



Gyldig billett Valid ticket
kreves før ombordstigning is required before boarding
Retning sentrum Direction city centre

T
Røa st.
↑ Retning sentrum Direction city centre
← Retning Østerås Direction Østerås

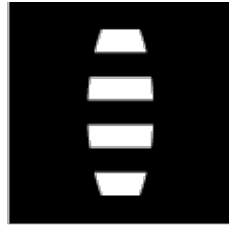
MAKING WAVES

Supplier Conference, 23 May 2016
Ticket Vending Machines

About Making Waves

- Digital Transformation Partner
 - User Centric Design, Technology and Business consulting, by 400 pax
 - Offices in Oslo, Stockholm, Copenhagen, Krakow, Chicago and New York
 - An ongoing partnership with Ruter in creating great CX and UX
- Extensive experience in building digital platforms and services within the travel and hospitality sector
 - Transportation: Ruter, NSB (National State Railways)
 - Hospitality: Nordic Choice Hotels
 - Cruises/ferries: Hurtigruten
 - Tourism: VisitNorway, VisitOslo





AWARD FOR DESIGN EXCELLENCE
NORWEGIAN DESIGN COUNCIL

- In our Ruter team we have consultants with experience in the award winning redesign of the NSB TVM (whilst in Uniform Design)
- Simplification and less focus points increased the ticket sales with 20 % and reduced the purchase process by 50 % in time





We believe in

**TVMs are dead
- long live the TVM**

**Customer centric
innovation and design**

**Build for continuous
improvements**

The Ticket Vending Machine is the past



8%

60%
card, since 2007

40%
mobile, since 2012

TVM

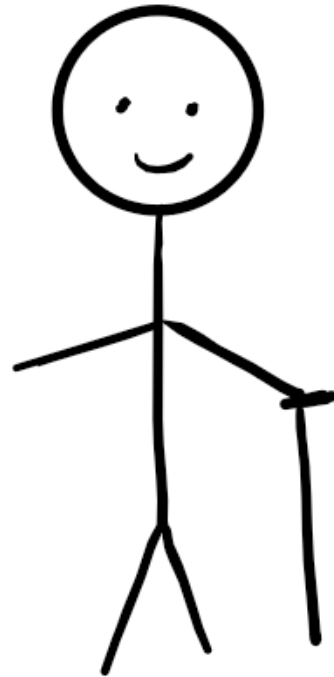
Retail, Web

Apps

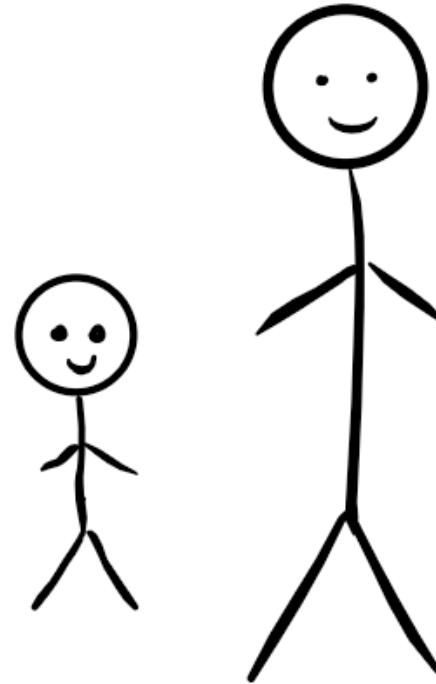
The dilemma: we still need a TVM



Visitors
and tourists



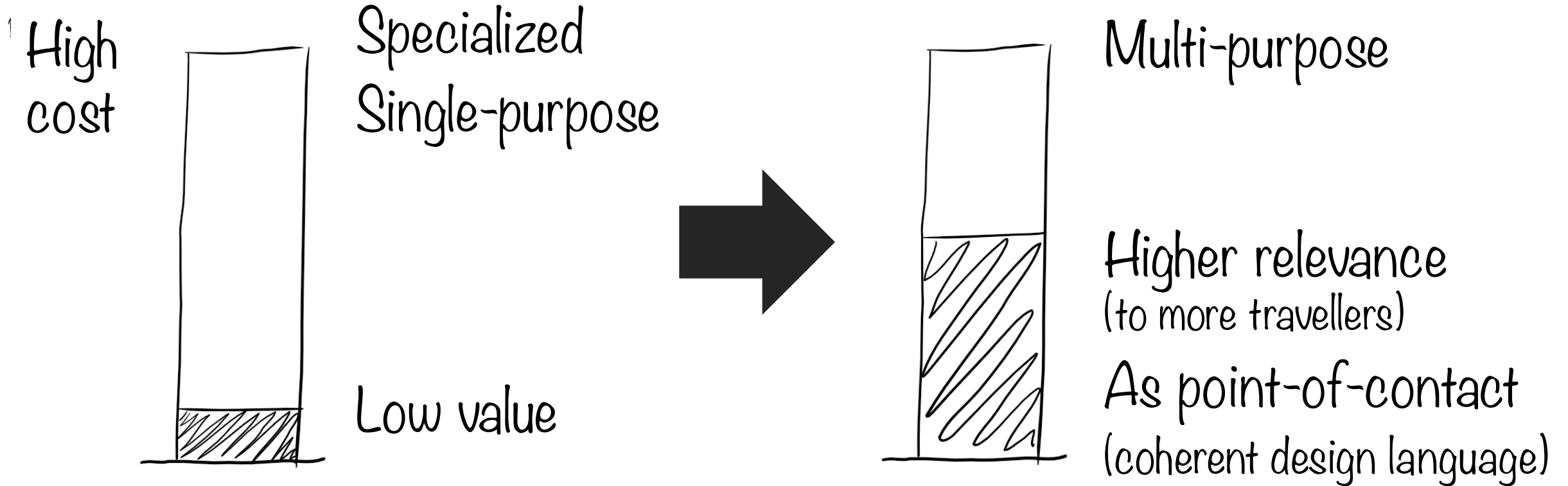
«The analogue generation»
including myself
when I'm out of battery



Kids and families
(sharing ticket)



We must improve the TVM cost-benefit



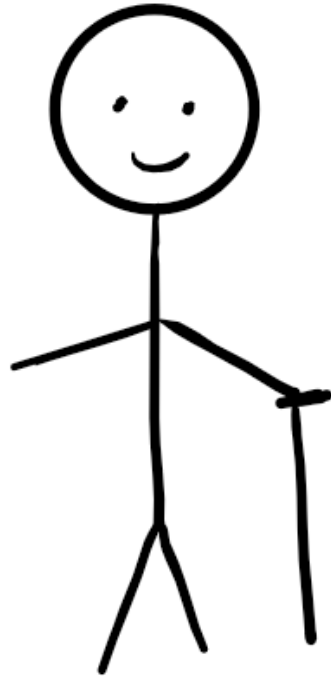


The travel assistant is the future

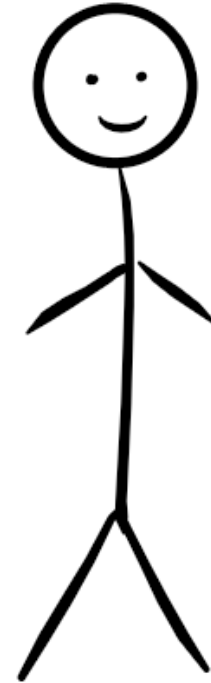
Innovate on the TVMs role in the future, in order to meet the 250 000 new citizens in 2020



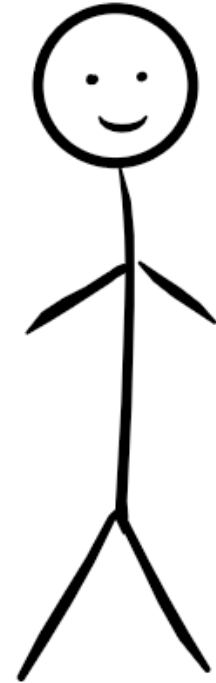
Visitors
and tourists



«The analogue generation»
including myself
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Kids and families
(sharing ticket)



The digital
natives



If it has no value for the customer, it has no value...

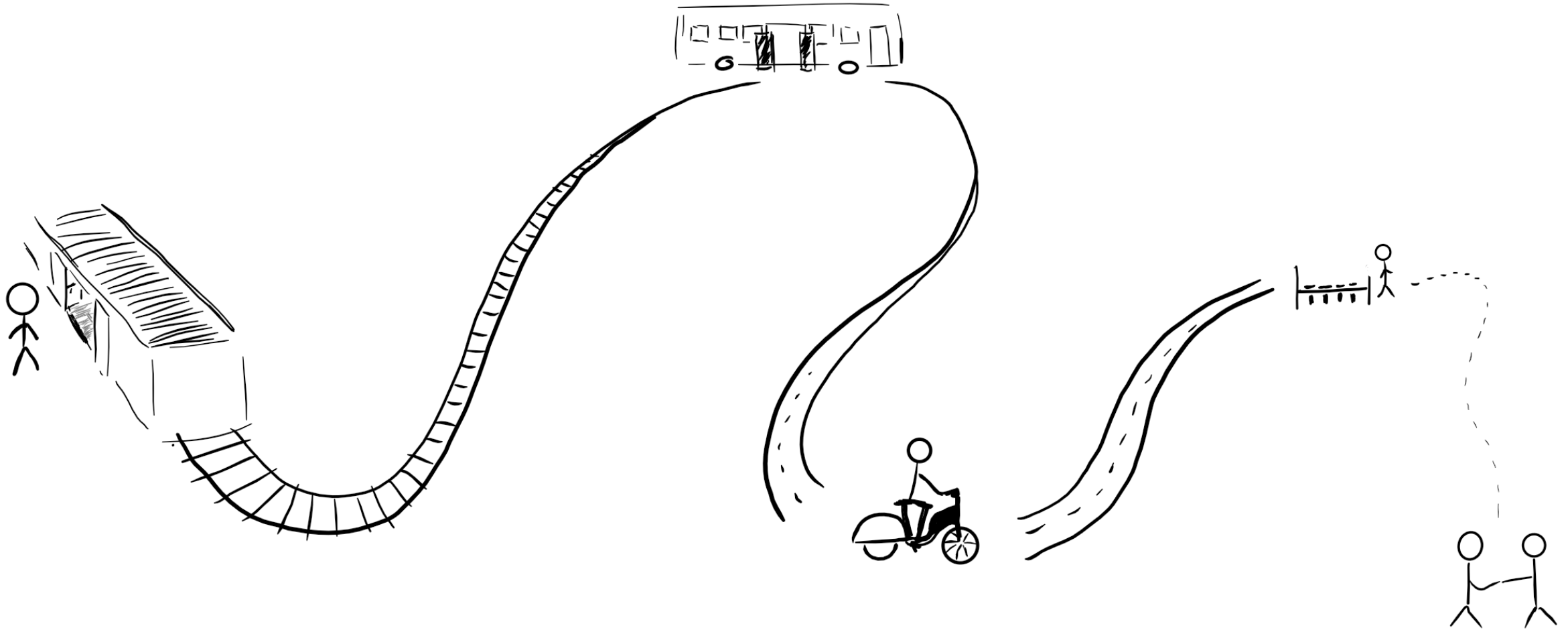


A photograph of a modern transit station entrance. In the foreground, there are several grey turnstiles with digital displays on top. Above the turnstiles, there are digital displays showing train schedules. In the background, there are people walking through the station, and a city street with buildings and a tram. The scene is brightly lit, suggesting daytime.

The future will be different

**Build for continuous improvements
(i.e. the TVM should be improved every week – remote)**

The TVM must adopt to service changes



[TVM = Travel Value Manager]



MAKING CONTACT

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