



Main characteristics of The Danish Travel Card System



Nationwide coverage

- the customer acts in the same way (CI-CO) using all public transport in Denmark
- the system may be used by all public transport operators - who each retains the right to define its own prices

New pricing system

- pay for "Bird's-flight" distance (start zone > end zone)
- Rebate is a function of how much you've traveled



The joint Travel Card concept

Passenger's aspects

- + Easy access – always a ticket
- + Easy – destination unknown
- + Common usage rules
- + Auto payment

- New behavior:
 - Check In / Check out
- Different “products”
- Every journeys has a price

PTO's aspects

- + More journeys
- + Reduced operational cost
- + Much better statistics
- + Joint system development

- Joint product development
- Change management
- Joint system development
- Outsource revenue collection



What is the DK travel card?

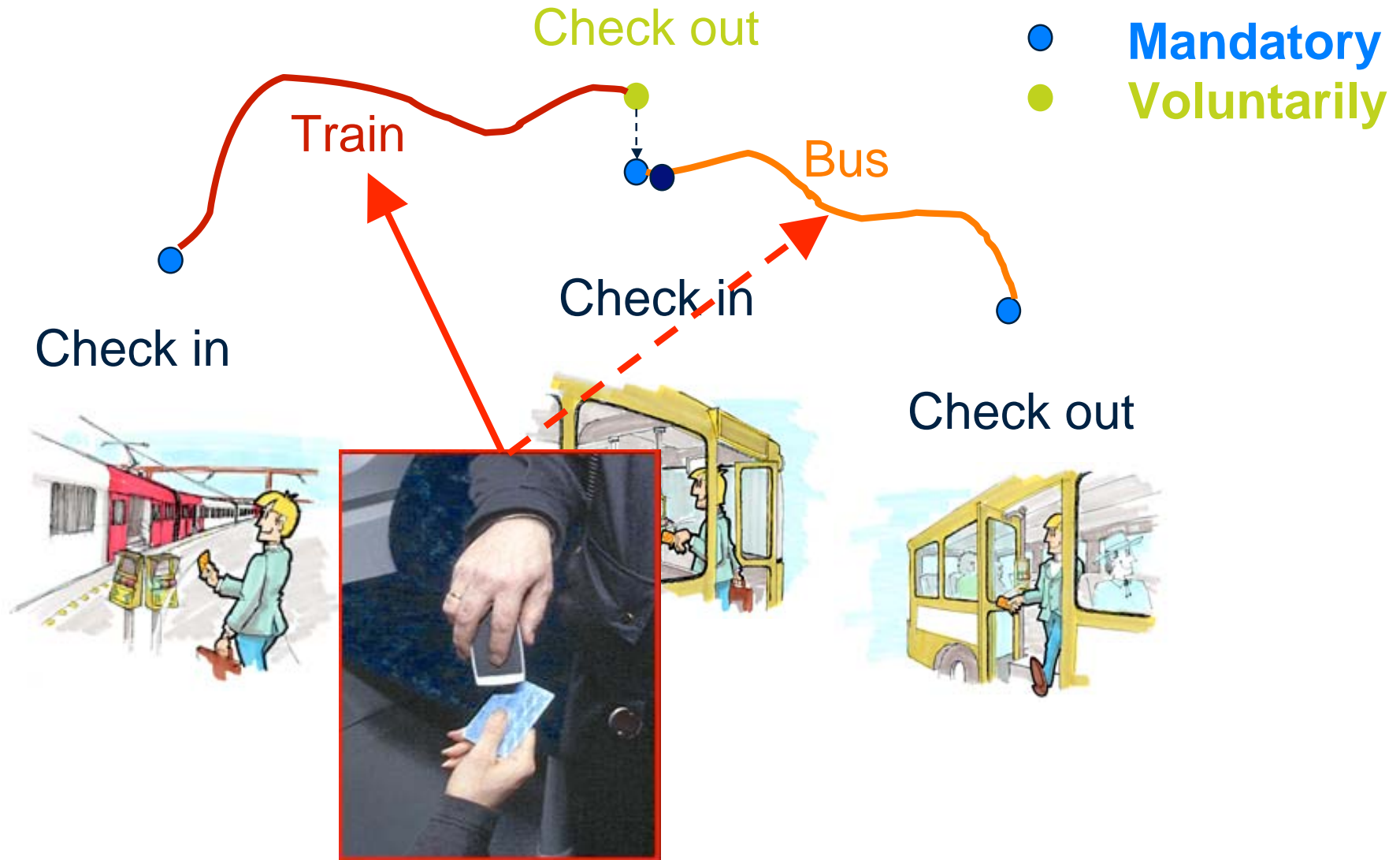
A contactless smart card: Ticket + Payment (MiFare Classic 4k)
For all travels
For all travellers
With all public transport

To travel - there must be money on the card

Check In when starting your journey
Check In when changing transport during journey
Check Out at the end of the journey

At Check Out the pay is based on:
Actual tariff set + distance/zones from start to end
Passenger type (adult, child, pensioner, bicycle ----)
Rebate is based on travel amount pr. month

Validation principle



Future tickets/products



We will have

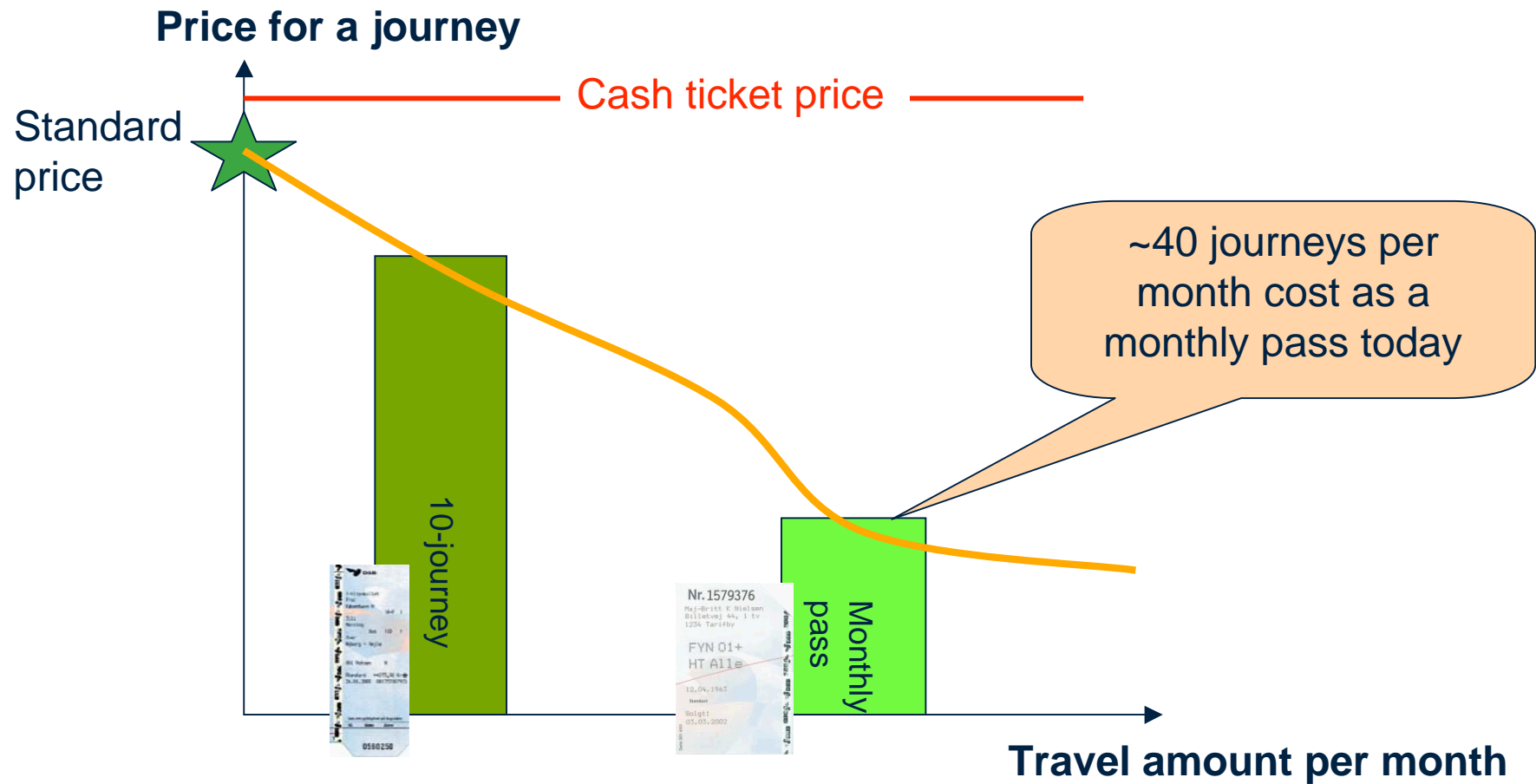
- The Travel Card ~85 %
- Cash tickets one way ~15 %
- Seat reservations
- Internationals ticket
- Other minor products on paper

We will phase out

- Seasontickets / monthly passes
- Carnet / 10-trip-tickets
- Other rebate products

The transition process is essential!

Rebate before and after



Types of card



- Anonymous
 - Transferable
 - Only manual load
 - Not blockable
- Flex (person related)
 - Transferable
 - Manual and automatic load (credit approval)
- Personal
 - Name (and picture) printed on card
 - Manual and automatic load (credit approval)
 - Mandatory for some subsidized passengers



Sales and information channels

WEB

Manual load (not anonymous cards), recurring loads, information on transactions etc

RVMs

Manual load, purchase anonymous cards and cash tickets, transaction info on screen only. Only debit/credit card payment

Bus – regional

Manual load, cash tickets

Station ticket sale and K&G kiosks

Manual load, purchase anonymous and personal related cards, order personal cards, order automatic load, transaction info, other help, cash tickets

Customer Call centre

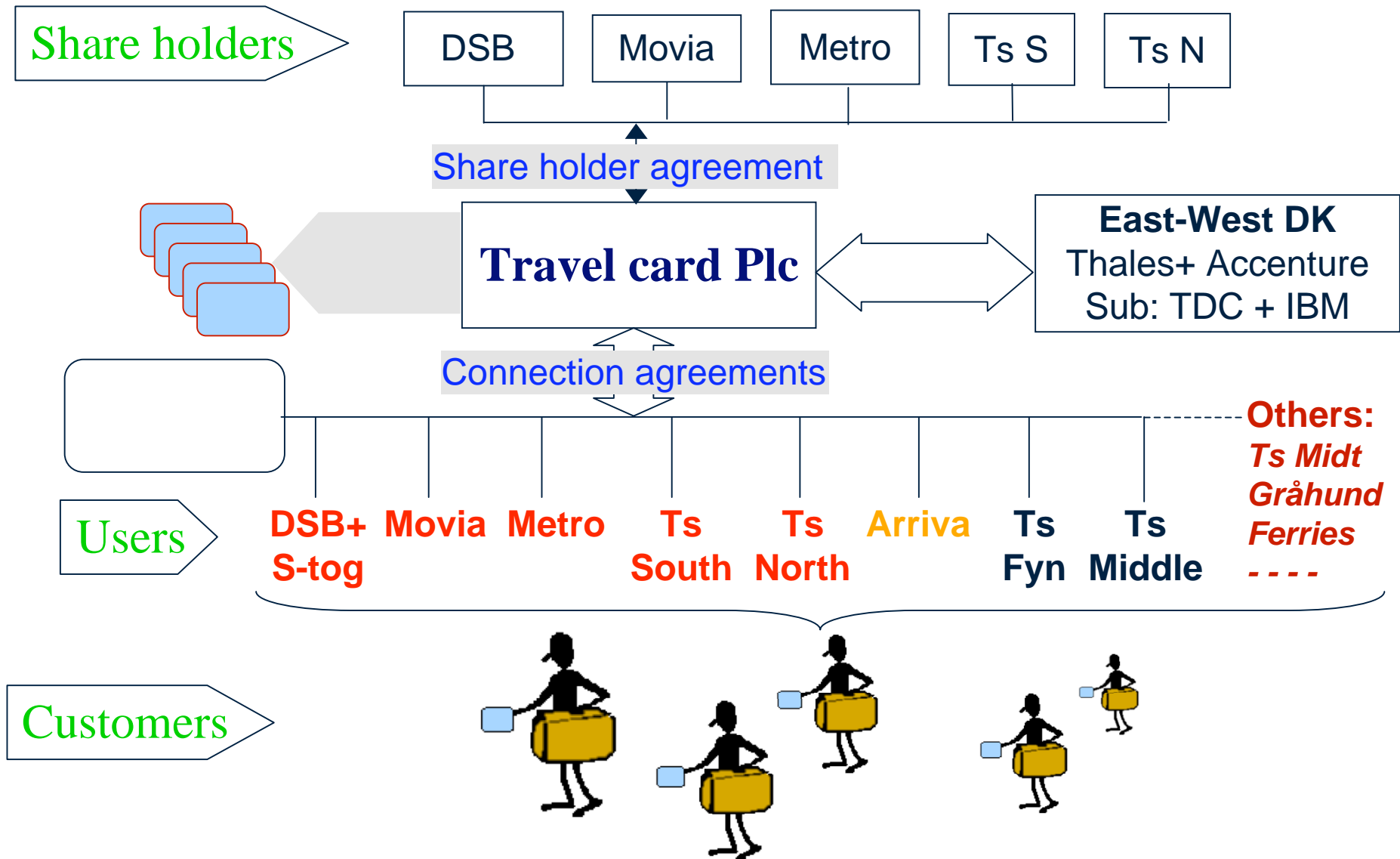
Info and support, order automatic load, manual load (handicapped), order cards

www.rejseplanen.dk (The journey planner)

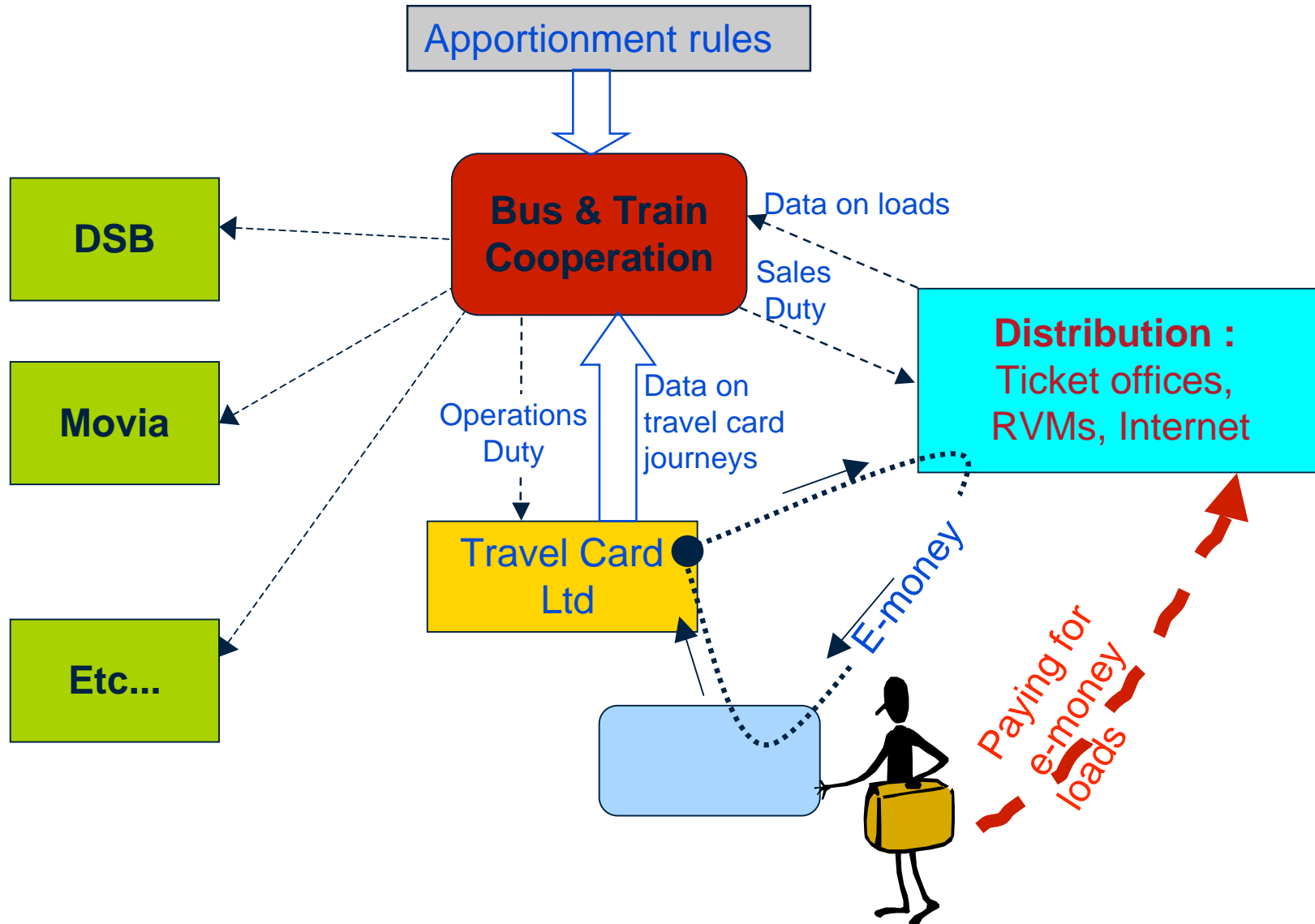
Price information: 1) Cash ticket, 2) a card and 3) your card,



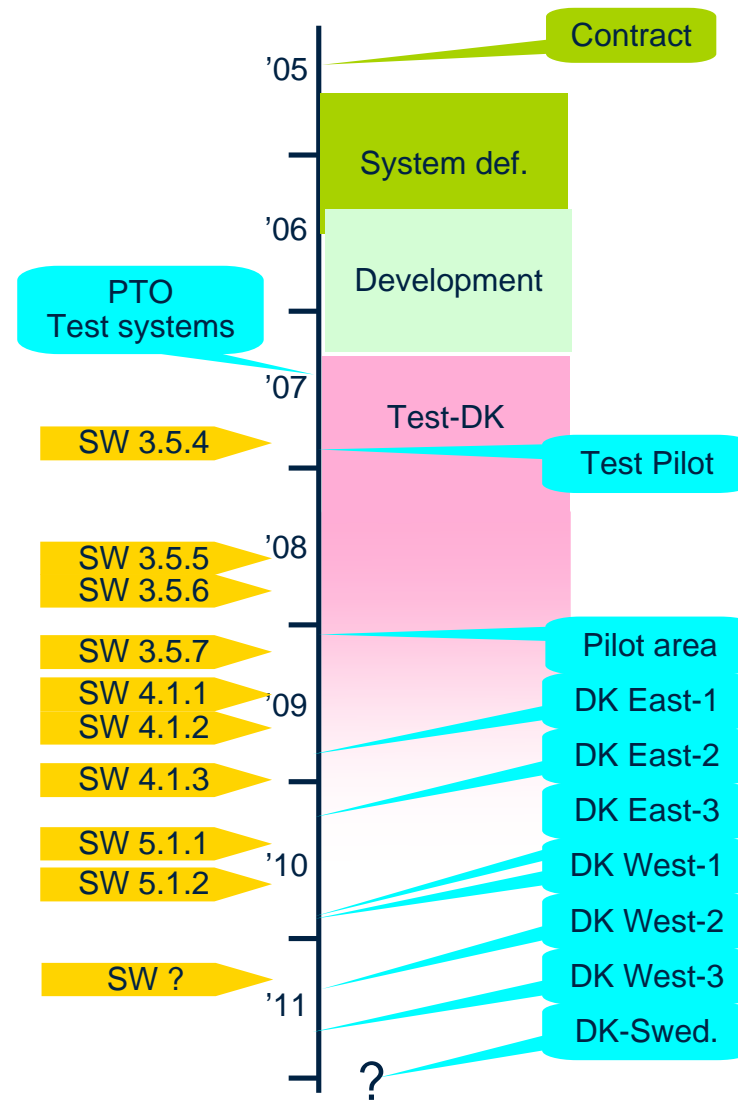
The organization



Money flows and apportionment



Project Schedule



Important characteristics

Customers' point of view



- **One Travel Card** for all journeys
- All information on Travel Card transactions on **one internet address**
- Any problem with the Travel Card may be solved at **any manned ticket office** of any transport company
- **One phone number** for Call Centre
- With a **Payment Contract** the customer will always possess a valid Travel Card

