CASE STUDY
OnTrack Retail

W ontrackretail.co.uk

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OnTrack Retail was a great way of resolving a customer problem, while creating in-house digital capability.

We would also have a product that could be sold to third parties under licence."

THE BUSINESS CASE

In 2014 I was accountable for providing our newly acquired franchise, Govia Thameslink, with a new ecommerce engine that would support online ticket sales through the franchise website.

The incumbent supplier had not invested in their system for a long period of time, and passenger feedback was far from ideal. Very little attention was given to modern interface design or the possibilities of modern technologies to improve the customer experience.

Although there were other industry suppliers, I built a case to create the ecommerce capability inhouse. There were three key arguments:

- Available for any future franchise.
- System could be sold to other operators in the UK and abroad.
- Building in-house capabilities for digital development.

METHODOLOGY

Building such a complex digital tool (>40 microservices) from scratch was never going to be easy, so I decided to partner with a specialist small firm, Assertis, and created a joint venture: OnTrack Retail Ltd.

Work started in September 2014. The development was arduous, and we used true agile methodologies, with a scrum master orchestrating the daily work.

A Minimum Viable Product (MVP) was launched in September 2015.

Since then, On Track Retail has been releasing new code fortnightly and has significantly increased its functionality.

Over the past years, On Track Retail added a great amount of value to the customer proposition, including Automated Delay-Repay, powered by artificial intelligence.

RESULTS

- Second largest ecommerce ticketing engine in the UK after the Train Line.
- 15% reduction in cost of Retail and increase of 20% in online revenues over a 24-month period.
- Leading conversion rate and better density than industry benchmarks.
- 99.97% up time.
- Only solution in the market integrated with smartcards.
- In-house digital capability.

❝ *OnTrack Retail is now the second largest rail ecommerce ticketing engine in the UK.*