



Trials, Triumphs and Lessons Learned

Strætó's ticketing journey

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Today's topics

Strætó's
ticketing
history

Trials

Triumphs

What we
learned



Our „Ticketing“ Story

From Coins to Code in *just* 83 years



1931 - Cash



1942 – Presold paper tickets



1992 – Period cards



2014 – Payment app



2022 – New ABT system



2024 – cEMV payments

Our “messy” legacy





Why did we leave our legacy behind?



Decrease counterfeit and fare evasion





Decrease counterfeit and fare evasion

Collect Better data = Make Better decisions

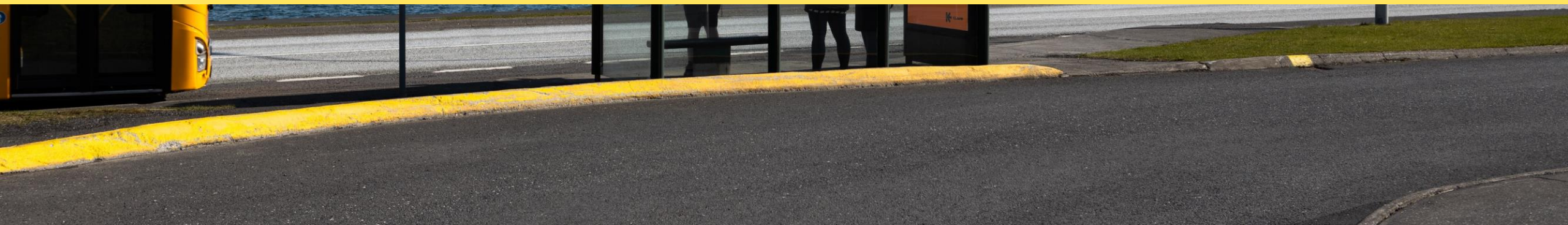




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Make fares more accessible and **simplify**
our product range





Decrease counterfeit and fare evasion

Collect Better data = Make Better decisions

**Make fares more accessible and simplify
our product range**

Make life easier for the passenger



KLAPP

New Fare Media





Trials

- Clear objectives
- Enormous change for our customers and employees
- Replace old problems with new ones
- The errors...
- A lot of edge cases



Triumphs

A modern Account Based Ticketing
system

Previous fare media
fully phased out in 10
months

Capping, cEMV, e-id to
identify for discounts

Decreased misuse of
discounted products



Lessons learned – Murphy's law

- If it can go wrong - It will go wrong
- Test – Test – Test - and then test some more
- People are not interested in public transport ticketin :o
- Softer launch – give people more time to adjust
- There are always more edge cases than you anticipate
- Manage customer expectations toward the system



Thank you!

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