



Demanding Digital:

Transport in focus

How should transport operators meet the digital needs of its users?

When we hear about the transport sector it is usually in relation to infrastructure or physical assets such as roads, trains or airports. But here at Atos we believe that the digital services that surround these physical assets are just as important to the customer. Not only this, but they can – and have – improved the efficiency of the transport sector in general, benefiting both customers and service providers.

With such a big opportunity for digital services to integrate with the transport sector, we have commissioned research to find out what citizens think of the digital services the transport sector currently provides. We wanted to know what their experiences have been like, how these interactions compared to other industries and crucially, what makes them disengage from the digital experience provided to them. This direct feedback from the traveling public has allowed us to draw some conclusions as to how the transport sector can best improve passenger experience.

One overwhelmingly positive finding is that half (50%) of respondents are open to change and willing to try new transport related digital services. Interestingly, this willingness is equally present in those aged over 55 and those aged below 25. Customers have had a taste of successful digital services that make their lives easier when interacting with transportation, such as airline e-ticketing and contactless payment, and want more of the same.



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would rate their digital experience with transport services as 'good' or 'outstanding'

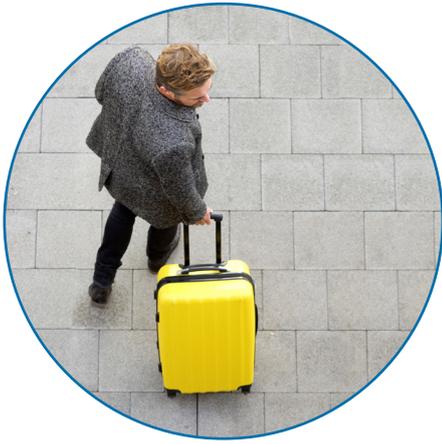
However consumers are very clear about how they want the digital services provided by the transport sector to improve.

Despite some positive experiences, just one-third (31%) would rate their digital experience with transport services as 'good' or 'outstanding'. This is below the average for the other ten sectors surveyed, which came in at 37%. In fact, almost a quarter (23%) of consumers said "The digital experience is not good and I expect more in my dealings with them on other channels." Clearly there

is some work to do when it comes to changing these perceptions.

Digital services need to be centered around improving customer experience. It is all about making travel easier for the passenger and communicating information without delay. This was evident among respondents; with nearly half (45%) saying they want a simpler digital service from the transport operators they deal with. The second and third most wanted improvements, respectively, were a faster digital service (41%) and improved stability (29%).

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What do passengers want from digital services provided by Transport operators?



want a simpler digital service



want a faster digital service



want improved stability

It is clear that digital services must make consumers' lives easier. Apps like CityMapper or Moovit are great at this but their benefits have only been possible through the sharing of open data from transport operators. Transport for London is commonly regarded as leading the way with this, having allowed around 8,500 developers to create 500 apps to help keep London moving. With the Bus Bill currently going through parliament, which will remove the final hurdle in truly open data, we will have the opportunity to see similar services throughout the UK.

The way we use transport services has fundamentally changed. We no longer have to use a set route at a set time, as digital technology now gives us the option to be far more flexible. And this will only continue as data becomes the 5th

mode of transport and enables new business models. Uber is well known but new services, such as Mass.Global in Helsinki, are also changing the industry.

We have had a taste of what opening up data and applying the right digital services can do for the transport industry and its users. It has not only improved current services, but completely changed the way transport is consumed. The strain on the transport sector is reaching unprecedented levels - space to increase capacity is limited and resources are finite. The only way for the transport sector to keep up is to embrace technology to make the most of their infrastructure, while ensuring that a clear focus on users' needs remains at the heart of the services delivered.

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