

West Midlands Metro

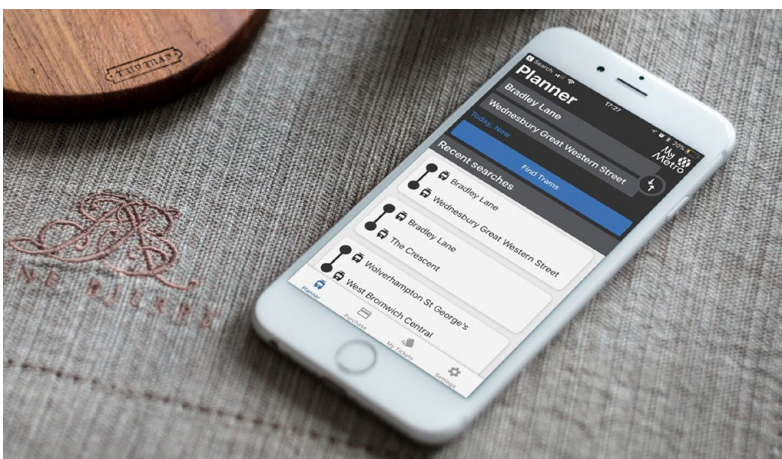
Making ticket purchase and journey planning easier for tram customers

How we developed an app for West Midlands Metro customers to book tickets, check for line disruptions and access exclusive travel offers.

West Midlands Metro (WMM) is a tram network for the West Midlands, operated by Midland Metro Limited. The network has ambitious plans over the coming years which will see it serve over 80 tram stops and more than 20 transport interchanges, linking Wolverhampton, Birmingham, Dudley, Brierley Hill, Digbeth, North Solihull, Birmingham Airport, the NEC and HS2.

Moving online

With expansion plans taking shape, WMM was aware that it needed to bring its ticketing system, which required tickets to be bought in person, up to date. We were approached to discuss how it could help WMM to offer its customers a more convenient way of purchasing tickets. WMM wanted an app which would enable customers to easily buy tickets, plan their journeys and keep up to date with any service changes.



“2019 has been an exciting year for the tram and now customers are keeping up to date with the latest developments on their mobile. By using the My Metro app, customers have all the information that they need about the network at their fingertips.”

Carl Williams

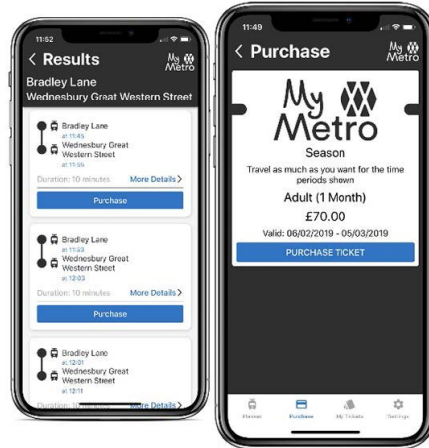
West Midlands Metro
Director of Operations

Convenience for customers

Using its vast experience of building tailor-made apps, we developed a mobile app - MyMetro - with a focus of allowing consumers to register an account, plan a journey and purchase tickets. The app allows customers to make payments via card or PayPal and they can also access service information via a link to the WMM Twitter account to check for any disruptions on their line. The app also allows customers to supply feedback to a WMM customer service representative.

Released for both Android and iOS platforms, tickets can be purchased via the app for same day travel or pre-purchased for future journeys. With e-tickets stored against consumers' accounts and easy payment methods, the app makes travelling the network a seamless process from beginning to end.

The free app also offers customers access to exclusive transport offers and discounts.



Conversion rates

Ticket sales, monitored by WMM, showed an increase in conversion from physical to e-tickets of over 10% within the first month of release of the app. 4,300 accounts were created following the launch of the app in January 2019 and sales per week continued to follow an upward trend.

Of the first 1,000 customers to give feedback on the app, 97% of them rated the app as satisfactory or better.

Future plans

Carl Williams commented: "This product is an ongoing partnership between WMM and CGI and as the network expands, we already have in place an exciting feature roadmap to be rolled out over the course of the next year."

"The app really does make it easier than ever for people to use the tram to beat the traffic and we're sure to add additional features as the platform develops."

Carl Williams

West Midlands Metro
Director of Operations

About CGI

Insights you can act on

Founded in 1976, CGI is among the largest IT and business consulting services firms in the world.

We are insights-driven and outcomes-based to help accelerate returns on your investments. Across 21 industry sectors in 400 locations worldwide, our 77,000 professionals provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

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