

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

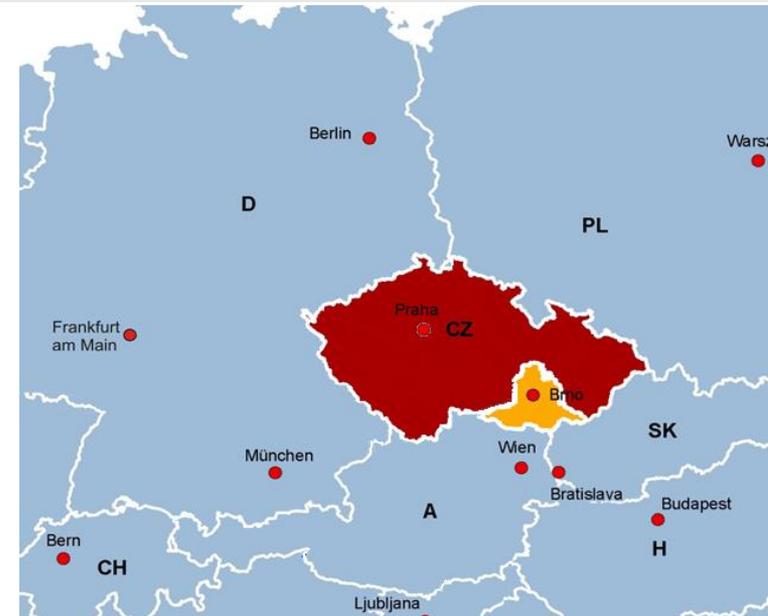
General overview
of electronic
ticketing in the
Czech Republic

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.



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



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



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

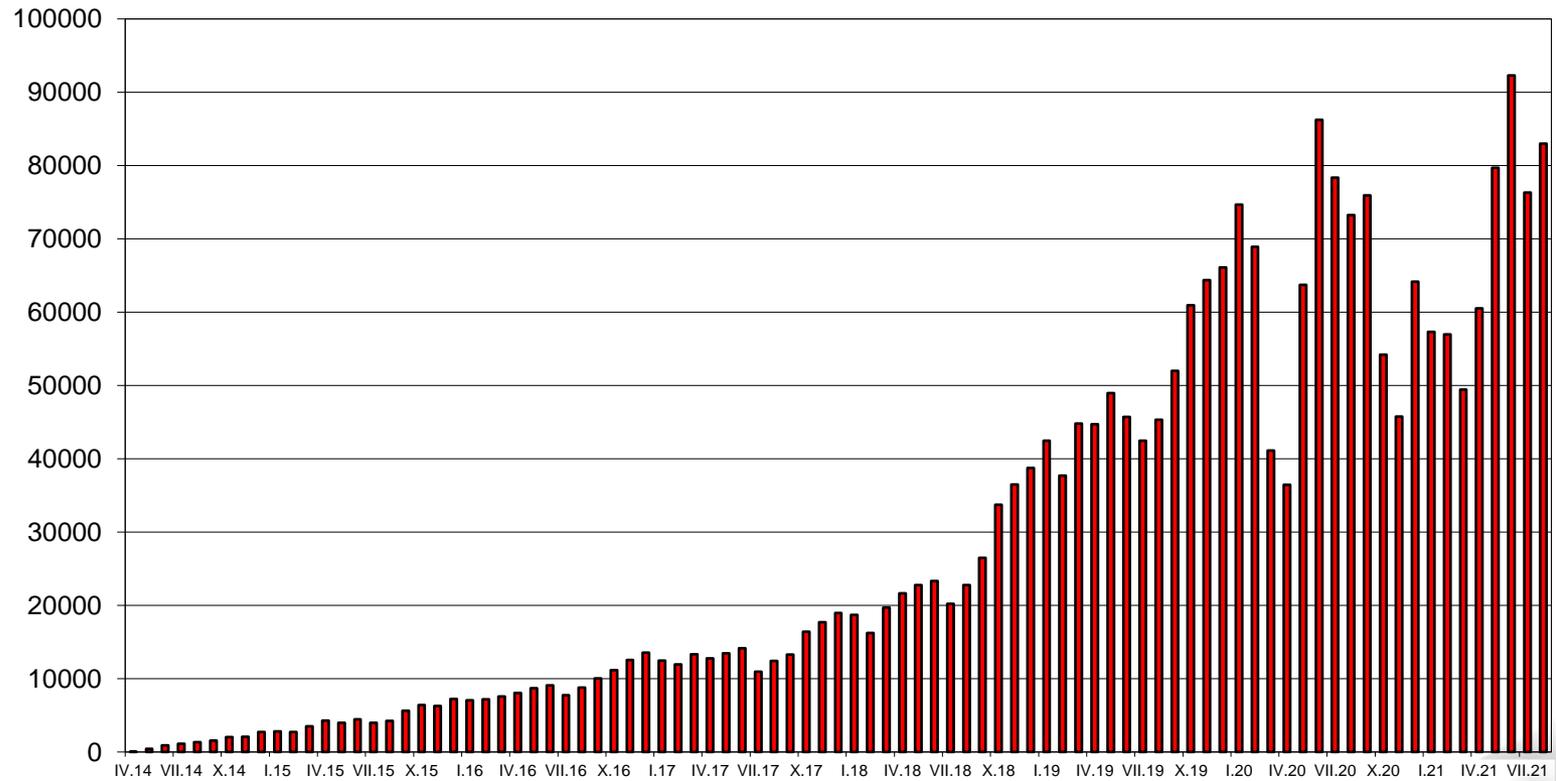


SMART TICKETING - POSEIDON APP

- 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



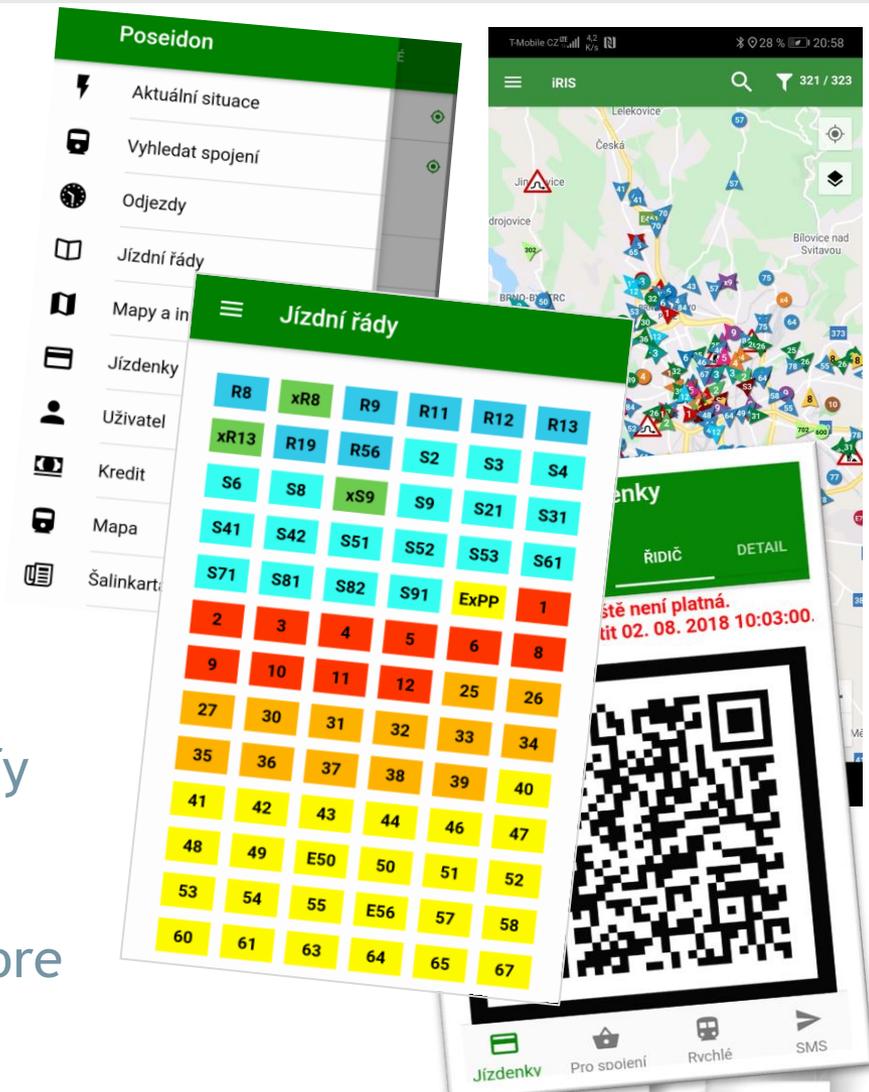
POSEIDON APP - FEATURES

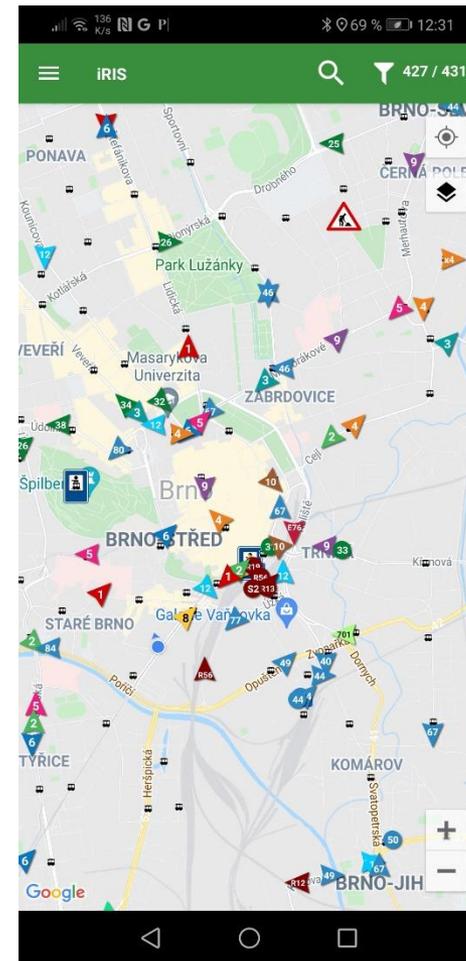
- On-line journey planner + tickets
- Direct ticketing
- SMS tickets for all cities
- Real-time departures
- Real-time vehicle positions
- Diversions
- Timetables, plans, maps

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.





AGENDA

Introduction

A brief history of
smart services

POSEIDON mobile
app

Electronic
ticketing based
on bank cards

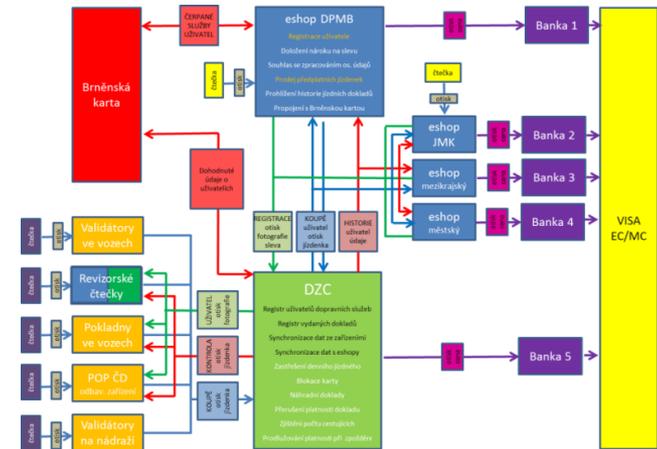
General overview
of electronic
ticketing in the
Czech Republic

Lessons learned

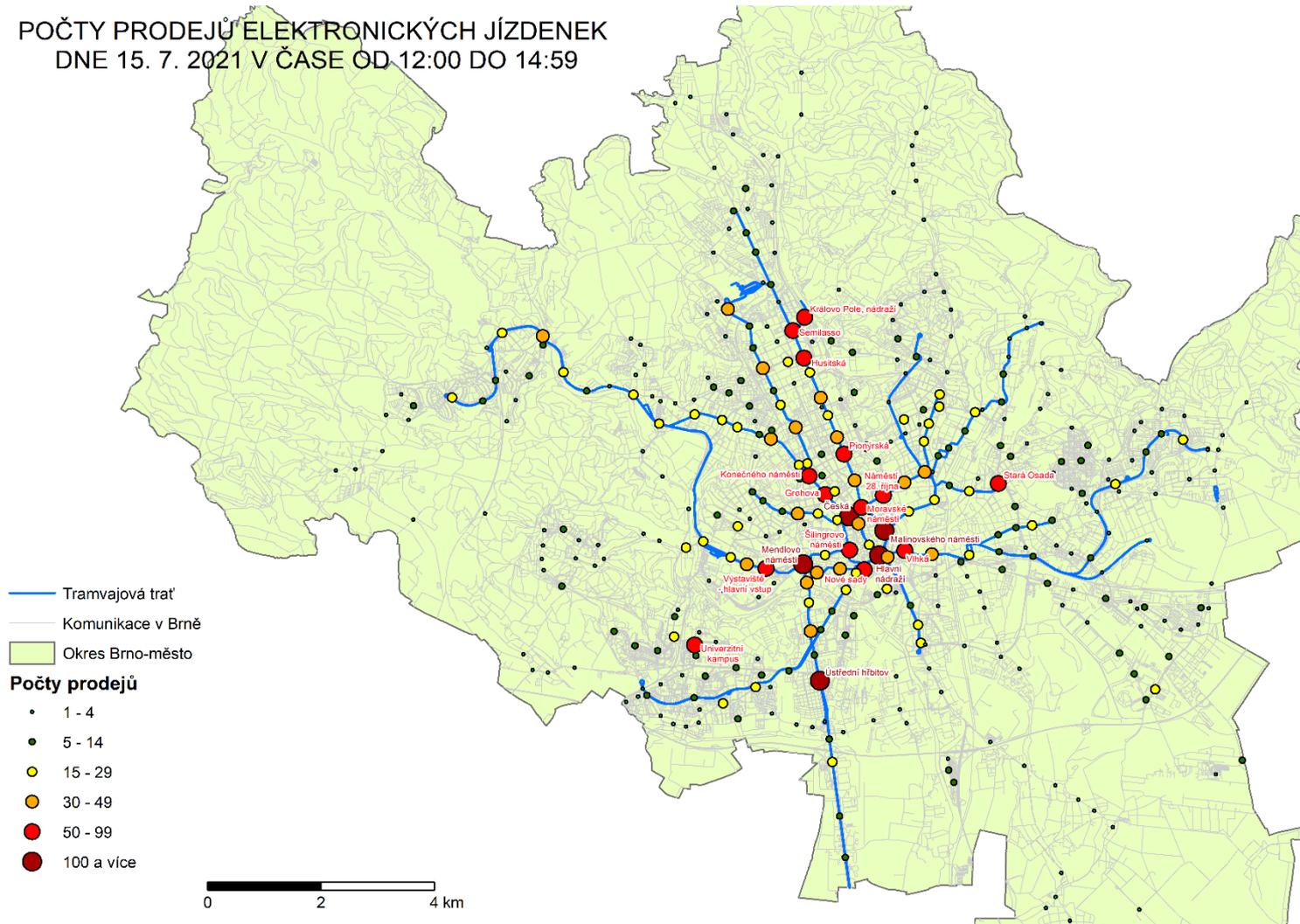


ELECTRONIC TICKETING BASED ON BANK CARDS

- 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

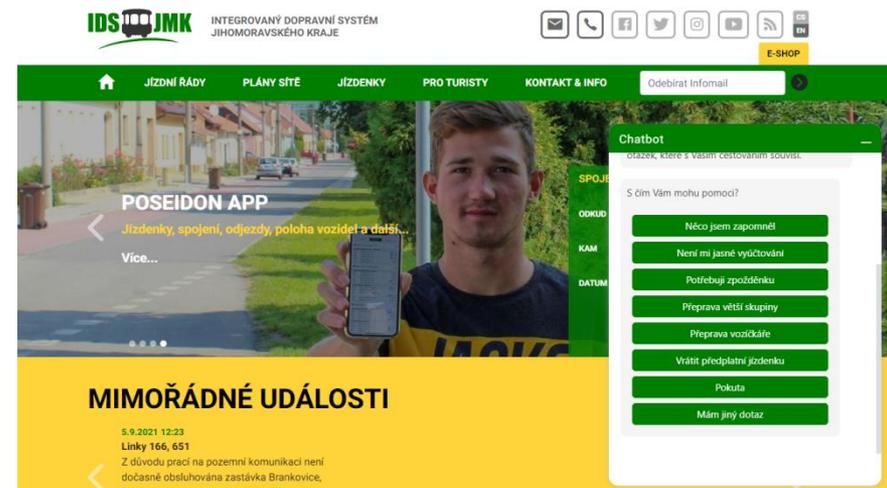


**POČTY PRODEJŮ ELEKTRONICKÝCH JÍZDENEK
 DNE 15. 7. 2021 V ČASE OD 12:00 DO 14:59**



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



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



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.



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



- 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!



Květoslav Havlík
Head of the Tariff, Marketing and
Development department
KORDIS JMK, a.s.



www.idsjmk.cz



khavlik@kordis-jmk.cz

