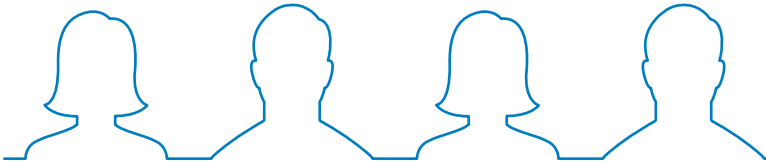


Demanding Digital Transport in focus

The rise of the digitally discerning passenger

The digitally discerning passenger has clear expectations of what they want from transport digital services.

When it comes to digital services from transport:



Time to rethink your passengers, they are digitally empowered.
There are 4 digital audiences your business must consider



- 18% > **Rapacious** 😄 Digital first, digital fast
- 39% > **Receptive** 😊 Happy to use digital services once all options explored
- 29% > **Reluctant** 😐 Use digital when essential, would prefer to speak to a person
- 14% > **Resistant** 😞 Use digital services if no other option

The digitally discerning passenger has clear expectations:
Simple to use, but not basic

$$1 + 1 = 2$$



would use a digital service because of **simplicity**



would use a digital service because of **speed**



expect digital updates to make the user experience **simpler & cleaner**