



Recharging system for season tickets on contactless smart cards through ATMs.

Objectives:

Create a network of recharging points for the new season tickets on contactless smart card "Mi Nuovo".

Create a service widespread on the territory in order to free season tickets holders to go to ticket offices to recharge their cards

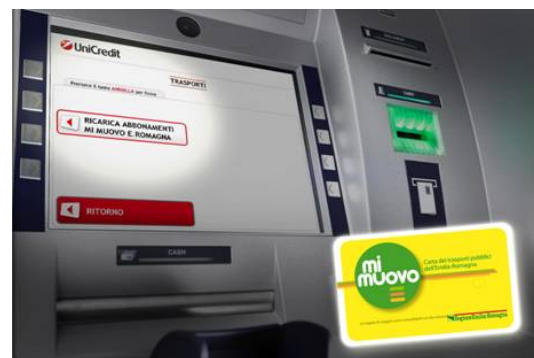
Quick facts:

Launched in August 2011, the system allows to recharge the cards using Automatic Teller Machines of banks.

The service is available on ATMs of major banks distributed in whole Regione Emilia Romagna

The service at the moment is addressed to season tickets holders but it's open to extensions

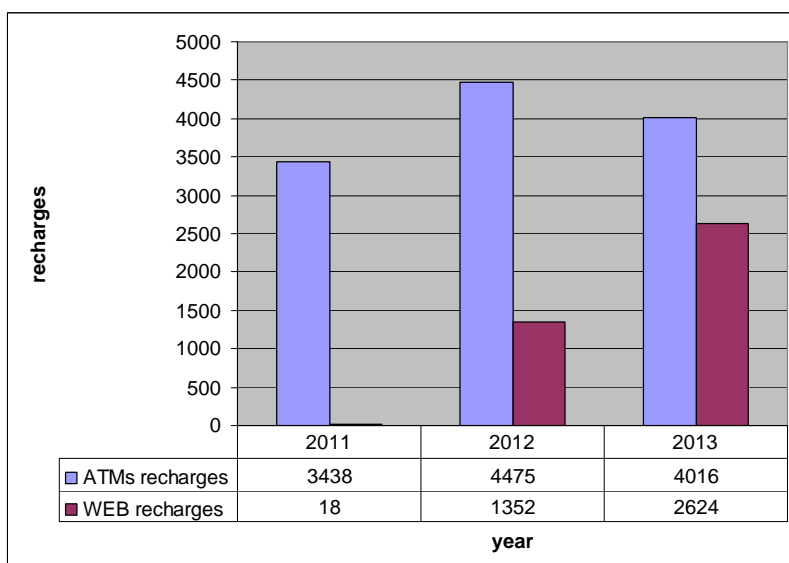
From the end of 2011 the recharge service is also available via WEB



Successes:

This innovation in customer service has proven to be incredibly popular with public transport customers: almost 25% of season ticket holders, which can recharge their ticket with the new facilitating system, did use it instead of queuing at ticket offices.

The new recharge system has a positive impact on the operational costs of the ticket offices: a saving of about 11,75% was registered.



Recharge data