

TAKING
COOPERATION
FORWARD



YOUMOBIL Summer School
Brno | 14-15 September 2021



**New ticketing models oriented on (not only)
young residents in SMR**



YOUMOBIL | Květoslav Havlík, KORDIS JMK

AGENDA

Introduction

A brief history of
smart services

POSEIDON mobile
app

Electronic
ticketing based
on bank cards

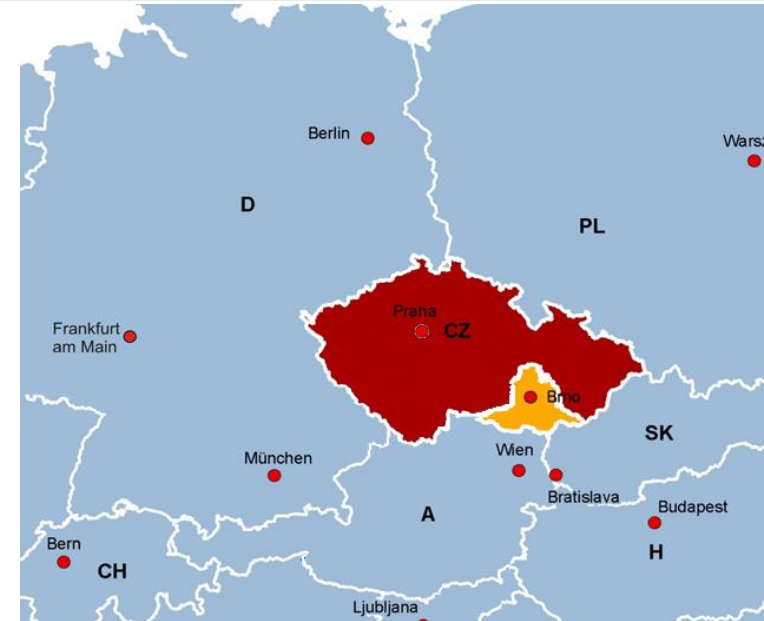
General overview
of electronic
ticketing in the
Czech Republic

Lessons learned



INTRODUCTION OF THE REGION

- Population 1.2 million
- 673 municipalities - 49 towns
- Capital Brno >100.000 students
- 2 disadvantaged areas / low pop. density – young people drained to Brno or Prague.
- Integrated PT – maintain the level of services and standards, support commuters, support regional development.
- Very important: to support young people.



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KORDIS is in favor for open data and supports new smart technologies from the beginning. Use it effectively - not always!

Data - the basements of smart services. KORDIS – body which produces and aggregates data on PT – timetables, on-line positions, delays, etc.

- 2007 Central Managing Centre
- 2014 POSEIDON APP (several modifications, last one 2021)
- 2017 E-ticketing based on bank cards in Brno
- 2020 New responsive web (YOUMOBIL project)
- 2020 E-ticketing based on bank cards in all region and vehicles
- 2020 Testing of chatbots



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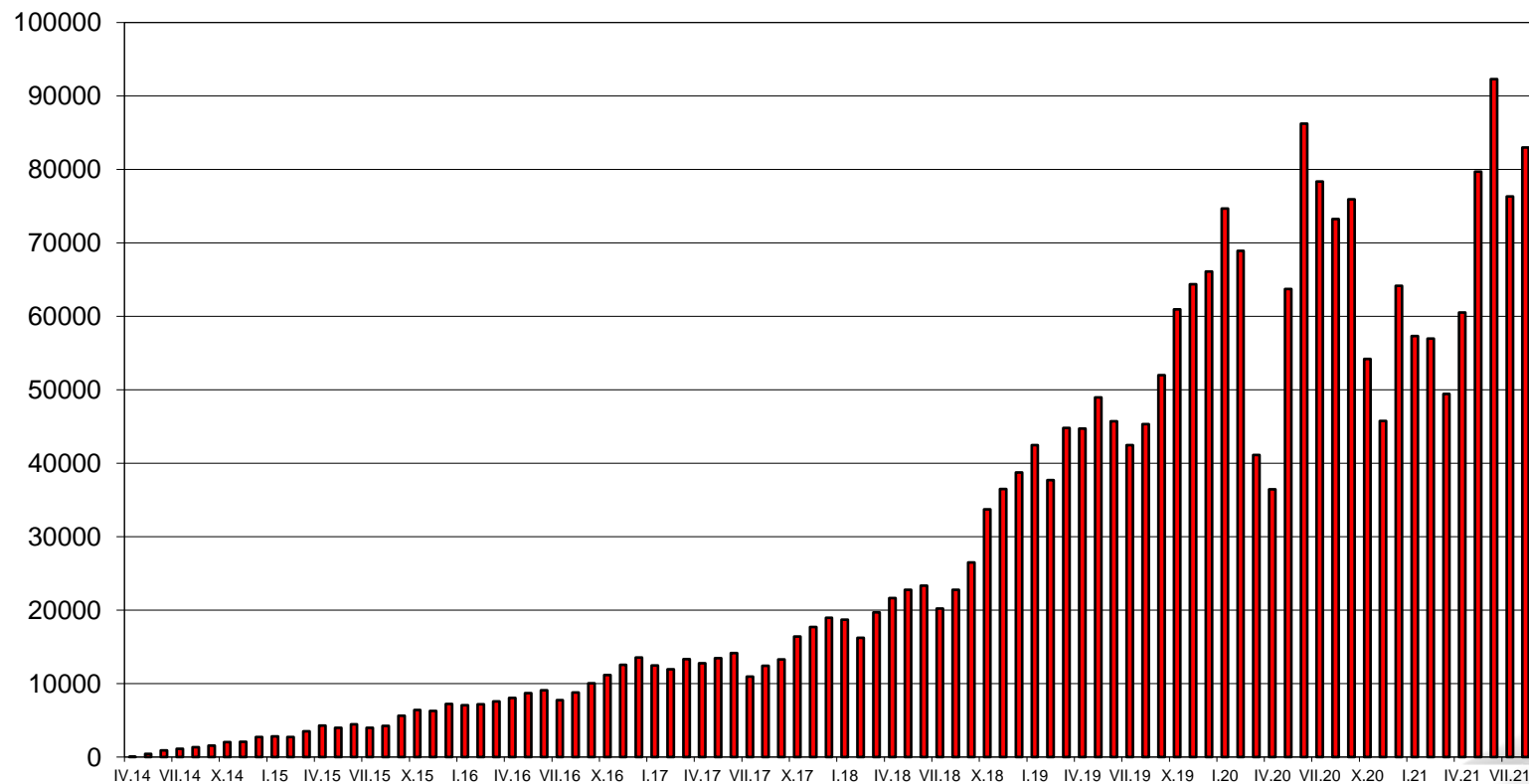


SMART TICKETING - POSEIDON APP

- Aim: to offer not expensive app, alternative to paper tickets, which includes:
 - Full range of information services
 - Safe mobile ticketing for single rides model based on QR codes applicable in all kinds of public transport and different ticket checking models.
- Target group: young mobile phone users + young adults
- Results: First such solution developed in the CR, other similar systems came 5 or more years later.
- Monthly 0,1 mil. of sold tickets.
- COVID-ready: recommended and used during COVID period, lesser decline in sold tickets.



Sold tickets



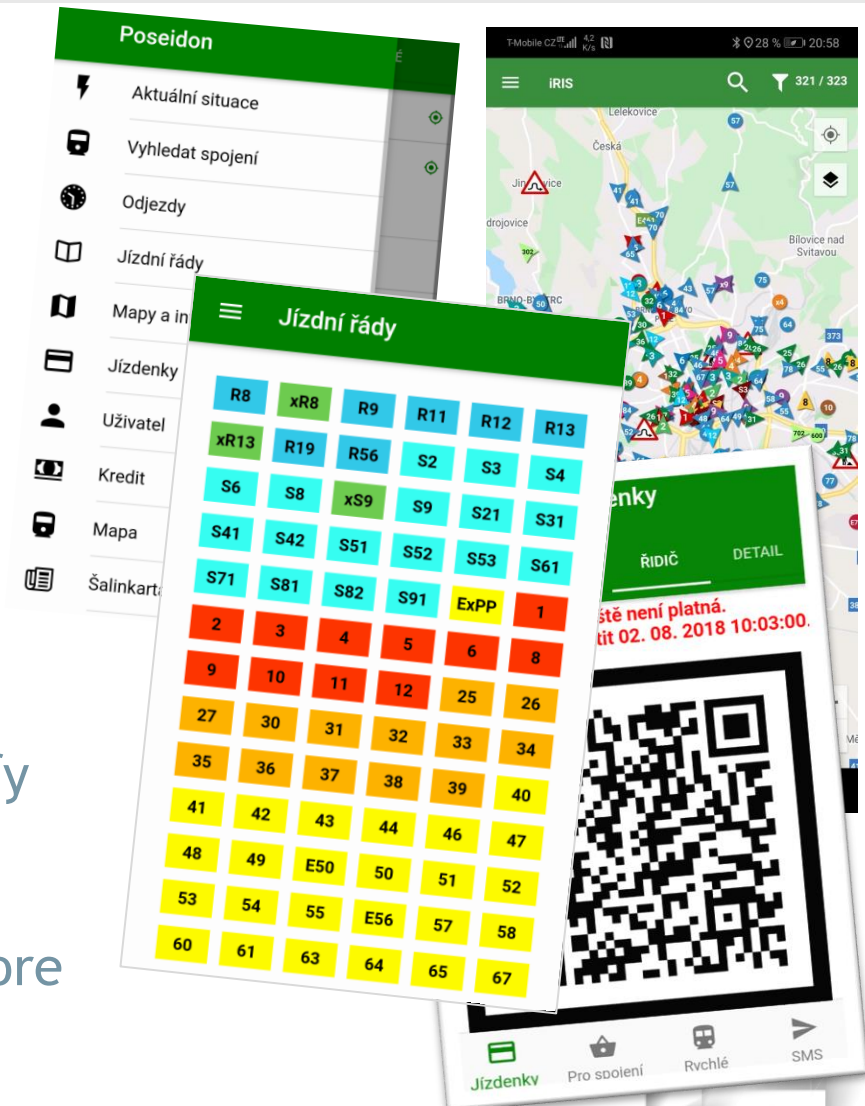
POSEIDON APP - FEATURES

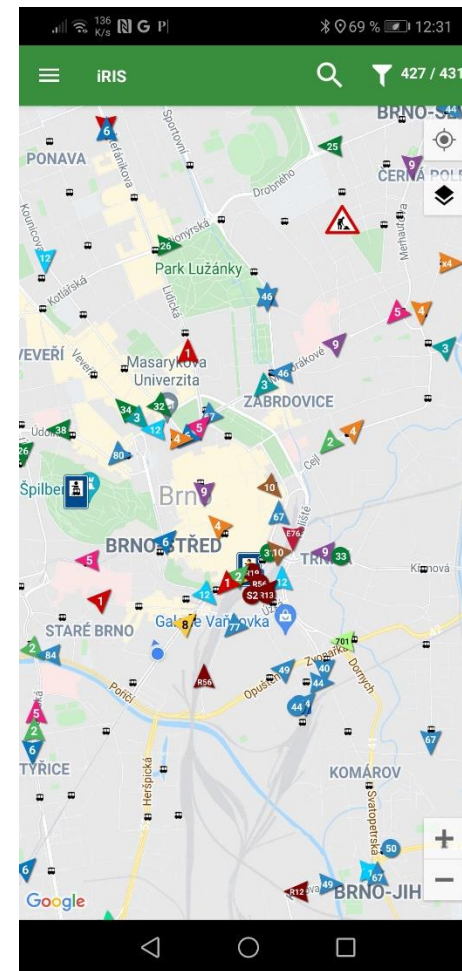
- On-line journey planner + tickets
- Direct ticketing
- SMS tickets for all cities
- Real-time departures
- Real-time vehicle positions
- Diversions
- Timetables, plans, maps

Within YOUMOBIL project - testing opinions of young people.

Main results: no more apps, just simplify and improve existing ones.

We have decided to make POSEIDON more simply / to add a new dashboard page.





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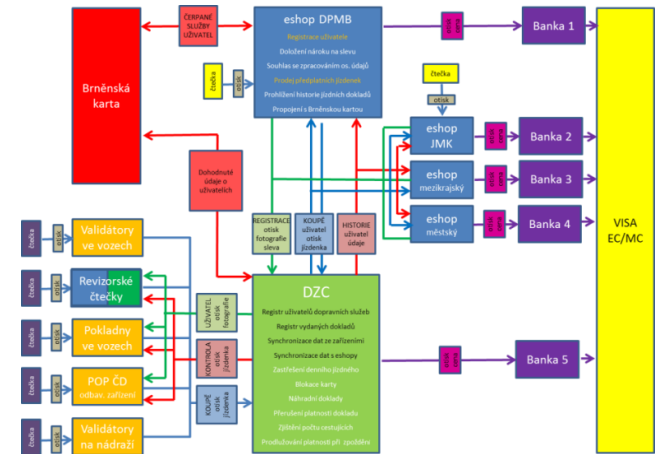
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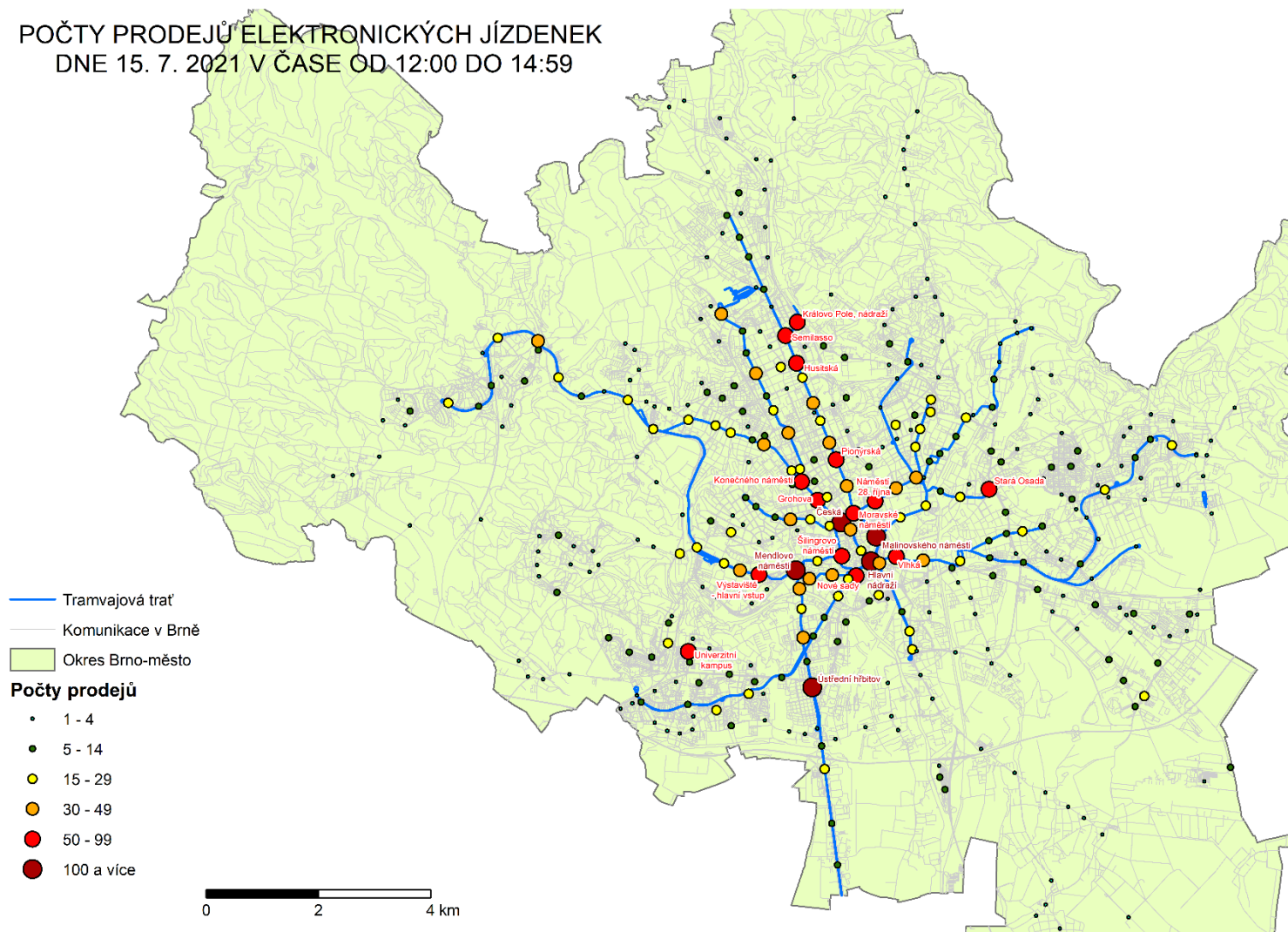


ELECTRONIC TICKETING BASED ON BANK CARDS

- majority of PT users use prepaid seasonal tickets
- important - comfortable electronic ticketing solution
- decision to avoid smart cards and use bank cards instead
- January 2017 - bank cards are used as an identifier of the user for Brno PT, all information on-line. BrnoID environment established.
- July 2020 - all region and single tickets included. New regional e-shop introduced. Beep&Go system.
- YOUMOBIL chatbot testing

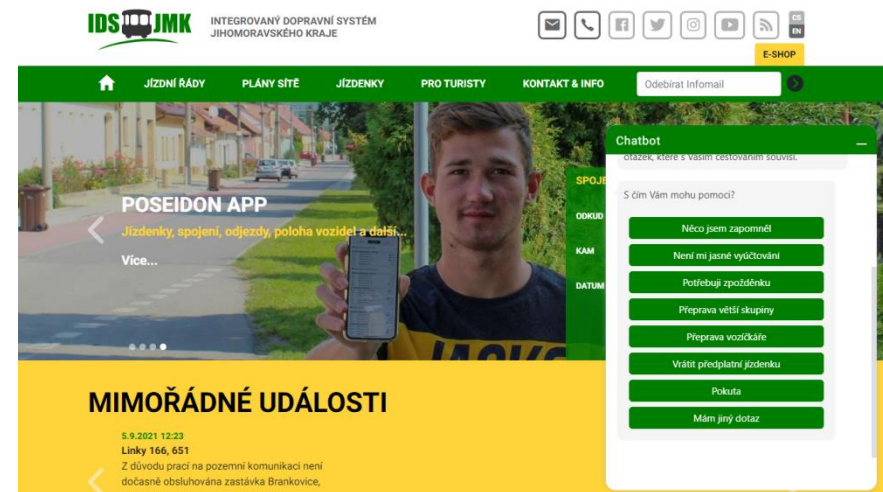
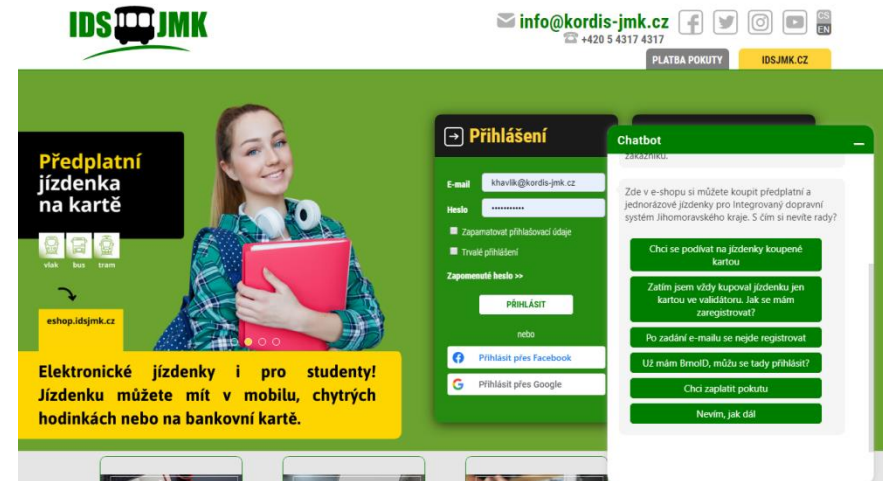


POČTY PRODEJŮ ELEKTRONICKÝCH JÍZDENEK DNE 15. 7. 2021 V ČASE OD 12:00 DO 14:59



CHATBOT TESTING

- One of recommendations from young people working groups
- 2 chatbots implemented (web + e-shop)
- quite new solution in PT market
- Experiences:
 - helps with FAQ
 - not based on AI but preselected Q&A
 - not widely used but helpful
 - not ideal solution -AI would be much better



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OVERVIEW OF E-TICKETING IN CR

- 13+1 regions, each responsible for regional PT (buses + trains)
- in most regions integrated PTS
- about 5 systems mobile apps including all public transport
- in 5 systems tickets on bank cards
- Czech Railways system
- One Ticket - national rail tickets system independent on operator.



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- The public and esp. young people needs and requires simple ticketing system.
- Young people do not need more apps but appreciate improvements of existing ones.
- There are still many young people, who does not prefer electronic ticketing. To push them is contra-productive.
- It is possible to implement e-ticketing via mobile app as a non expensive solution.
- Using bank cards as a ticket identifier is easy solution, more expensive is the on-board sale of tickets in vehicles.



Thank you for your attention!



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