



VIVERE SMART

Pagamenti innovativi e mobilità nelle città del futuro.

Monica Rinchi

Responsabile Marketing e Commerciale Busitalia

Busitalia azienda del Gruppo Ferrovie dello Stato Italiane

Il Trasporto Pubblico



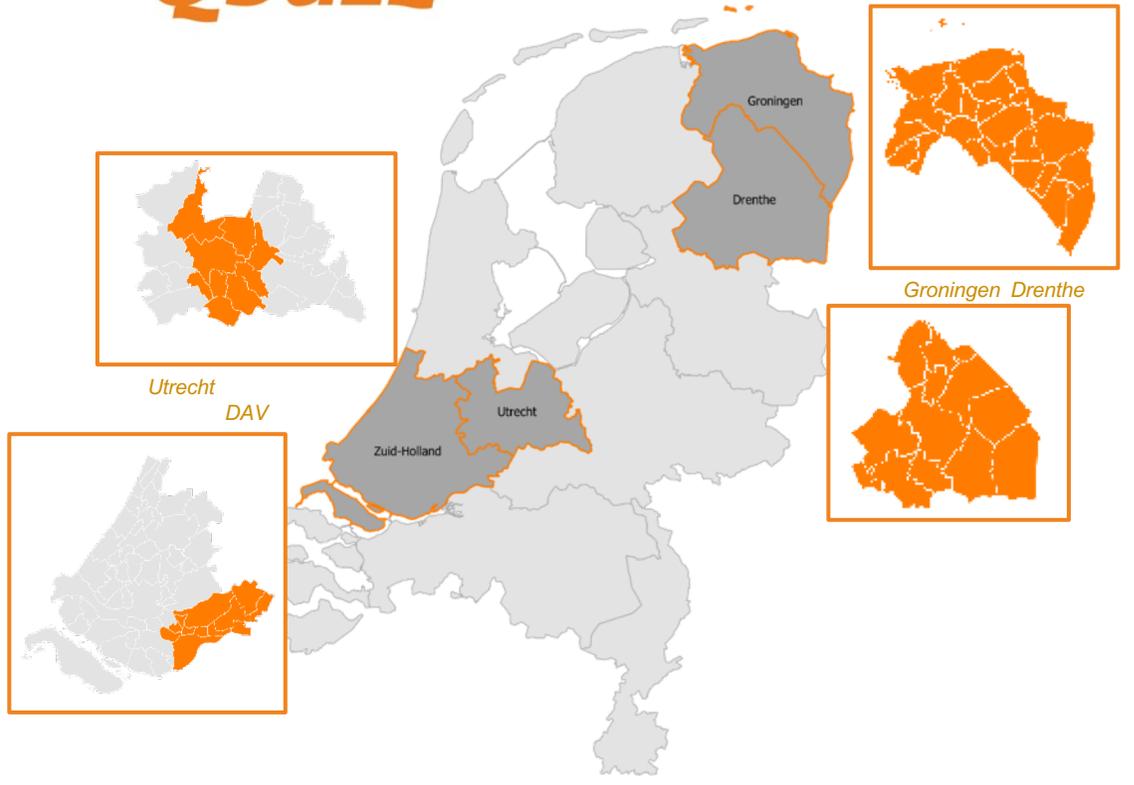
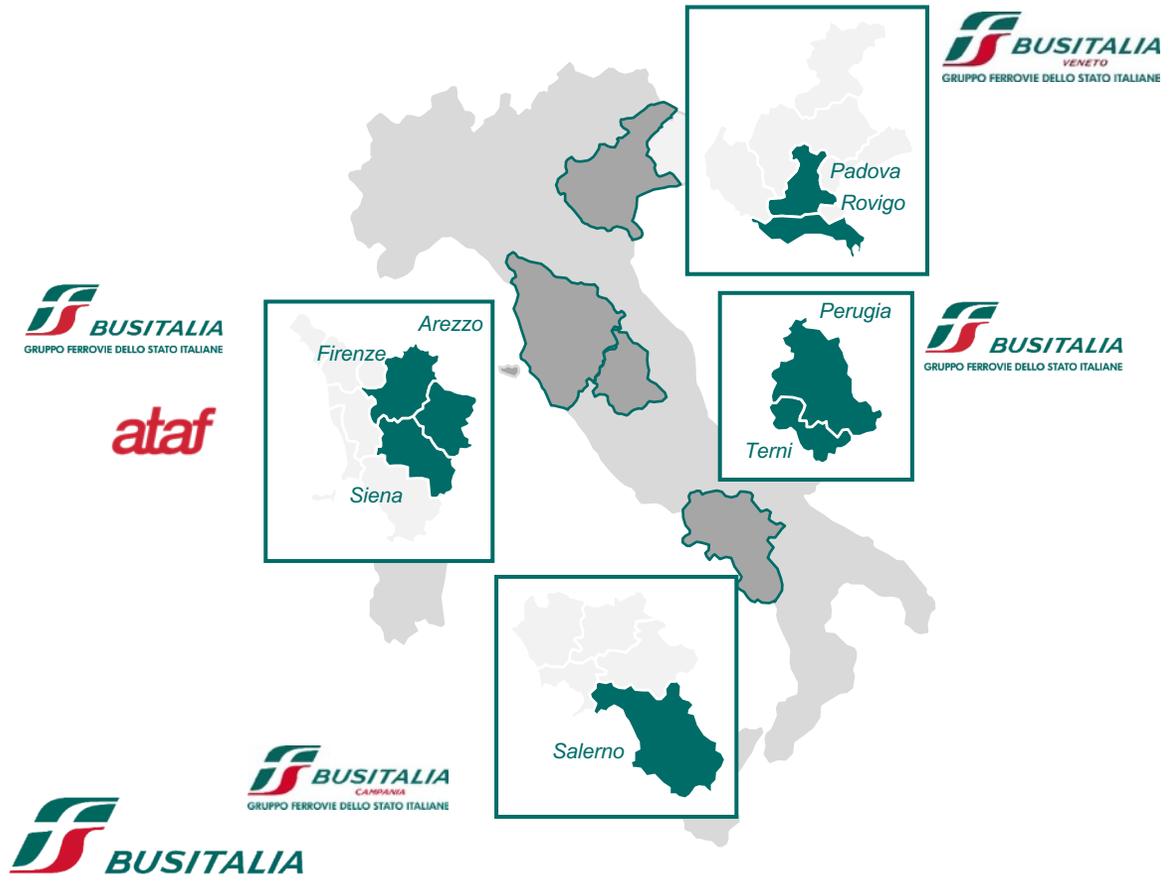
Italia



Olanda



Qbuzz



Florence Cashless Experience

Our leads



Commuter
Uses public transport systematically to reach his place of study / work



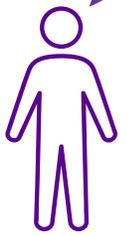
Habitual
Uses public transport frequently but not exclusively.



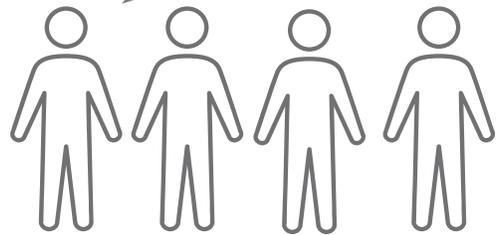
Occasional
Public transport is a valid but infrequent alternative



Tourist
Uses public transport only for tourism purposes and only if he cannot do otherwise



Prospect
Uses his own car for any move, although he can use public transport



Wants a punctual service, possibly door-to-door

Needs additional services (wi-fi, entertainment)

Needs to know which destinations are reachable, wants information and more opportunities for purchase

If correctly intercepted, informed and stimulated it could change its mobility habits

Customer Needs

Florence Cashless Experience

Our leads





Florence Cashless Experience

Florence Cashless Experience

Obiettivi del progetto Pilota BUSITALIA

Obiettivi



Test Customer Experience

Valutare gradimento,
accettazione e usabilità



Maggiori ricavi

- Riduzione evasione involontaria
- Aumento vendite



Riduzione costi

Riduzione costi operativi

Florence Cashless Experience

Il progetto pilota



355 autobus



95 Mln passeggeri



ataf



13 autobus



700 mila passeggeri



 **BUSITALIA**
GRUPPO FERROVIE DELLO STATO ITALIANE



Florence Cashless Experience

Roadmap

Dicembre 2018

Approvazione del progetto

Febbraio 2019

Start up upgrading Ticketing System

Aprile 2019

*Planning ADV e INFO
Field tests*

Maggio 2019

Fine tuning user experience

Marzo 2019

Test Usabilità

Giugno 2019

*Formazione e engagement
Field tests*

Luglio 2019

Produzione materiali ADV e INFO

18th July 2019

Lancio

Agosto 2019

*Monitoraggio
fine tuning customer care*

da Ottobre 2019

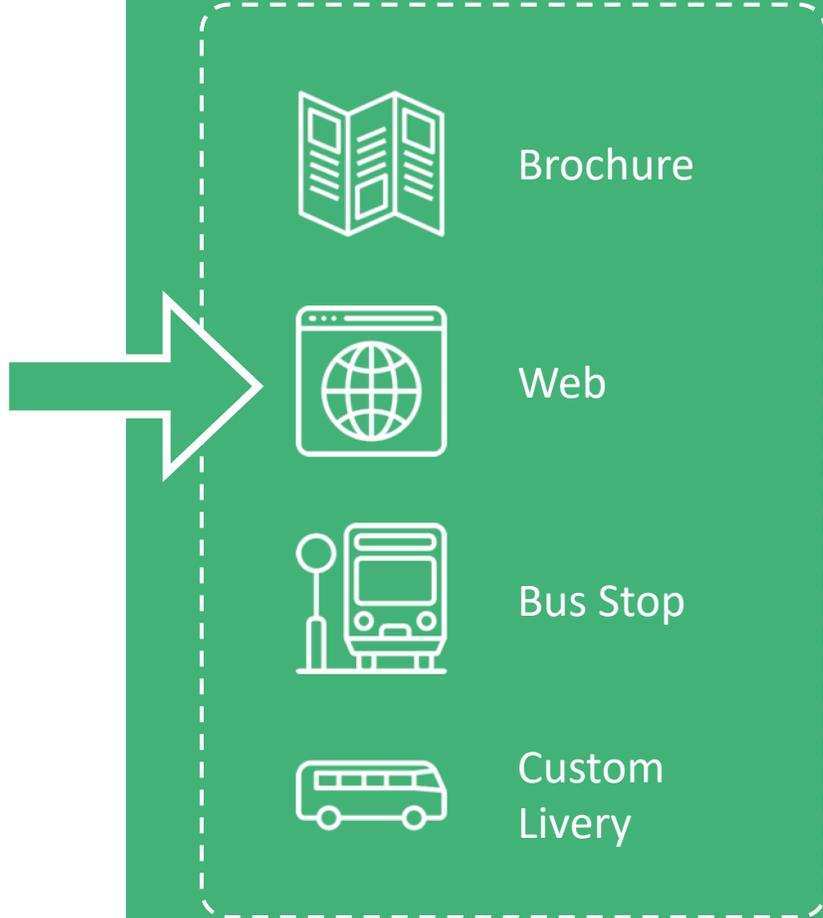
Monitoraggio

Florence Cashless Experience

Campagna ADV: TAP!

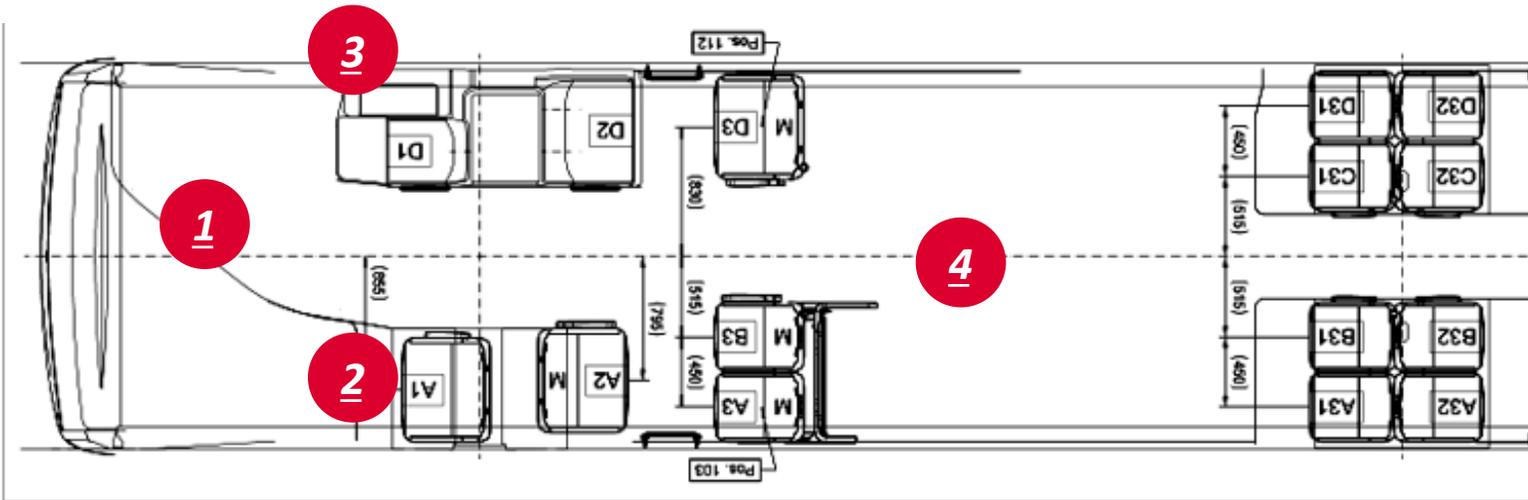


CANALI E MATERIALI



Florence Cashless Experience

Comunicazione a bordo



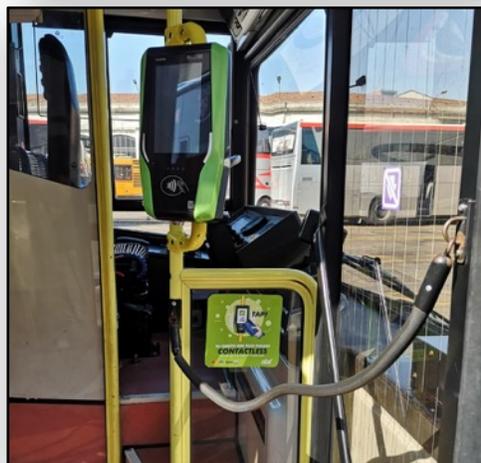
SUL BUS

A menu of communication options for the bus, enclosed in a dashed white border. The options are:

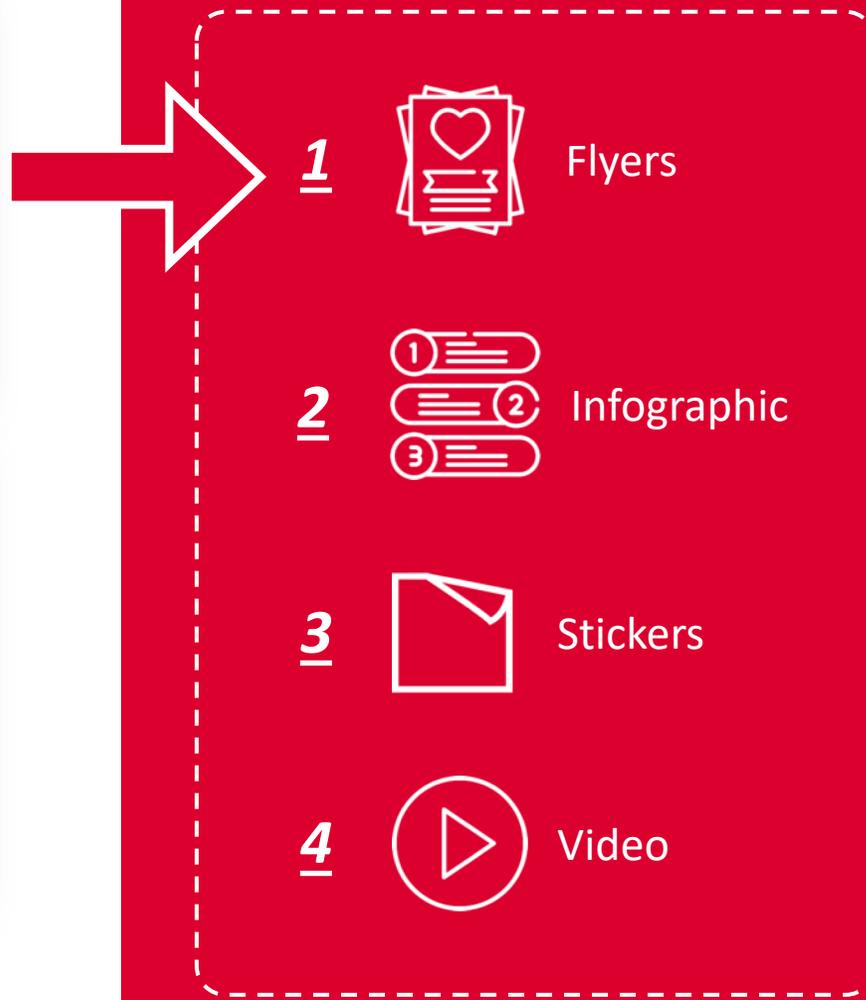
- 1** Flyers: Represented by an icon of a stack of papers with a heart on top.
- 2** Infographic: Represented by an icon of three horizontal bars with numbers 1, 2, and 3.
- 3** Stickers: Represented by an icon of a folded piece of paper.
- 4** Video: Represented by a play button icon inside a circle.

Florence Cashless Experience

Comunicazione a bordo



SUL BUS



Florence Cashless Experience

Formazione ed ingaggio del personale

“

TELL ME AND I
FORGET, TEACH ME
AND I MAY
REMEMBER, INVOLVE
ME AND I LEARN

Benjamin Franklin

”

1

Descrizione del progetto

2

Focus group

3

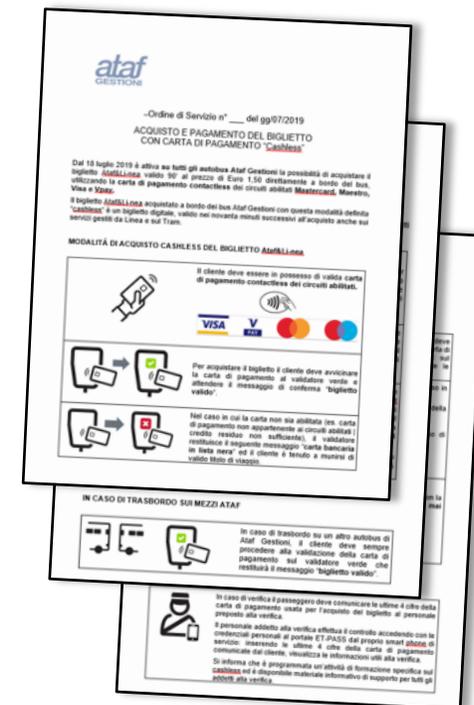
Infografiche

4

FAQ

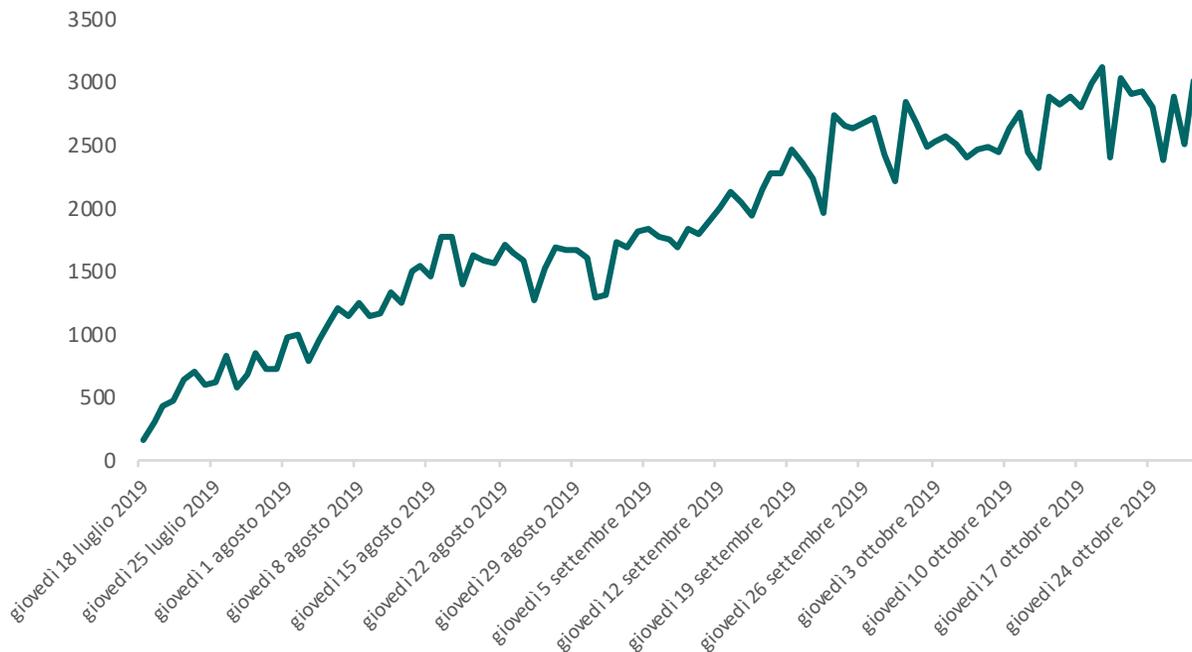
5

Documentazione «tecnica»



Florence Cashless Experience

Primi risultati



+ 200 mila ticket venduti

Trend in crescita

+ 16% dei viaggi in compagnia

utilizzo ricorrente di oltre
6.000 carte c.less

Florence Cashless Experience

Highlights

SPECIFICITÀ BUS

- *Diffusione e dispersione*
- *Sistema aperto con trasbordi*
- *Connettività*
- *Attività di verifica*
- *Integrazione con SBE*

NETWORK

Tutti gli attori della filiera

Highlights



USER EXPERIENCE

Risultati in termini di utilizzo molto diversi

- *Ergonomia e dinamica fruizione*
- *Semplice*
- *Parlante/intuitivo*
- *Veloce*
- *Semplificazione*

ENGAGEMENT

Coinvolgimento ed ingaggio del personale:

- *Verificatori*
- *Autisti*
- *Customer care*

Grazie per l'attenzione

Monica Rinchi
Resp. Marketing e Commerciale

m.rinchi@fsbusitalia.it

16 ottobre 2018

