

# Fare capping at CGN offers travellers greater flexibility

CGN, the Lake Geneva navigation company, has responded to changes in travel behaviour due to the pandemic. With help from FAIRTIQ, it has introduced fare capping. This move is already paying dividends by attracting new customers to its N1 Lausanne–Evian, N2 Lausanne–Thonon and N3 Nyon–Yvoire boat services.

## SHUTTLE BOATS

CGN is the first navigation company to work with FAIRTIQ. Together, they have developed innovative, flexible and easy-to-use fare options for CGN's N1 Lausanne-Evian, N2 Lausanne-Thonon and N3 Nyon-Yvoire routes.

## NEW DYNAMISM

The Covid-19 pandemic is forcing a rethink in the public transport industry. Using FAIRTIQ's proven technology, CGN offers a new monthly fare that is tailored to the changing travel needs of commuters, the company's largest customer group on its N1, N2 and N3 routes.

## MONTHLY CAP

Fare caps offer occasional travellers as well as commuters who now work more from home greater travel flexibility. The new eTicketing solution offers the advantages of a season ticket without the need to pay upfront.

*We need to respond to new travel behaviours and make our products more flexible for those who now spend more time working from home.*

*Benoît Gaillard, Chairman of the CGN Board*

## CGN zooms in on its largest customer group

Two thirds of passengers who use the services of the Compagnie Générale de Navigation sur le Lac Léman (CGN) are cross-border commuters. CGN operates three routes between France and Switzerland. All are integrated in the public transport system and offer a fast, environmentally friendly and cost-effective way to cross Lake Geneva. CGN has already taken a number of steps to improve its commuter services, including the introduction of new, larger boats and more frequent connections. However, sales of season tickets have fallen by 20% due to a rise in remote working and planning uncertainties since the start of the Covid-19 pandemic. According to CGN Marketing Director Florentine Baron Pailhès, «Our customers can't really plan their journeys in advance, which means many don't want to commit to buying a monthly pass.» The decision of CGN to adopt an innovative fare model is bearing fruit: it is not only winning back occasional travellers but it is also attracting new customers on board. The company hopes that this move will secure the strategic expansion of its fleet and lead to capacity utilisation rates that are even higher than pre-pandemic levels.

## Capping: dynamic pricing and best-price guarantee thanks to FAIRTIQ

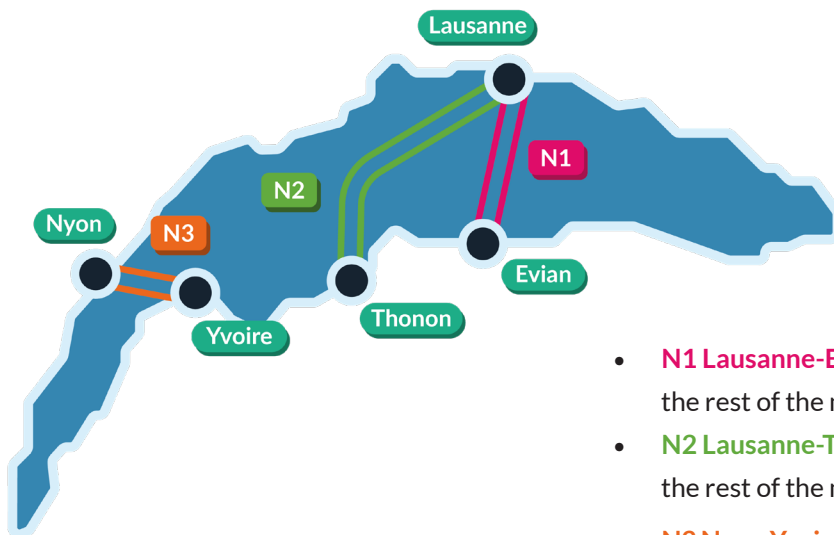
- The capping function built into the FAIRTIQ solution means that after a certain number of crossings during a calendar month, users are no longer charged for all subsequent journeys made during the same month. The total monthly price is automatically capped as soon as the total price of multiple one-way trips is higher than the monthly upper limit.
- The FAIRTIQ app uses GPS to determine the distance travelled, automatically calculates the best fare in the background and charges it to the method of payment the user has registered in the app. Once the user reaches the monthly cap, i.e. the monthly price limit, they do not pay for any subsequent crossing they make during the rest of the month.
- Passengers no longer have to think about how often they want to travel. They simply start their CGN journey by sliding the Start button on their smartphone and end it by sliding the Stop button when they disembark.
- The capping model can be offered on a daily, weekly and monthly basis and implemented in the FAIRTIQ app.

## What FAIRTIQ offers: proven technology and user-friendly application

Instead of developing its own payment model, CGN chose to partner with FAIRTIQ thanks to its reputation as a leading and trusted provider of mobile ticketing solutions. «The intuitive and user-friendly interface of the FAIRTIQ solution in itself represents added value for our customers», notes the CGN marketing director. Further plus points are the tracking options, which are important for building customer loyalty, as well as the easily customisable analysis dashboards that come with FAIRTIQ's solutions.

## Individual solution and monthly cap reflect customers' mobility needs

The CGN fare capping model means that passengers do not pay by zone or fare schedule but by the distance they actually travel. The monthly cap varies depending on the route and number of journeys. This is what the options look like:



- **N1 Lausanne-Evian:** Pay for fewer than nine crossings. Travel the rest of the month for free.
- **N2 Lausanne-Thonon:** Pay for more than six crossings. Travel the rest of the month for free.
- **N3 Nyon-Yvoire:** Pay for fewer than 10 crossings. Travel the rest of the month for free.

## Advantages of the FAIRTIQ solution:

- Individual solution, lower costs: no more expensive investment in development work and new hardware.
- Potential to generate additional revenue through data analyses and customer loyalty measures that can be developed with a specific target group in mind and are measurable with a very high degree of accuracy.
- Straightforward development of new fare options: FAIRTIQ's software determines the impact of different fare options on ticket costs and fare revenues.
- Test new fares with a specific customer group first: FAIRTIQ data can generate new insights to successfully extend your new offers to other customer groups.
- Receive new data for marketing purposes, e.g. for mail campaigns that target customers directly.

## Find out what FAIRTIQ can do for you

Let's work together to make your transport services more innovative and customer-friendly. Your contact at FAIRTIQ:

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