quickly understood our vision for delivering even simpler, more convenient travel experiences with the mobile app, and they helped us get from planning to go live within a few short months."



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TAKING CUSTOMER CONVENIENCE TO NEW HEIGHTS AT TRENTBARTON

Today, the all-digital mango solution is delivering a new level of travel simplicity and convenience for trentbarton customers. “Instead of applying for a card or visiting the bus station, customers can download the mango mobile app and buy credit with just a few finger strokes,” says Tom. “Once they have topped up their credit, they can use an automatically generated QR code on their mobile phone screen to ‘scan on’ and ‘scan off’ our bus services, with no need to carry cash or a smartcard with them.”

The mango app also supports convenient, multi-operator bus travel for account holders. “Customers can already use mango credit to travel on trentbarton and services operated by our sister company Kinchbus,” says Tom. “Now, there are also plans to extend the scheme to a third operator locally, which will make it even easier for our customers to get where they’re going.”



BOOSTING CUSTOMER CONFIDENCE WITH BEST VALUE FARES

The company’s research shows that different fare options can confuse customers and prevent them from using buses. The all-mobile mango scheme breaks down this barrier by increasing customer confidence, with the right fare guaranteed for every single journey.

“This is the first solution of its type to constantly review customers’ journeys and to apply ‘rolling fare caps’ – not just over a 7-day period, but also for the last 28 days,” says Tom. “This means we can calculate the best daily, weekly, or monthly fare for each customer – which is a dream from a customer-experience perspective, and from a marketing perspective for our business as well.”

INCENTIVISING BUS TRAVEL WITH JOURNEY DATA AND PERSONALISED OFFERS

The ACT solution provides complete journey data for every mango account holder – creating new opportunities to engage with and incentivise customers.

“Using full journey data from the ACT system, we can understand exactly where and when customers are traveling, and reward them for regular travel,” says Tom.

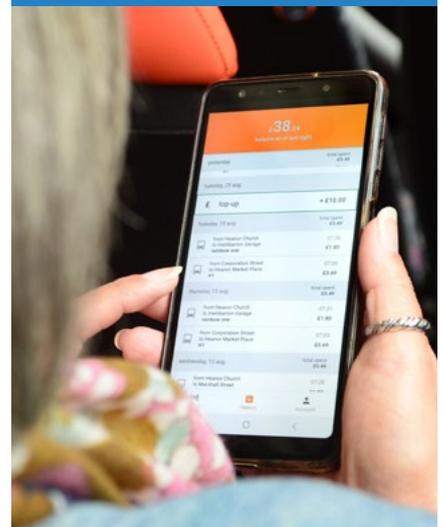
“We can also identify cross and upsell opportunities – such as promoting weekend tickets to those who only usually travel during the week, and we can work with partners to offer customers a free coffee or sandwich to promote specific ticket types or journeys.”



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DEMONSTRATING CUSTOMER VALUE WITH RAPID UPTAKE FOR MOBILE TICKETING

Since the mango mobile app was launched at the end of August 2020, 38,000 customers have created accounts. “We’ve been extremely pleased that so many people have downloaded the app so quickly, and we are already processing around 10,000 journeys a day on mango mobile,” says Tom. “In just six months, we have also processed a million pounds in ticket sales through the app, which has saved us paper and admin costs, as well as improving the travel experience for our customers.”



POWERING NEW, VALUE-ADDED FEATURES FOR CUSTOMERS



The flexibility and scalability of the ACT solution allows trentbarton to create new functionality for customers quickly and easily. “We’re currently rolling out a new feature that allows account holders to share or donate credit to other account holders,” says Tom, “and the system gives us literally hundreds of options for adding new

features and functionality for our customers.

“We are proud to have one of the most sophisticated ABT solutions that exists anywhere in the world right now,” he concludes, “but we’re only just getting started.”

THE ACT ACCOUNT BASED TICKETING SOLUTION

With Actora Account Based Ticketing (ABT) from ACT, passengers can use a smart card, mobile phone, contactless bank card, or other token to access services, with no need to buy a ticket before they travel. This allows them to board trains, buses, trams, ferries or other services quickly and easily, safe in the knowledge they will be charged the best value fare for their journeys over a day, week or month.

The Actora platform is hosted in the cloud, allowing operators to deploy it quickly and easily, with no need to distribute complex business rules across ETMs, validators, and other infrastructure. This reduces time to market, deployment costs, compatibility roadblocks and other potential issues when deploying a new ticketing scheme.

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FUTURE-PROOFING TICKETING WITH ADAPTIVE ABT

While mango users currently access bus services using QR codes on their phones, the ACT solution can be configured quickly and easily to support any future travel token, payment method, or ticket type. “The flexibility of the ACT solution protects our technology investments, but it also ensures we can adapt our scheme quickly, easily, and at low cost, to meet customers’ changing needs.”

IMPROVING ACCESSIBILITY AND INCLUSION FOR ‘UNBANKED’ CUSTOMERS

The all-digital mango scheme offers multiple payment options to maximise inclusivity. “We know that many of our customers are ‘unbanked’, which makes it difficult for them to buy credit online or to use our EMV contactless payment option,” says Tom.

“To overcome this, we also offer the option to pay for mango credit with cash at a network of local shops, making ‘best-value’ bus travel accessible to all.”

KEY PROJECT METRICS

- 38,000 unique app downloads/ accounts created (in the first 3 months)
- Around 10,000 journeys a day through the app
- Over a million of revenue taken through the app (in the first 3 months)
- The majority of app users are adults (63%), 26% are young people, 11% are students.

For more details of the trentbarton ABT solution and mango mobile app, read our [Routeone article](#).

ABOUT ACT AND FUJITSU

ABOUT ACT

ACT, a Fujitsu company, provides the technology and ticketing solutions that enables transport organisations to meet customers' changing needs, optimise operating efficiency, and boost ridership.

We have 20+ years of ticketing experience, making us a deeply trusted partner in the transport industry. Our uniquely flexible Account Based Ticketing (ABT) solutions are cloud native, delivered using our transport ticketing platform, Actora. This allows integration of new fare types, modes, payment methods and travel tokens quickly and easily – future proofing your operations and supporting new, even better customer experiences.

Our enterprise cloud platform processes billions of digital transactions every year for global transport and payments organisations including: Go Ahead Plc, Arriva Plc, First Group Plc, National Express Plc, trentbarton, The Welsh Government, Transport Scotland, GTR, Transport for Greater Manchester, Merseytravel and PayPoint Plc.

For more information, please visit www.weareACT.com.

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ABOUT FUJITSU GLOBAL

Fujitsu is the leading Japanese information and communication technology (ICT) company offering a full range of technology products, solutions and services.

Approximately 130,000 Fujitsu people support customers in more than 100 countries. We use our experience and the power of ICT to shape the future of society with our customers. Fujitsu Limited (TSE:6702) reported consolidated revenues of 3.9 trillion yen (US\$35 billion) for the fiscal year ended March 31, 2020.

For more information, please see www.fujitsu.com.

ABOUT FUJITSU UK & IRELAND

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We are committed to Digital Co-creation, blending business expertise with digital technology and creating new value with ecosystem partners and customers. We enable our customers to digitally transform with connected technology services, focused on Artificial Intelligence, the Internet of Things, and Cloud - all underpinned by Security. Our customers cover both the public and private sectors, including retail, financial services, transport, manufacturing, government and defence.

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