

## Case Study

# TEC's New Sales Channels have Taken Off

TEC, the Wallonia public transport operator, launched its new contactless ticketing system on 21 April 2015. The objective was to make some radical changes to its ticket sales channel and offer interoperability throughout Belgium

We met TEC It Easy project manager Martin Dufloy for a first assessment.



**In terms of distribution channels, migration to the MOBIB contactless card, which is based on Conduent's ticketing solution, was driven by two main goals: reducing on-board sales and developing new channels.**

**How do things stand a year after it was launched?**

Martin Dufloy: On-board sales now account for just 29% of our turnover, down from 40%. In 2016, we will be focusing our efforts on informing occasional travellers in order to reach our target of 20%. At the same time, our new sales channels have taken off: the SELF ticket vending machines account for 17% of total sales, while the online E-SHOP has already met its target of 5%. And the long queues that used to form in front of our ticket offices at the beginning of the school year have disappeared! These changes are pretty consistent with our forecasts (see below) and demonstrate how well our clients have taken to contactless ticketing.

**Has the new ticketing system helped you attract new clients?**

MD: The number of registered clients has risen from 500,000 in April 2015 to 620,000 a year down the line. This is a huge source of satisfaction. With no increase to our rates, overall income for 2015 has grown by 2% compared to 2014. In order to attract further clients, we are also working on providing multimodal services. Conduent Transportation is currently fitting out several park & ride facilities, and soon the TEC It Easy card will give users access to self-service bike and carsharing services.

**The deployment of contactless ticketing in Wallonia was a key milestone on the road to achieving interoperability right across Belgium. Is this now a reality?**

MD: Technically, the gamble has paid off. One Belgian in three has a MOBIB card, TEC It Easy being the version used in Wallonia. The card is valid for STIB networks in Brussels, SNCB trains, and for some subscription holders of the Flemish operator De Lijn. However, at the moment, interoperability is still not second nature for most users. At the end of 2015, just 3.4% of tickets sold across the country were credited on cards from another operator. We still have some work to do to raise user awareness in this respect, something we are striving to do on a daily basis. This is also one of the goals of the 2016 Mobility Week, which takes place in September.

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