

«NRK (new national travel card) – the concept; and how Movia adapts to it»

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Program

A

1. Ownership and products
2. Our approach and strategy
3. Pay as you go: Rejsekort as an app
4. Alternative solution
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B

Ownership

The Danish State

Municipalities and regions

Owners:
Danish public transport authorities



Board: Owners and The Ministry of Transport

Rejsekort & Rejseplan A/S



We provide national ticketing and journey planning



Nationwide card-based tap-in, tap-out ticketing system



Nationwide app-based swipe in, swipe out ticketing system



Nationwide pre-paid ticketing app



Nationwide journey planner and live traffic information

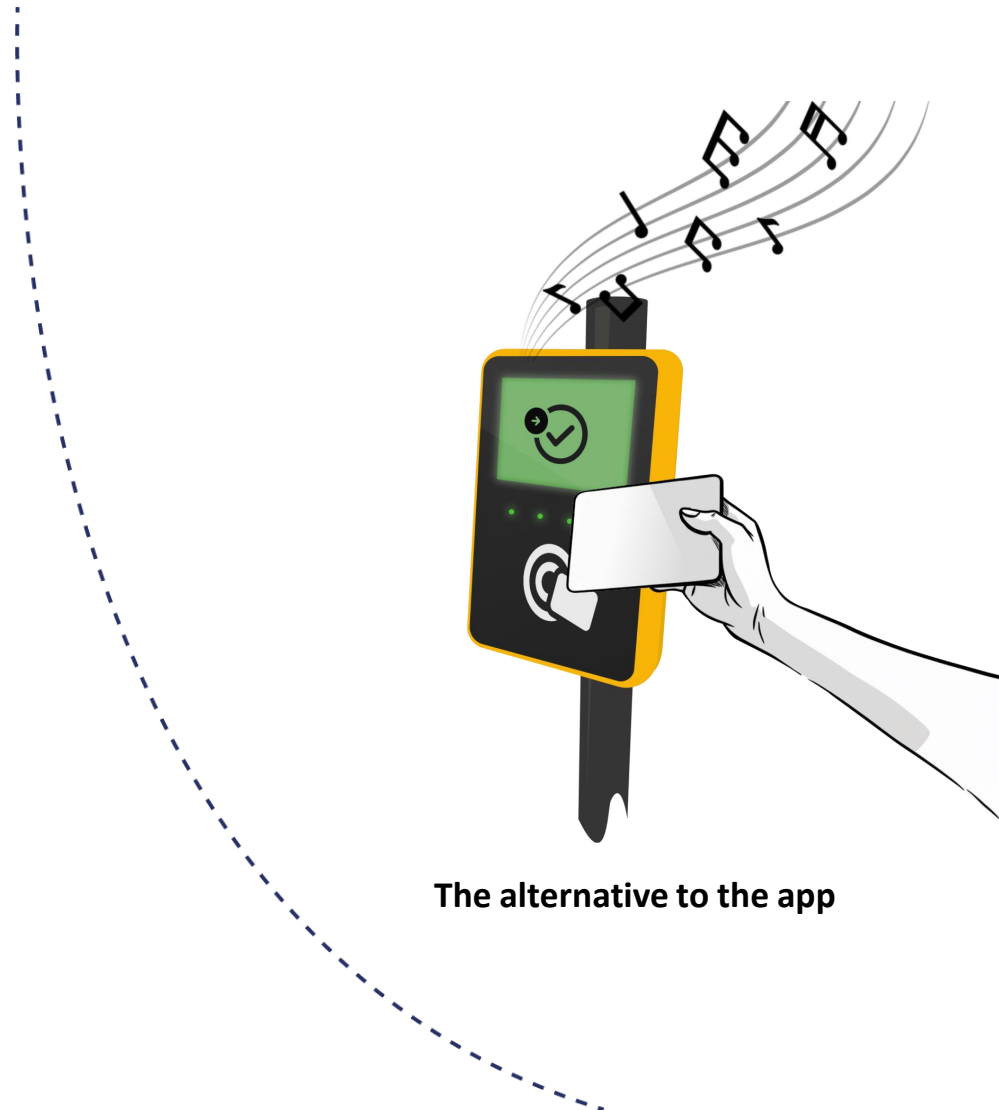
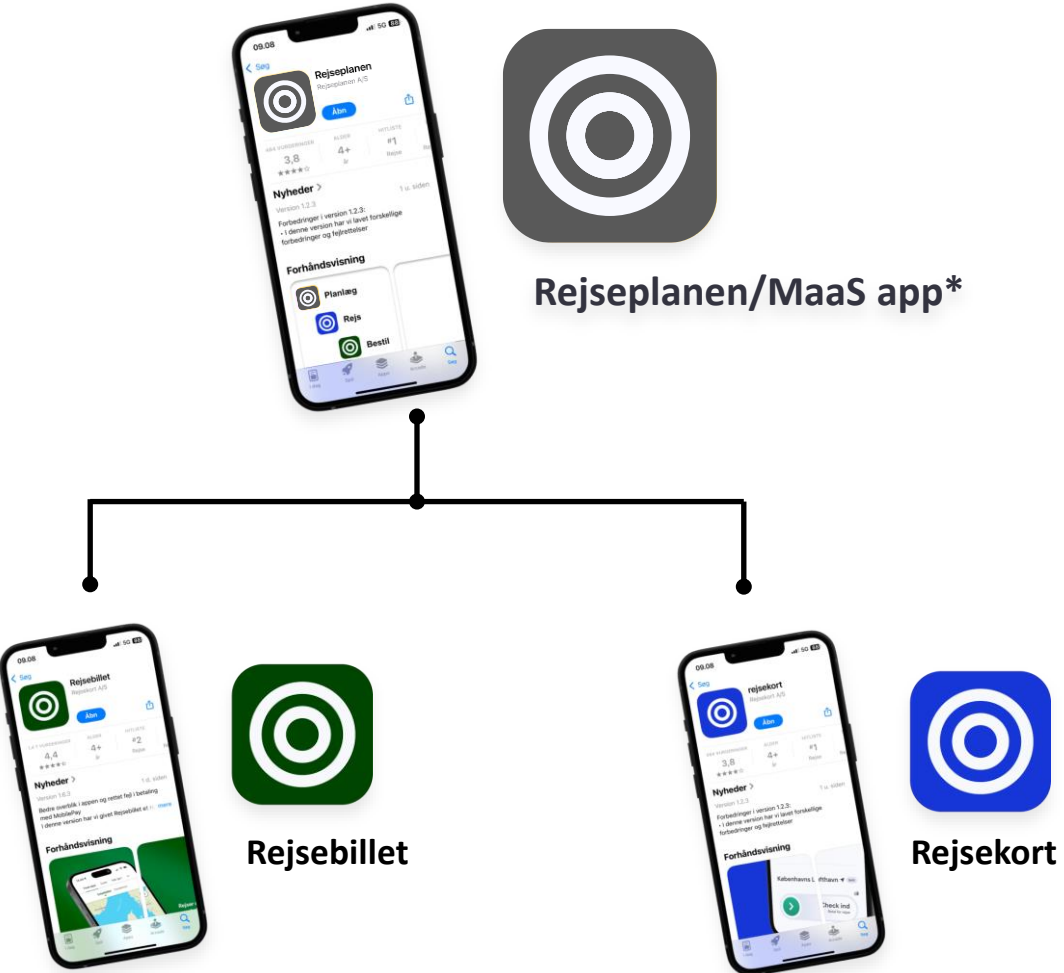


Our approach and strategy



Vision - future solutions

Updated vision when phase 2-3 is implemented

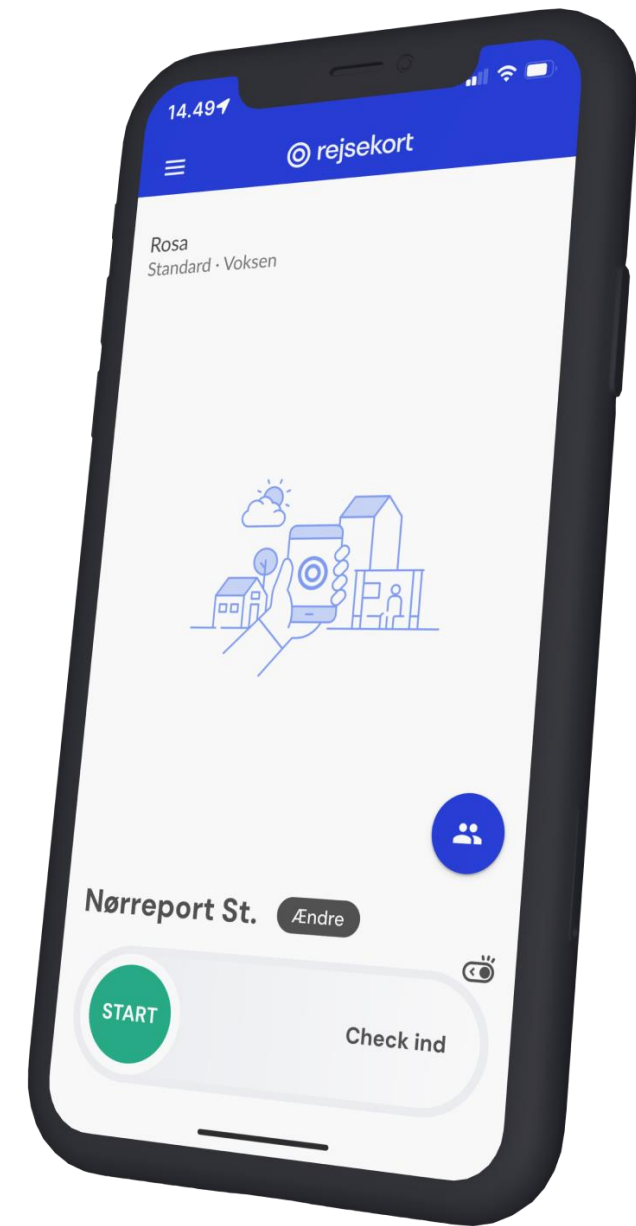


The alternative to the app



Note: The grey logo indicates that no brand colour and name have been adopted

Pay as you go: Rejsekort as an app





A user-friendly solution for everyone

User survey 2024

90 % public transport users are familiar with Rejsekort as an app

90 % find that the app makes it easier to use public transport

90 % rate the app as user-friendly

81 % have faith in the app and its features



Journeys

42 mil.



Users

1,9 mil.

App rating



iOS: 4.6

Android: 4.6

Alternative to

 rejsekort





Outstanding

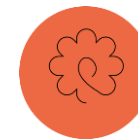


by Let at finde ud af - Nov 11, 2024

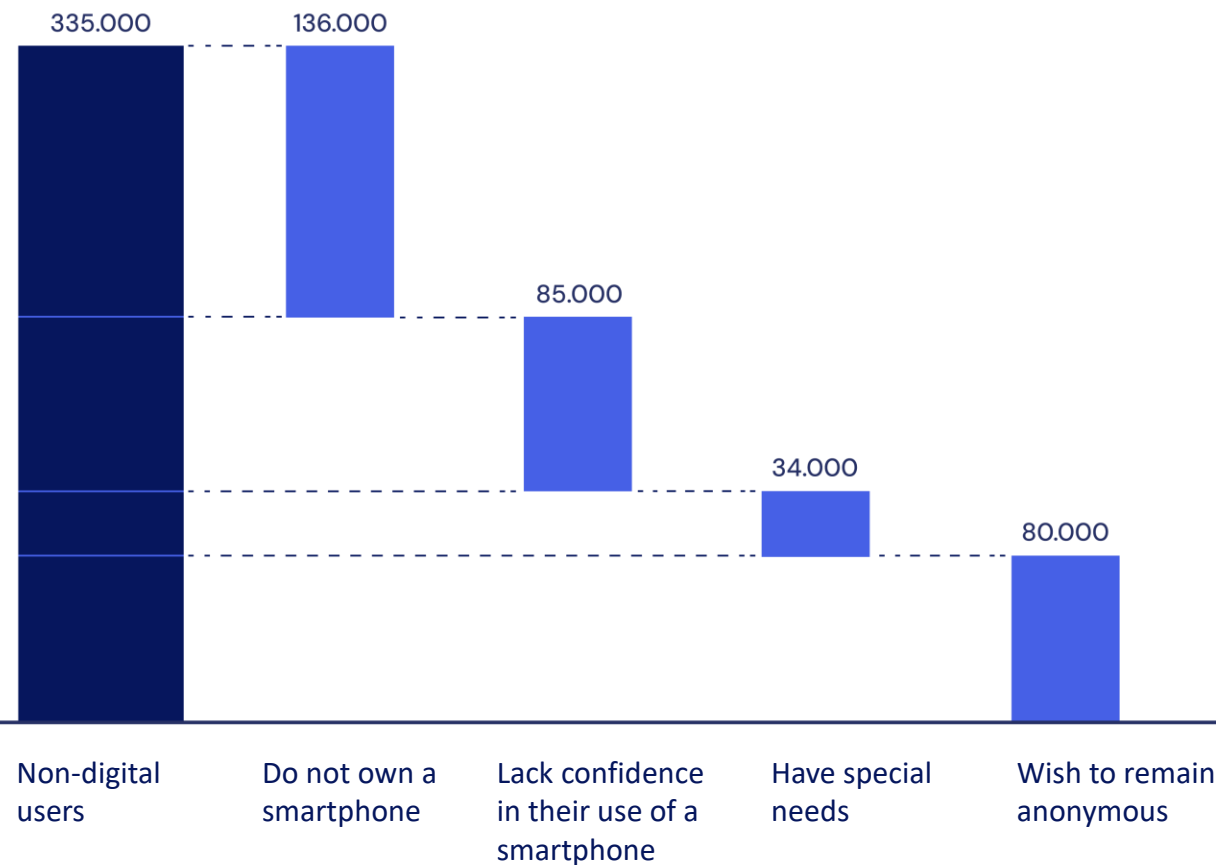
"I'm 88 years old and therefore not good at all the digital stuff - but the Rejsekort here is really easy to figure out. And it works every time!"

Danske Handicaporganisationer • Dansk Blindesamfund • Lev – livet med udviklingshandicap • Autismeforeningen • Ældre Sagen • Danske Seniorer Folkebevægelsen for et Demensvenligt Danmark • KL • Bibliotekernes netværk for digital inklusion

Digital inclusion



Ongoing user involvement and close collaboration with user organisations





Error-resistant implementation of Nyt Rejsekort in Movia



2,7 mio. inhabitants
180 mio. passengers/year



4 mio. bus-hours/year
4.500 busdrivers
1.500 busses
10 busoperators

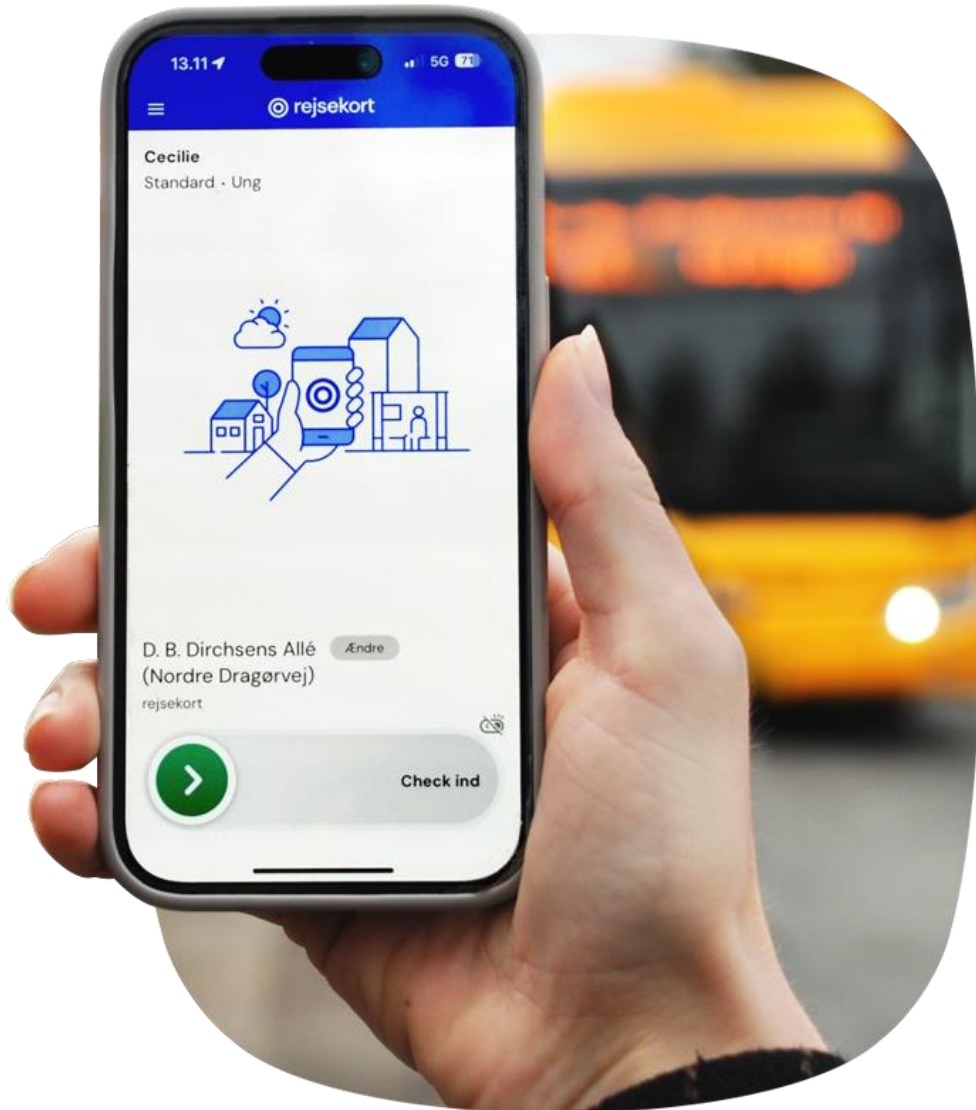


10 local train lines



48 private kiosks

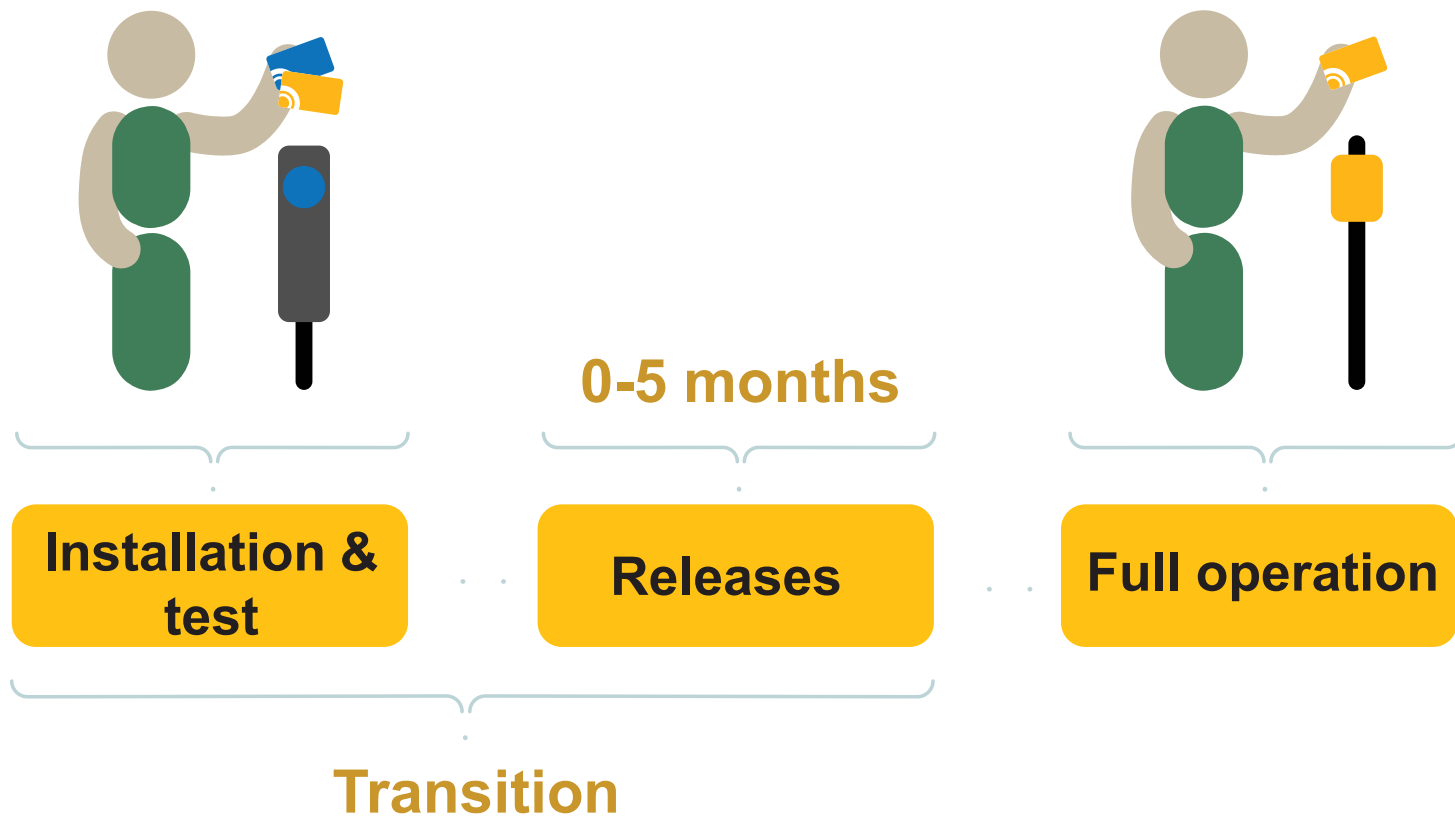




Rejsekort as an app is implementation friendly

- No forced migration – yet
- No real-world physical changes
- New data-channel in existing (digital) workflows

Implementing the new card-based solution (Basiskortet) is much more difficult



- Old system shuts down may 2026
- Customers still hold on to their cards
- Approximately half of all journeys on the app
- First user-testing has just begun



1.500 busses x 40 bustypes x 3rd party
installers (working nights/weekends) x
two validators pr. bus x limited free
space x ...

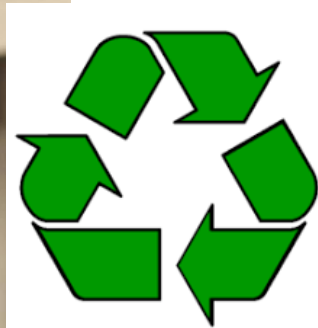
= ERRORS

(5-10% of all installed validators)



Plug'n'play adapter for easy installation at train stations

- No digging
- Limited sources of errors
- Fast installation
- Reuse of equipment
- Cheap



We are testing our organizational readiness

Area/proces
1.1 Bestil kort
1.2 Tank op
1.3 Check ind/ud
1.4 Indsend klage over afgift
1.5 Selvbetjening
2.1 Håndter kort
2.2 Udfør kundeservice
2.3 Nedlukning af kort
3.1 Kontroller kort/billet
3.2 Udsted kontrolafgift
3.3 Håndter klage
4.1 Afregn med kiosker
4.2 Afregn med operatører
5.1 Fysisk lagerstyring
5.2 Overvågning af udstyr
5.3 Vedligehold udstyr
5.4 Vedligehold udstyr - Lokaltog

- Primary (digital) work processes in Movia is almost unaltered
- Biggest adaptations:
 - New needs in Movia for handling customer complaints with ticket control fines
 - New operational processes in Movia and our bus and train operators for maintaining equipment
- 108 organizational testcases across 17 processes



- Expect and plan for errors
- Reduce physical installation and sources of error
- Test organizational readiness



Thank you for your interest in Movia

