TRANSPORTATION PAYMENT: FROM DUMB WALLETS TO SMART CUSTOMERS

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Contents of Dumb Wallet

- Slow - requires lots of handling
- Leads to inflexible payment schedules
- Expensive to collect
- Insecure
- Anonymous
E-Zpass Led the Way

• Launched 1992
• Account based payments system
• Originally 7 member agencies, grown to 25 agencies
• Truly Created: The Customer
Customers

• Have a relationship with their service provider
• Service Provider knows them
• Communicate with service provider
• Targeted discounts and special promotions
Today’s Emerging Customers

• 20 somethings
• No Car
• No Landline
• All about the phone
• Low tolerance for failure
• 70%App 30%URL
Payments Technology: Evolution

• Cash
• Tokens/Tickets

• Fare Cards
  – Tracked in back office
  – Not linked to individual

• Account Based Systems
Account Based Solutions
NextCity Ecosystem

Intelligent Travel Made Real™

- nextwave
  - Mobile Self-Service & Ticketing

- nextbus
  - Real-Time Arrival & Intelligent Journey Planning

- nextledger
  - Revenue Management & Data Analytics

- nextfare
  - Transaction Processing

- nextcontact
  - Customer Management

Revenue Management & Accounting • Asset Management • Contact Center
Media Management & Distribution • Data Analytics • Operational IT • Information Security

- TOLLING

- VEHICLE/ RIDE SHARING

- PUBLIC TRANSIT

- PARKING
The Vision Becoming Real: CHICAGO

- First full-scale open loop roll-out
- 56.3M transactions, 1.18M accounts, 73% ridership in first 4 months since rollout
- 12-year systems and services contract to operate all revenue management activities to include:
  - Call center
  - Depot and field level maintenance
  - Card fulfillment
  - Account reconciliation and reporting
  - Data warehouse and reporting
  - Reporting for all CTA business systems
  - Recruitment and support for 2,500 merchant networks
What have we learned

• Competition for Transportation Services
• Bye-bye monopoly
• Best App wins
• What is a new cooperative relationship between govt and private sector