Ticket distribution.
From stations to App

- Arne Jakobsen
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Mr. Jakobsen – NSB – Ticket distribution. From stations to App

**Norwegian Railways**

Key figures:

- 4200 km tracks
- 70 mill passengers
- 9200 seat km
- 330 stations
- 18 stations with ticket office!
Modern stations - new requirements

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Vision

• Create functional, esthetical and eco-friendly urban spaces.

• Develop public transportation hubs and contribute to increase the use of public transportation.

• Sustainable solutions.
Sale Channel mix

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70%

Ticket Office  2003  Self service
Focus areas 2013 - 2017

- Seamless travel
- Efficient channels
- Real time travel information
- Price & product
- Service

- Easy and efficient channels that result in 90% self service and high customer satisfaction
- We have started «le Tour digital»
Our customers experience us as available and we deliver centric services – the customers needs is the driver for our actions.

Ticket portfolio and price structure is easy

We give relevant updated travel- and deviation information in a preferred channel.
App sales pr month: 2013 Nok 0 – 2015 March 50 mill NOK

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Sustainable solutions

• Energy efficient driving system-individual app for train drivers
• Saved CO2-message on the train ticket/environmental calculator for customer
• Environmental Management System (ISO 14001)
• Waste management in trains and buildings
• New trains (environmental and energy requirement according to UIC Leaflet 345 and Tec-Rec 100_001)
• Sustainable buildings-Energy class A and BREAAM Excellent
• Environmental train for school children
THANK YOU

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