

Integrated and Smart Travel Programme



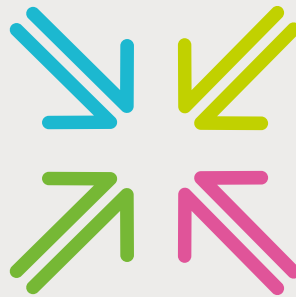
Phase 3

Account-based travel using contactless payments

(2019)

Bringing it all together

Phase 3 is the highest profile and most ambitious part of the programme. It will bring a London-style experience to the North, with capped daily or weekly pricing on multi-modal journeys, and the ability to make contactless payments, for example using a mobile app or bank card.



The Integrated and Smart Travel Programme is being delivered in three key phases over four years.

Key features of Phase 3



1. Contactless payments
– passengers will enjoy multiple contactless payment options.



2. Fair price promise
– passengers will travel with confidence that at the end of the day or week, they will never pay more for a pay-as-you-go journey than they would if they had bought the best value saver ticket. Making it easier for customers to choose the best travel options each time.



3. Enhanced passenger information
– by further building on the capabilities delivered in Phase 2. We will establish an account-based online presence and contact centre for customers.



4. Account-based back office
– will give operators peace of mind that they'll get paid for every journey, securely and easily.

Consistently great value

Passengers will travel with confidence that they are being charged the fairest price across multi-mode, multi-operator journeys through fare capping. This means they will never pay more for a pay-as-you-go journey than they would if they had bought the best value day or weekly saver ticket.

Operators can participate with the confidence that they will receive accurate reimbursement.



Our overall goal for the programme is a simpler and easier end-to-end customer journey

Phase 3 is the last phase that will work towards achieving this goal



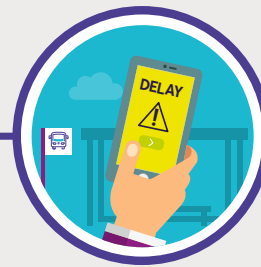
Journey planning

First the customer decides which journey to make.



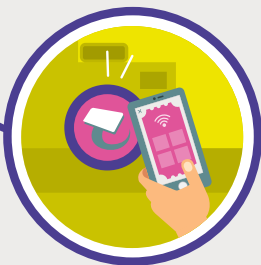
Ticket selection

Then they decide whether to buy a ticket in advance, a ticket for multiple journeys, or simply pay as they go.



Planned disruption

If there's any disruption they'll know about it, and be able to plan around it by using an alternative transport mode with the same payment method.



Tap on

They then hop on their chosen public transport with a tap.



Tap off

When they arrive, they simply tap again and carry on with their day.



Fair Price Promise

They can trust they'll be charged the best price for all their journeys when it's calculated at the end of the day or week.