

# CASE STUDY

## keyGo Account Based Ticketing

 [thameslinkrailway.com/tickets/the-key-smartcard/keygo](https://thameslinkrailway.com/tickets/the-key-smartcard/keygo)



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*ITSO smartcards revolutionised train travel for season ticket holders, but those who travelled less frequently weren't so lucky. With the keyGo smartcard we changed all that, turning a complex transaction into an attractive proposition that increased passenger journeys.”*

## THE BUSINESS CASE

*While season ticket holders were direct beneficiaries of smartcards, those who travelled less frequently often paid more, especially when it came to walk-up fares.*

For these passengers, working out the cheapest fare was overly complex (a cause of regular complaint) and acted as a deterrent to train use. We wanted to make travelling by train an attractive proposition by giving them easy anytime access to the best possible ticket prices. The goal was to replicate the benefits of TfL's Oyster card outside London.

Using Account Based Ticketing, via arrangement, the team developed keyGo, a pay-as-you-go product that would make travel hassle-free and economical for the less frequent passenger.

With keyGo the passenger pays the cheapest walk-up fares and is automatically charged via their elected payment card. Queueing to buy a train ticket becomes a thing of the past.

## METHODOLOGY

We adopted a true 'best of breed' approach to product development.

We partnered our smartcard technology provider (Fujitsu-ACT) with a young technology firm called iBlocks. The smartcard back office would pass on journey taps to a newly created system called SmarTIS, designed to perform the account management. Passengers could then manage their account online via a portal developed by OnTrack Retail.

After a successful trial in 2015, keyGo was rolled out to Southern Railway, Thameslink and Great Northern Railway.

## RESULTS

- After a successful trial, keyGo is now being used for more customer journeys on Southern Railway, when compared to all ITSO singles and returns, and is being introduced on Great Northern and Thameslink routes.
- The keyGo product offers the best value walk-up fare on National Rail services and has resolved a regular customer complaint of overly complex fare structures.

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