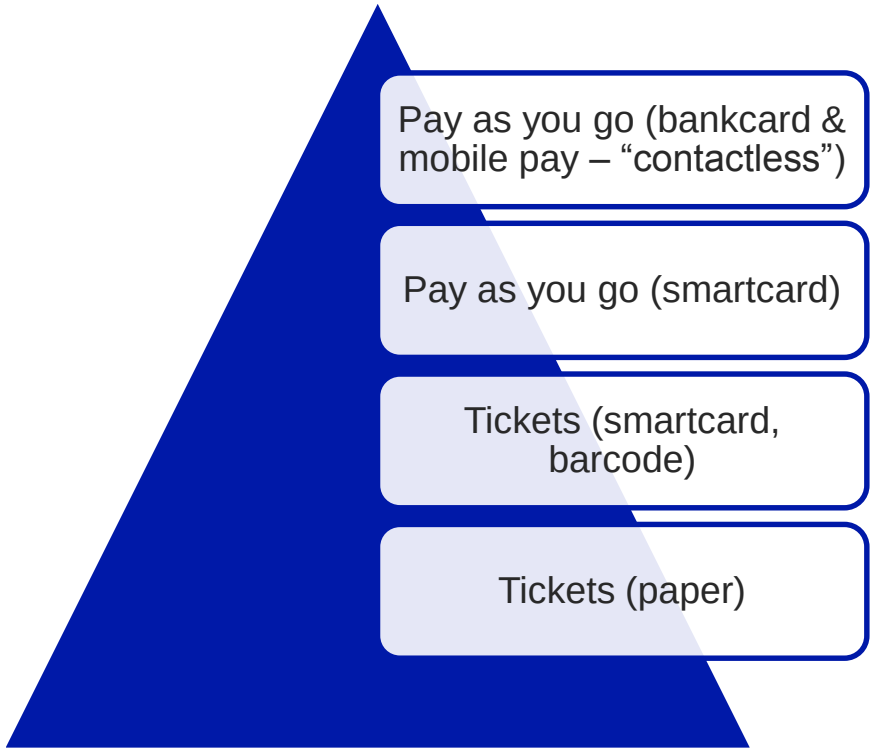
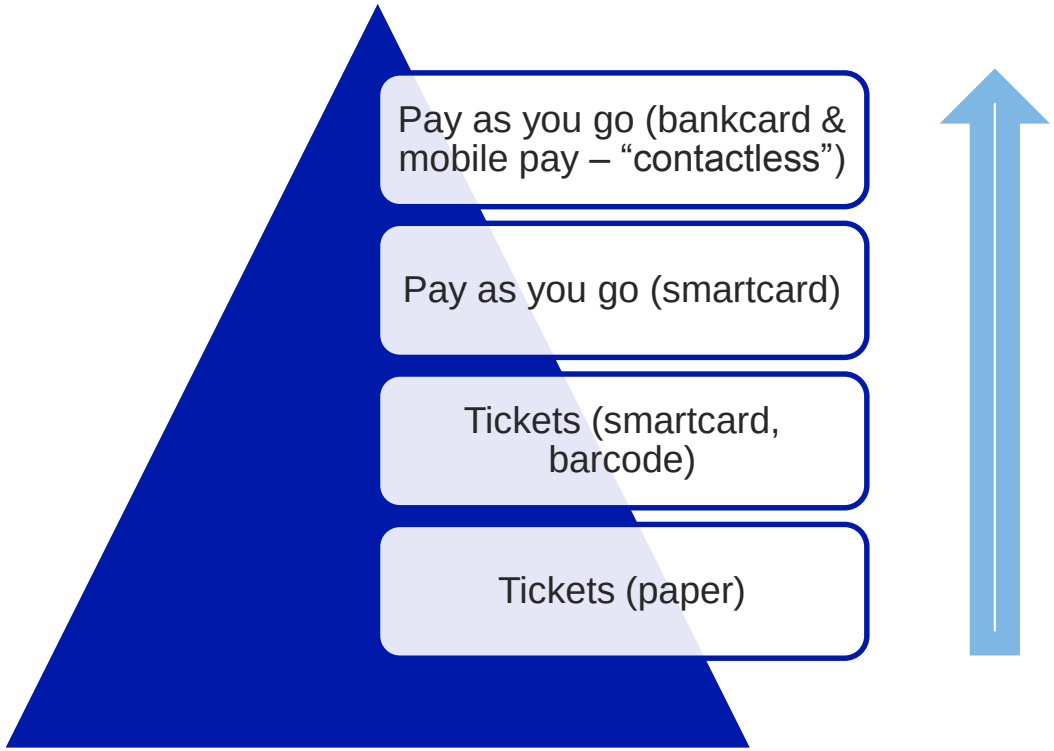
UK Rail Summit
13th March 2019

Mike Tuckett

The Public Transport "Payments Pyramid"



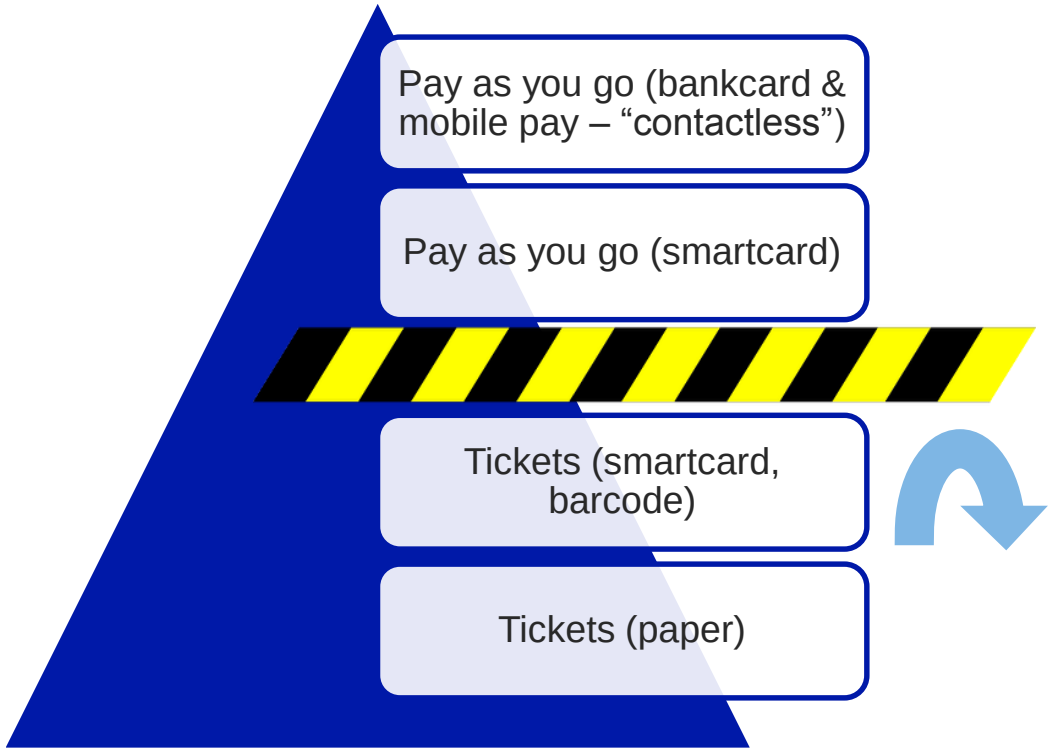
“Climbing the pyramid” has great benefits...



Increasing –

- Revenue
- Customer Trust / Satisfaction
- Operating cost reduction

...but National Rail has got stuck, and passengers have missed out



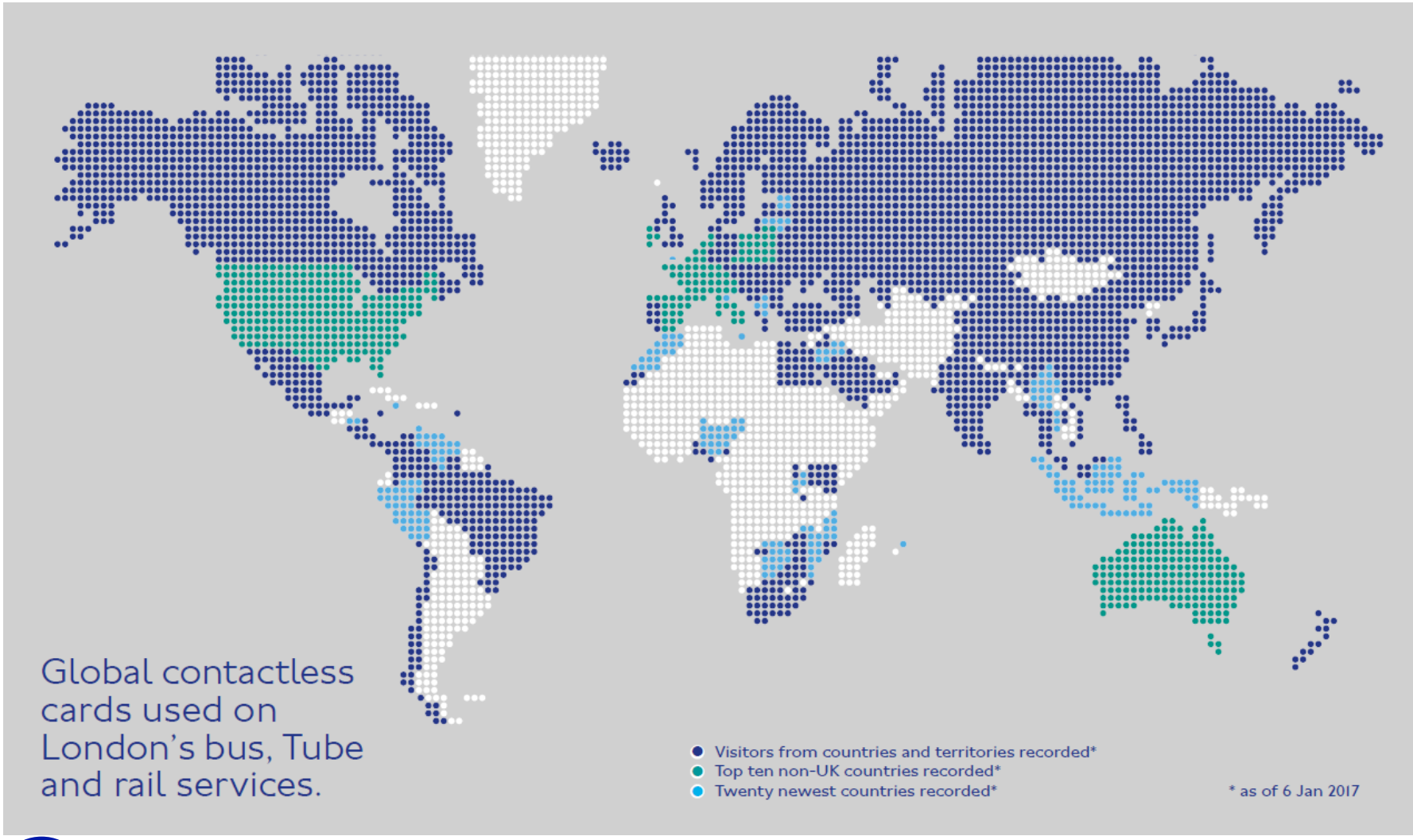
Why? –

- Fares are too complex to allow Pay as you go
  - Cant achieve best value promise
  - Too unpredictable for customers to “let go” and trust system
- Customer Focus?
- Recognition of pay as you go as categorically different to other smart ticketing / letting go of the notion of a “ticket”?

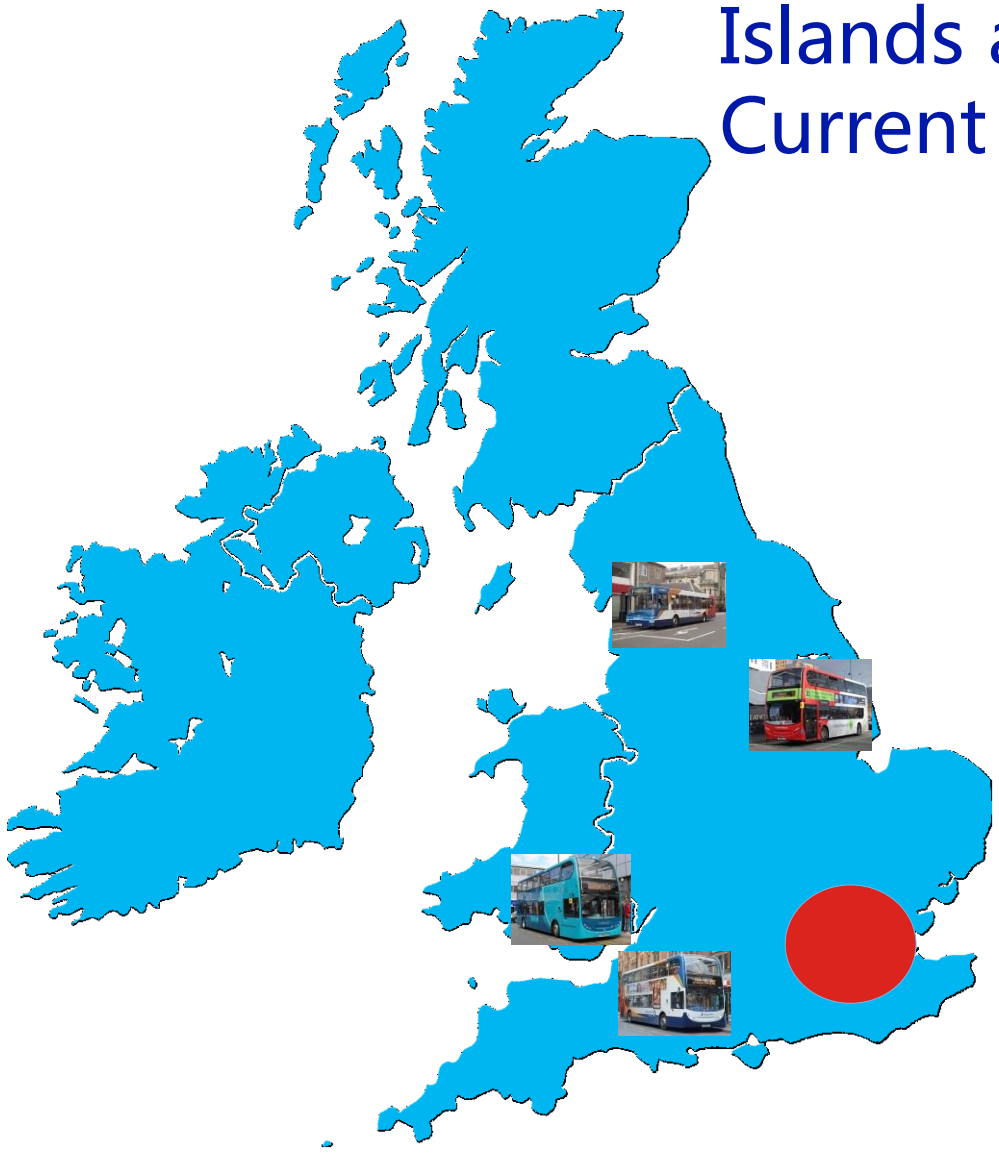
The contactless pay as you go revolution

- The ultimate in ease of accessing Public Transport
- Customers travel, tapping a card they already have, and are billed the best value set of fares for the day
- 50 million cards / phones seen, 70,000 new every day

Everyone can arrive and just travel on TfL...



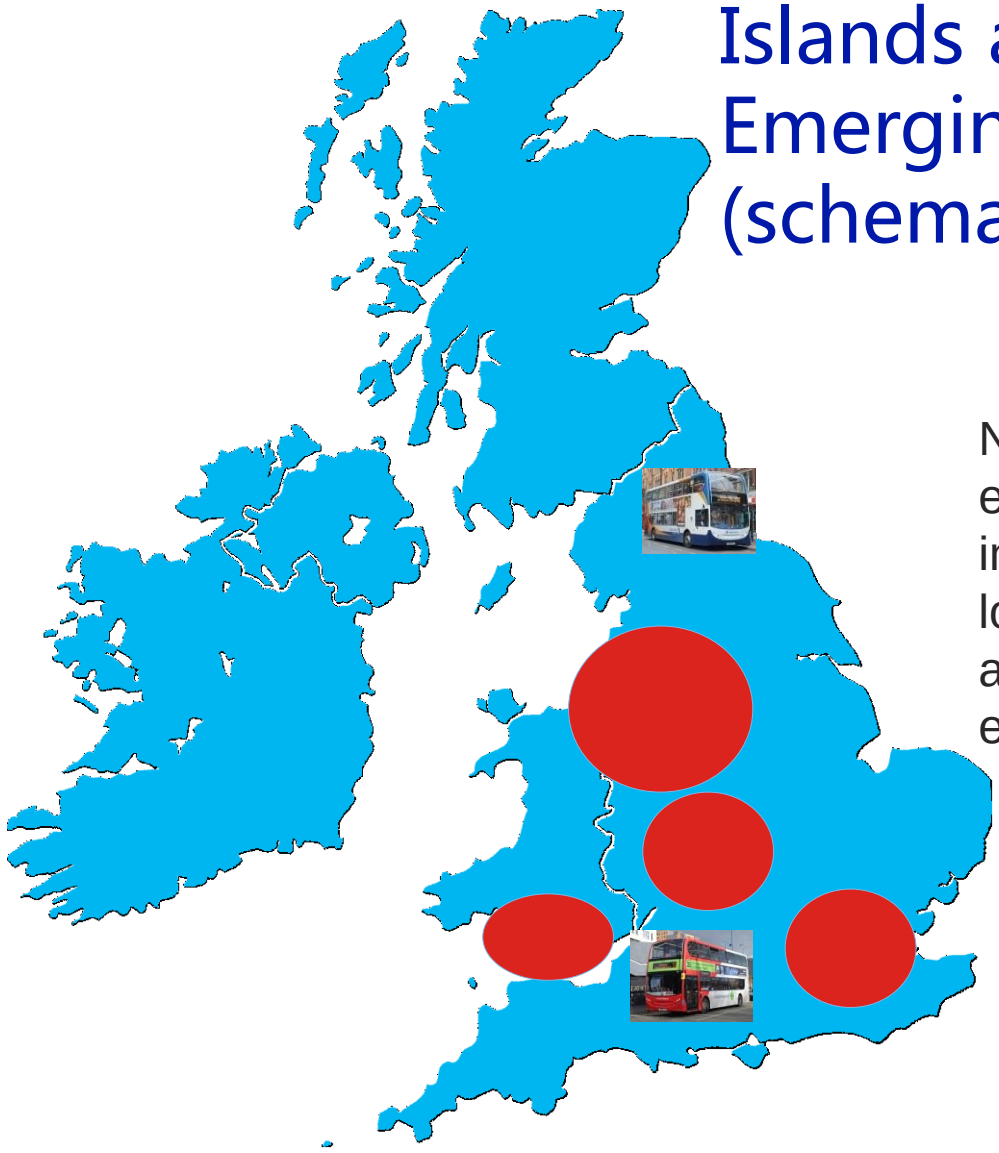
Islands and Bridges Current situation



National Rail part of London pay as you go contactless scheme

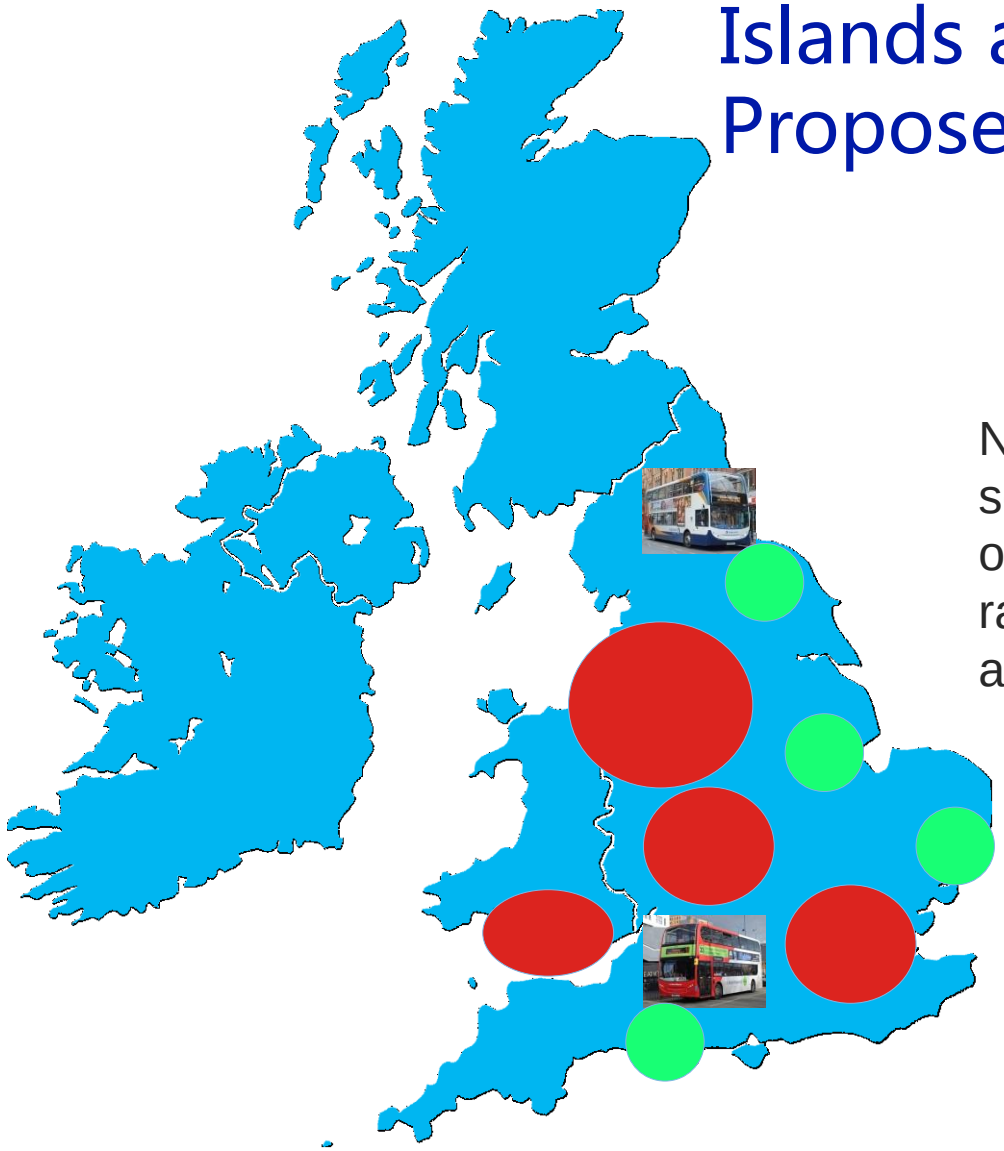
Most major bus operators rolling out contactless

Islands and Bridges Emerging (schematic)



National Rail expected to be included in other local contactless Pay as you go schemes e.g. TfN

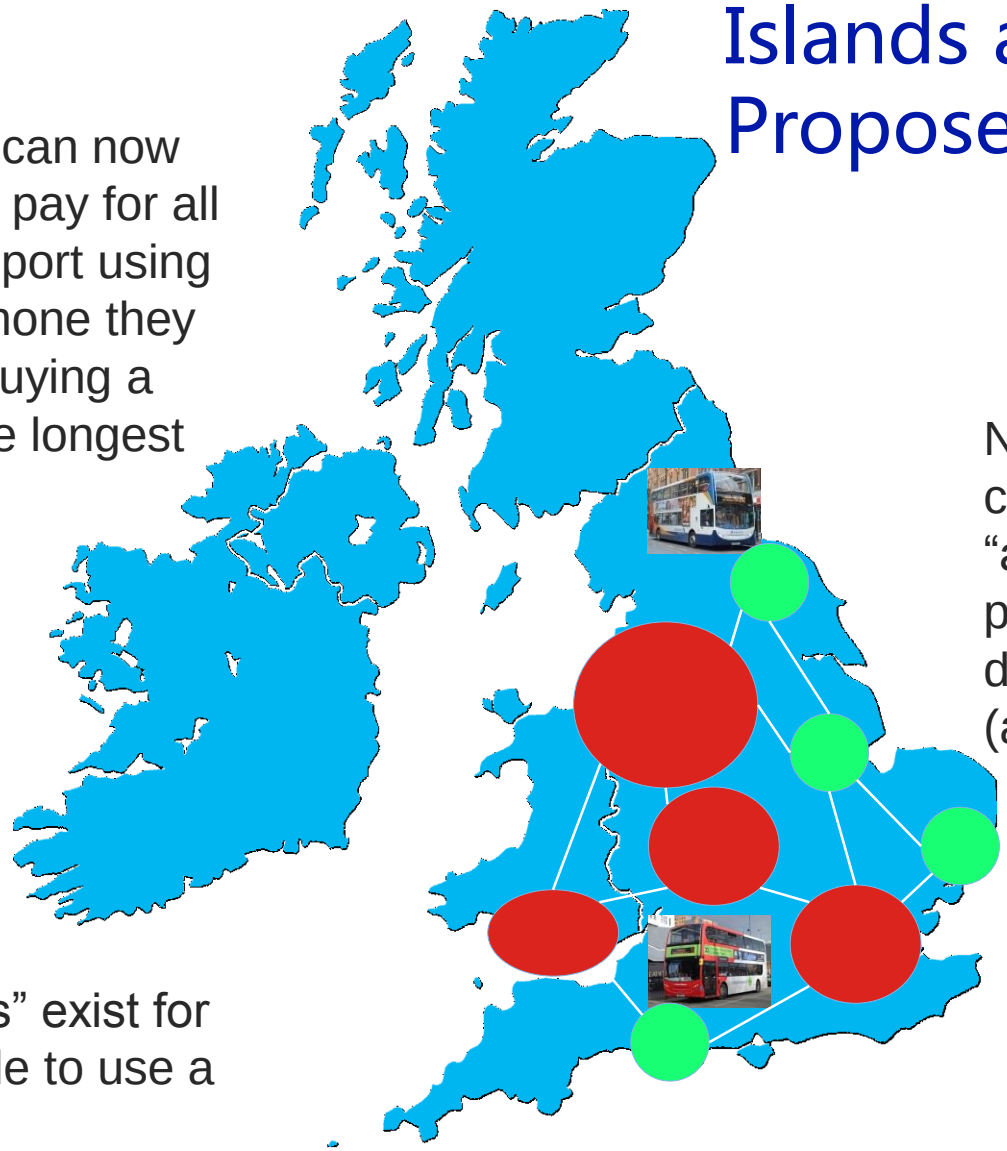
Islands and Bridges Proposed (1)



National Rail scheme creates its own Pay as you go rail islands where appropriate

Islands and Bridges Proposed (2)

Customers can now access and pay for all public transport using a card or phone they own, only buying a ticket for the longest journeys.



National Rail adopts contactless as “access token” for pre-sold longer distance tickets (airline model)

“Safety nets” exist for those unable to use a bankcard

Russell & Bromley
Boots
UNDERGROUND
Victoria 73
VANS