



SMS TICKETING SOLUTION FOR ZURICH NIGHT BUS AND TRAINS

Switzerland



Service provider



Technical provider



"The ordering of night tickets by SMS is successful. First, it is very easy as no initial registration is needed. It is also far quicker than queuing in front of a ticketing machine"

Since December 2002, the public transport network of Zurich (ZVV) has also been running at night and passengers are required to buy night supplements to use the transport network. Within around 10 years, demand for nighttime network services had risen by more than 300%, and this demand looks set to continue growing.

To reduce the queues that form at ticket machines just before the departure of night buses and night trains, unified night supplements have also been available for sale via SMS since 2009.

Nachtzuschlag jetzt per SMS!

Ab 1 Uhr Nachzuschlag für Nachtwind notwendig!
Einfach per SMS oder am Billettautomat lösen.

*Night supplements are now available by SMS!

The SMS service was launched by the public transport network of Zurich (ZVV) for New Year's Eve 2008/2009. On this first night, 2,700 tickets were sold by SMS. This craze is mainly the result of the ease of use of the solution as no initial registration is needed, mobile end-users are simply charged for their ticket purchase directly via their telecom operator bill.



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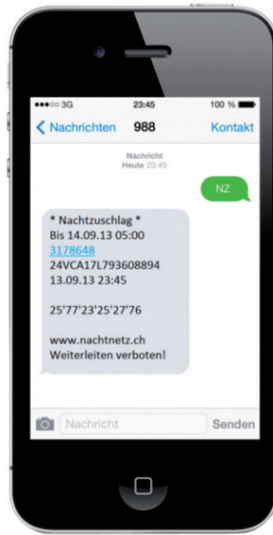
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Customer Journey



1

The customer sends an SMS with «NZ» to shortcode «988».



2

The customer will be sent the night supplement as an SMS message (price: CHF 5 per SMS). He must show this night supplement SMS to the driver or ticket inspector on request.



3

Tickets can be scanned using an OCR system (Optical Character Recognition) embedded in mobile devices. Automatic, visual and manual scans are possible via the inspection App.

Results & outlooks

Initially launched in 2009 by Zurich's public transport network (ZVV), the SMS service has extended since 2012 to 9 additional nighttime networks related to different transport areas. Geographically speaking, it also covers 8 different Swiss cantons.

The service is very successful, highly appreciated and the user-base is still growing.

In 2013, more than 380,000 night supplement tickets - i.e. about 70% of all night supplement tickets - were ordered and paid for by SMS. Traffic increases at rates of over 30% per year.

Since the successful launch in Zurich, SMS payment was introduced on the Fribourg public transport network in 2012. And more than 1 in 5 occasional passengers are already using this payment method. From February 2014, the Geneva public transport network has made the SMS payment solution available to the public.

About ZVV

ZVV operates Switzerland's biggest integrated public-transport system with 5 000 employees in the transport businesses in the ZVV group, ensuring that 2 000 train sets, buses, trams, boats and cable cars travel the equivalent of five times round the world each day and transport 1.3 million passengers per day to their destinations. The ZVV has 300,000 regular customers.

About MNC

Founded in 1999, MNC was purchased by Alcatel-Lucent in 2004. Historically based in Lausanne (Switzerland), MNC also has a subsidiary in France, where it offers its services and expertise. Through Alcatel-Lucent, MNC is actively involved in many innovative projects and operations in Germany, the U.S., Canada and Africa. Their technical, sales and operations teams are based in Lausanne, Zurich and Paris.