

How FAIRTIQ technology facilitated SBB Mobile app extension - with EasyRide

In 2019, the most popular Swiss public transport app added an innovative feature that also lets travellers who do not hold a travelcard or season ticket use the app to buy a ticket for their journey on any long-distance and local transport service in Switzerland. Mobile ticket sales have sharply increased as a result. This app extension was built using the FAIRTIQ SDK.

EASY TO INTEGRATE

Swiss Federal Railways (SBB) used FAIRTIQ's ready-made software development kit (SDK) to add the journey recording and payment functions of the Swiss start-up's innovative technology to its 'SBB Mobile' app. Whether taking the train, boat, bus or tram, all passengers, including those who do not have a travelcard or season ticket, can now check in, ride and pay only for the distance they actually travel.

RE-BRANDED

SBB named the app extension 'EasyRide'. Built using the FAIRTIQ SDK, this module in the SBB Mobile app automatically identifies the route travelled and calculates the right fare for that journey. It also takes into account SwissPass travelcards, such as the Half Fare Travelcard and regional travelcards, and automatically includes zone upgrades.

POPULAR

With over 3.5 million users, SBB Mobile is the most popular public transport app in Switzerland. Since the launch of EasyRide in 2019, the automatic ticketing module has become SBB's fastest-growing sales channel. For added user convenience, EasyRide can be displayed on the SBB Mobile app's homepage.

EasyRide simplifies the journey and lowers the barriers to entry for occasional public transport users.

Sayanthan Jeyakumar, Head of SBB Mobile App @ Swiss Federal Railways (SBB)

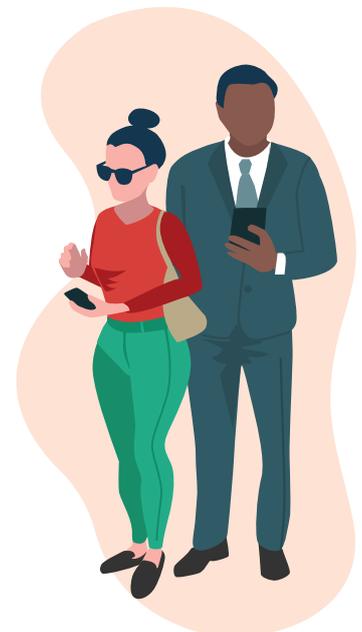
SBB fully on board with contactless automated ticketing

SBB, the state-owned Swiss public transport company, carries 1.32 million passengers every day (2019). A growing number of their customers now buy their tickets online. SBB is committed to making the purchasing process even easier and sees contactless ticketing as a means to achieve its goal.

App extension sets SBB's future course

SBB already has its own app ('SBB Mobile'), which can be used in all of Switzerland's long-distance and local transport services (bus, boat, train and tram). Thanks to FAIRTIQ technology, SBB has built an additional module which enables the app to automatically record the route travelled by the user and calculate the right fare for that journey. As a result, SBB Mobile app lets users not only check timetables but also start and stop the recording of their journey with a single swipe on their smartphone screen. SBB is very clear about what it hopes to gain from this new app-based service:

- simplify access to public transport, particularly for SBB passengers who do not hold a GA (yearly subscription) or other travelcard but want to take public transport with a minimum of fuss and zero time spent working out the right ticket and studying the fare zone map.
- reduce SBB operating costs through the introduction of additional digital ticketing options, which will do away with the need to install more hardware in trains, trams and buses.



Integration of FAIRTIQ technology in the SBB Mobile app

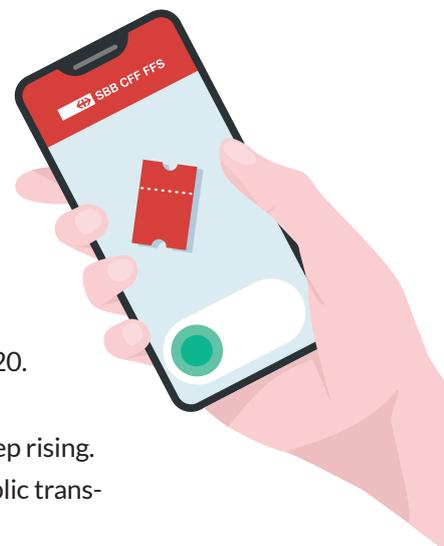
In 2018, the FAIRTIQ ticketing solution was initially integrated in the 'SBB Preview' app using a ready-made software development kit (SDK). More than 250,000 SBB customers use this beta version, which has the same basic functions as the Swiss Mobile app and allows the transport company to market-test new technologies. Following a series of successful trial runs, SBB decided to integrate the FAIRTIQ SDK in the Swiss Mobile app; this second phase of the project began in early November 2019. SBB named the new app extension 'EasyRide'.

We were really impressed with FAIRTIQ during the integration of its SDK in our existing app. Its proactive and flawless work laid the foundations for a successful and cooperative partnership.

Markus Basler, Director Digital Business @ Swiss Federal Railways (SBB)

Outcomes

- SBB Mobile has over 3.5 million users, making it the most popular public transport app in Switzerland. The integrated automatic ticketing function, EasyRide, which is powered by FAIRTIQ technology, can be used on all modes of transport and on the roughly 1,400 long-distance and local routes operated in Switzerland by 250 transport companies
- The automatic ticketing function covers all regional and national fare schedules in Switzerland and offers the proven FAIRTIQ best-price guarantee when calculating the right fare for the journey that the app user has taken.
- In 2021, 9.4 million tickets were bought via EasyRide, a twofold increase (+138%) on 2020. Average user age is 50.
- Nearly 10% of SBB tickets sold are purchased via the EasyRide module, and numbers keep rising. Occasional and new SBB customers, in particular, appreciate the simplified access to public transport and convenience offered by EasyRide.



About FAIRTIQ:

- The FAIRTIQ SDK makes it easy for public transport providers to integrate FAIRTIQ's proven technology in their existing apps. This allows providers to offer their customers timetable information, route recording, best-price guarantees, fraud detection and other functions all in one single, easy-to-use mobile application.
- FAIRTIQ digitises the entire travel process from check-in to check-out. Its digitisation toolkit comprises a smartphone app, a cloud-based backend and zero hardware.

What can we do for you?

Join us in making your public transport services more innovative and customer-friendly. Contact:

sales@fairtiq.com

