

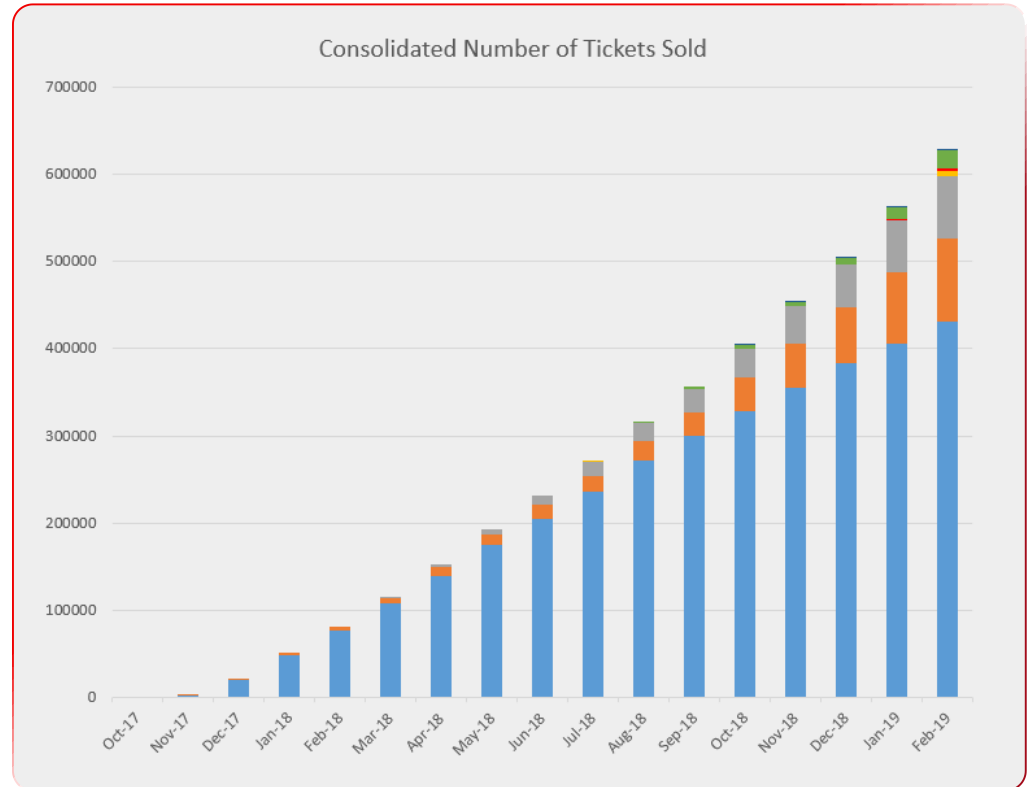
Rail Summit: Smart and PAYG

Neil Connor

Transformation of travel
is part of a wider trend
where public and private
sector services go digital

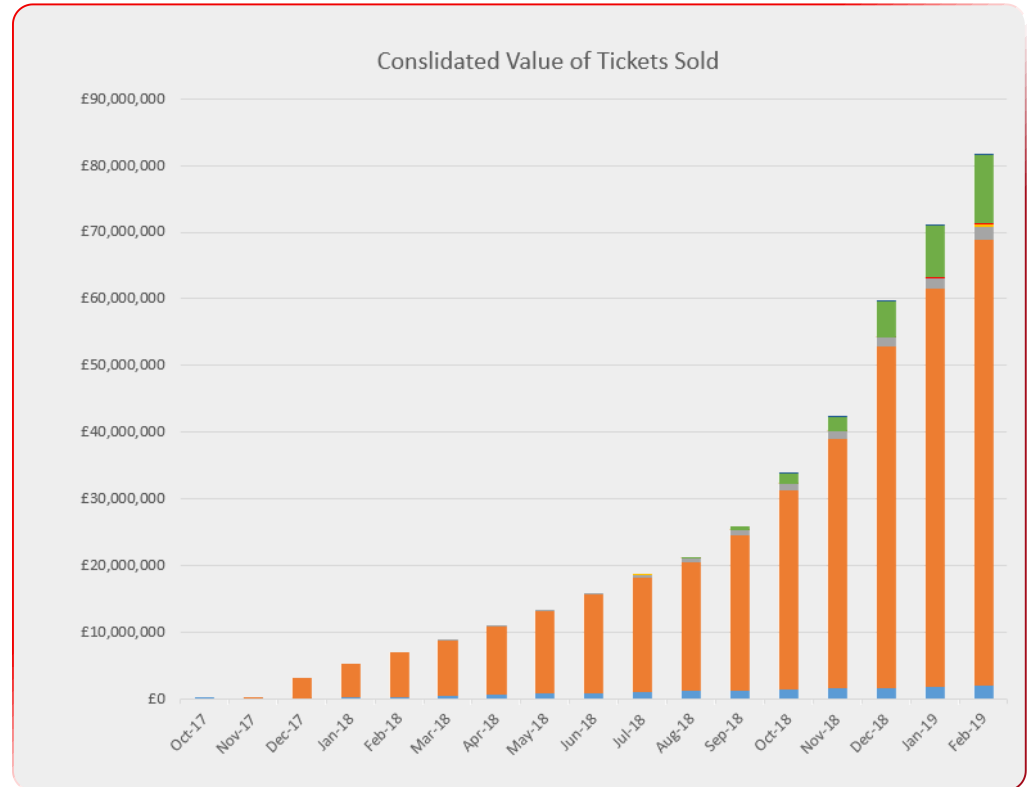
Smart STAR uptake

- In use with 7 Operators
- National coverage, over 1,000 STAR ticket offices
- CBO integration
- Staff at ticket offices can play a key part to get cards to customers immediately and support customers



Smart STAR by value

- In use with 7 Operators
- National coverage, over 1,000 STAR ticket offices
- CBO integration
- Staff at ticket offices can play a key part to get cards to customers immediately and support customers
- Can start to move to 'SMART by default' and replace the paper tickets



PAYG – why?



No need to buy a ticket before you travel.
No need for cash



Improved Passenger Experience



For the Passenger



Fair Price Promise



Tokens customer use.

PAYG – what and how?

- Not in a greenfield site and various models..
- Learn from successes and investments
 - KeyGo
 - TfL
 - TfN
 - STNR
- Exploit STNR investment in ITSO for South East
 - To deliver quickly, safely and build trust
 - Add pre-purchase
- Grow spokes between hubs
- Support evolution of tokens, payments, fares over time, towards end-to-end journeys and MaaS



Summary

Build out
Adoption in phases
Involve your customers and
staff early to encourage
innovation and manage risks