

WORLD  
LEADERS IN  
MOBILE  
BARCODE  
SOLUTIONS

# Mobiqa case study



## Chiltern Railways

*Mobiqa and Chiltern Railways partner to bring passengers convenience with mobile tickets.*



## CASE STUDY: Mobile Ticketing for Chiltern Railways

Mobiqa and Chiltern Railways partnered in 2007 to bring the convenience of mobile ticketing to their passengers for all London and Birmingham services.

Chiltern Railways runs scheduled passenger services between London and Birmingham, Aylesbury and Stratford and were the first ever train operator to deliver tickets to passengers on their mobile devices. Mobiqa's mobi-ticket™ technology, via YourRail, is used to improve customer service and convenience.

Mobile ticketing streamlines customers through the train station

entry points, cutting operational costs of printing, handling and distributing paper tickets, mobi-tickets™ also help to reduce ticket counter costs at the stations.

Passengers are still able to buy their train tickets in the usual way but now have the added convenience of being able to receive their tickets to their mobile phone.

Neil Micklethwaite, Commercial Director of Chiltern Railways commented, "We have listened to our passengers and what they want is a simpler and easier way to purchase tickets for their travel. We

are happy to be leading the industry as the first train company in the UK to sell this new format of mobile phone ticketing to our passengers".

In February 2007, Chiltern Railways celebrated the 1,000th person to travel using mobi-tickets™, soon after the 10,000th passenger milestone was reached. In April 2007 the first automated gate scanners to scan mobile phone tickets were integrated into Marylebone station and in August mobi-tickets™ were made available across more routes and ticket types.

# Chiltern Railways

## Technology Overview

*Receiving tickets on your mobile phone device for your Chiltern Railways journey offer added convenience to the experience.*

1.



Chiltern Passengers wishing to receive a mobile ticket for their journey register their mobile phone details on Chiltern Railway's website.

2.



3.



YourRail receive the customer's mobile phone information and using Mobiqa's mobile ticket technology, customers are sent a fully optimised Chiltern Railways ticket straight to their phone.

The Chiltern Railways mobile ticket is a fully optimised and secure barcoded ticket which is scanned and validated at the Railway station or on board the train to allow access.