

NEXTSTATION

MARRAKECH 2015



5TH INTERNATIONAL CONFERENCE ON RAILWAY STATIONS



Palmeraie Palace

Marrakech, 21-22 october 2015



Ticket distribution. From stations to App



- Arne Jakobsen
- Senior Advisor, NSB, Norway
- 3B Technologies



Modern stations - new requirements



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

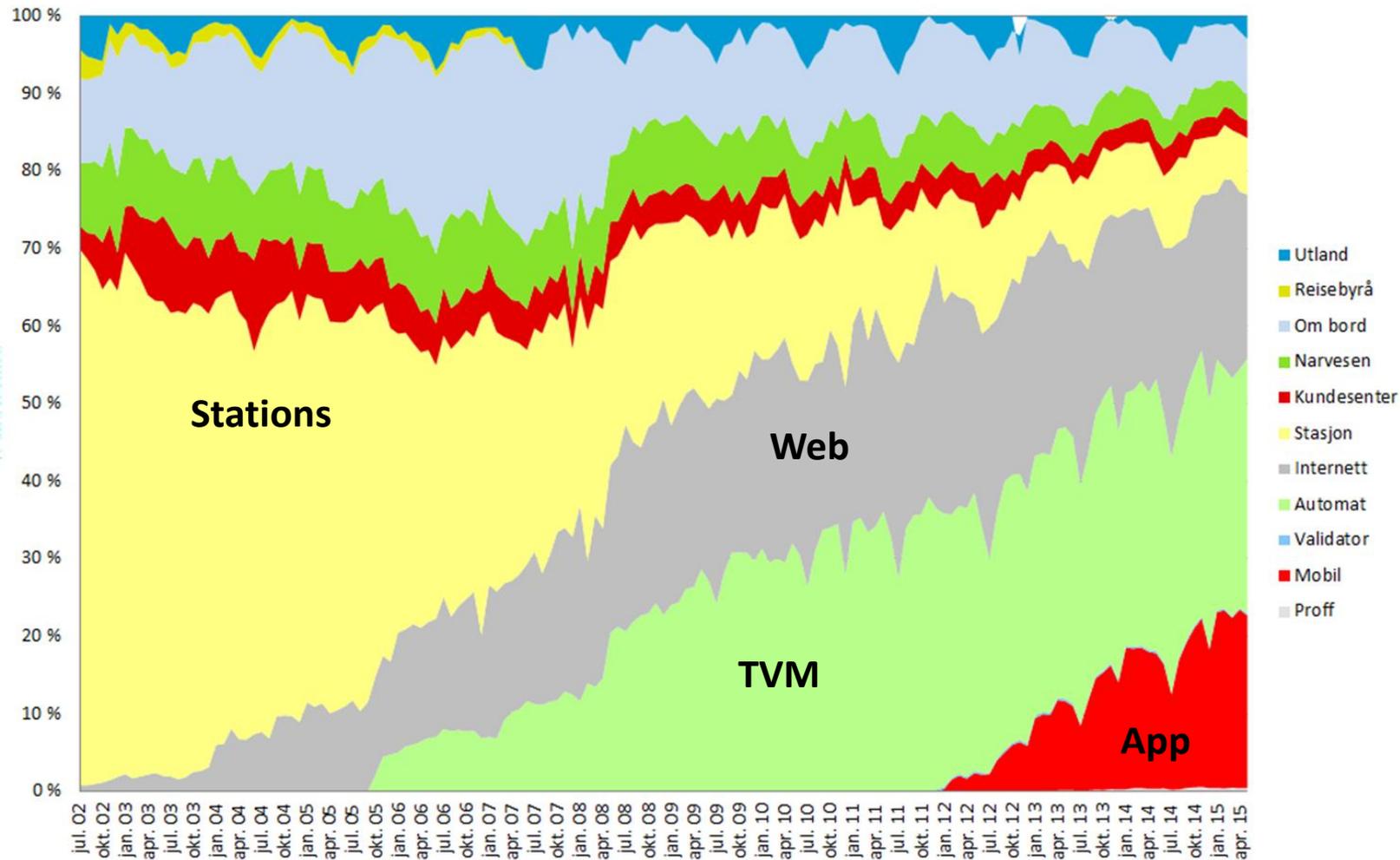


Vision

- Create functional, esthetical and eco-friendly urban spaces.
- Develop public transportation hubs and contribute to increase the use of public transportation.
- Sustainable solutions.

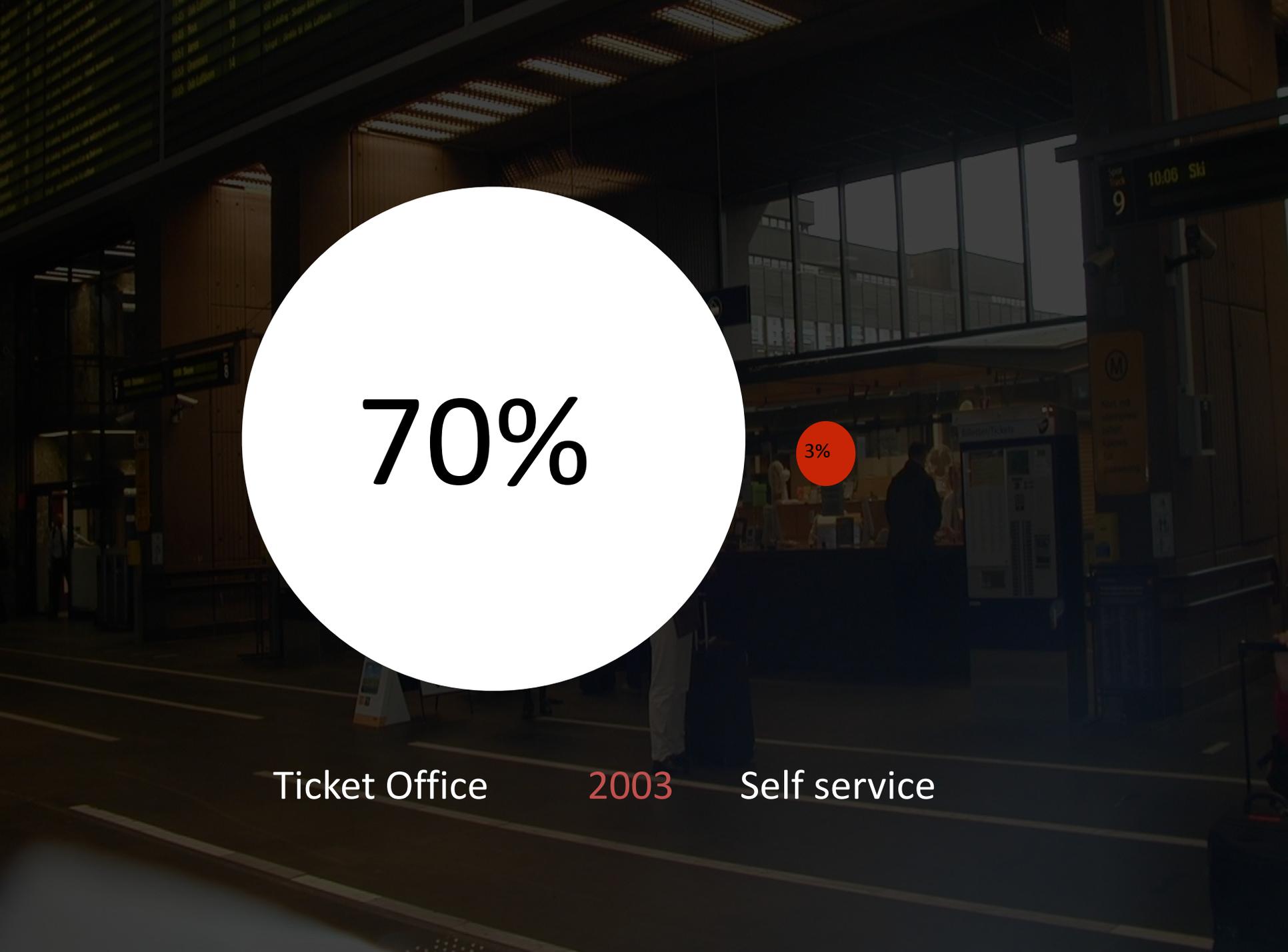


Sale Channel mix



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





70%

3%

Ticket Office

2003

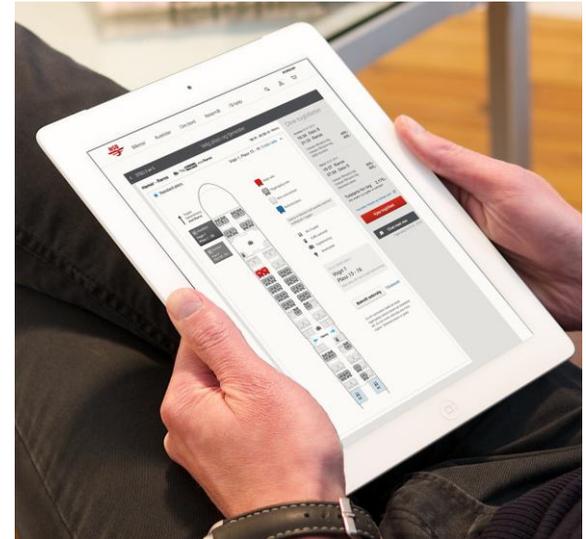
Self service



Ticket Office 2015 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»



Customer / Channels

- Our customers experiences us as available and we deliver centric services – the customers needs is the driver for our actions.
- Ticketportfolio and price structure is easy
- We give relevant updated travel- and deviation information in a preferred channel

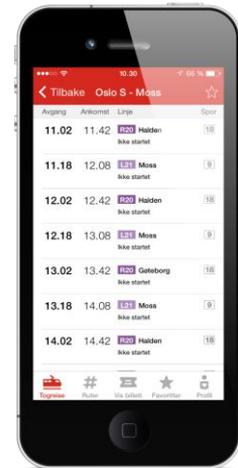
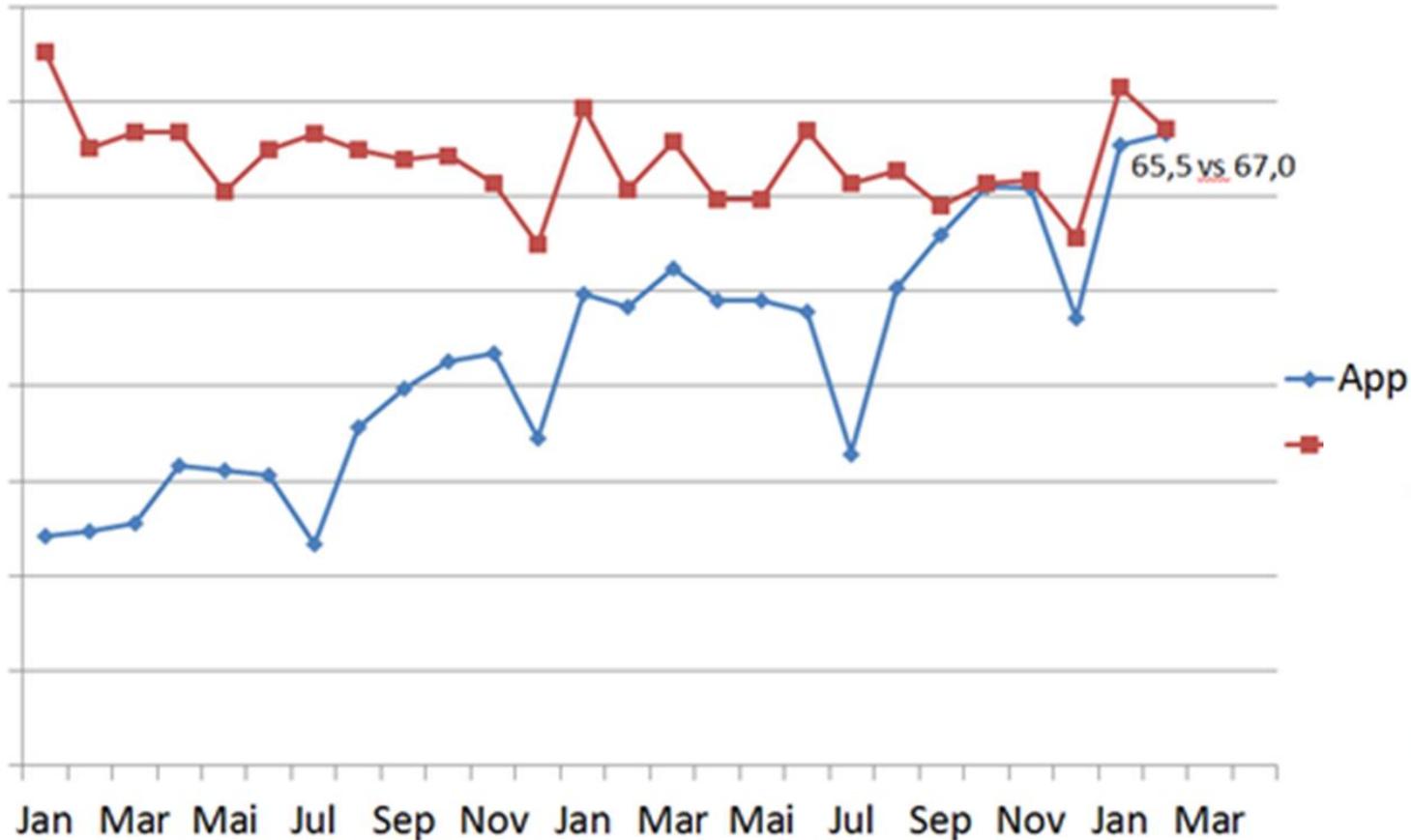
Digital



Support

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

Web vs App 2013-2015



App sales pr month : 2013 Nok 0 – 2015 March 50 mill NOK

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 BREAAAM Excellent**
- Environmental train for school children



THANK YOU

MERCI

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