# West Midlands Metro

Making ticket purchase and journey planning easier for tram customers

CGI 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 major cities, towns, transport hubs and attractions across the region.

Moving online

With expansion plans taking shape, WMM needed to bring its ticketing system up to date. We were approached to discuss how we could help WMM to offer an app which would enable its customers to easily buy tickets, plan their journeys and keep up to date with any service changes.
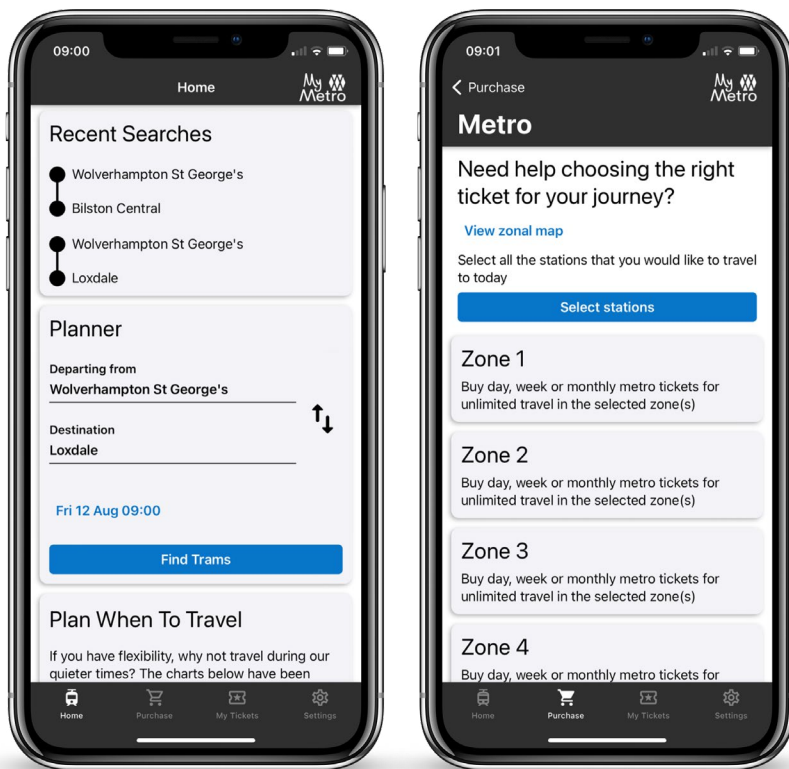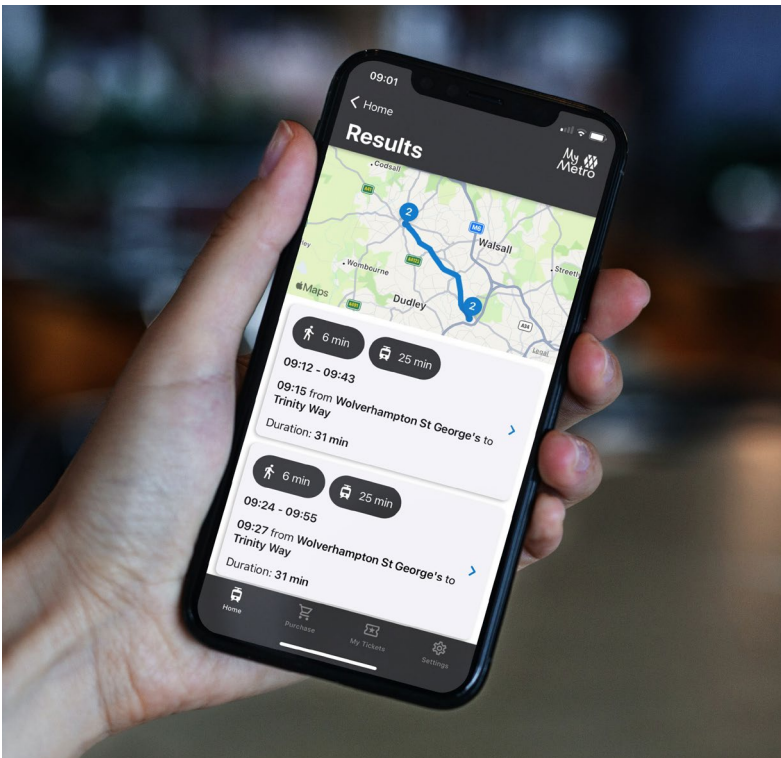
Key benefits:

- Easy to purchase tickets on the go
- Journey planning options
- Ticket purchase reminders
- Multi-modal ticketing
- Access to exclusive offers
- Opportunities for future app development

Convenience for customers

In response, we developed a tailor-made mobile app - MyMetro – which allows customers to register their account, plan their journey and purchase multi-modal tickets that include tram and bus travel. The app accepts payments via card, Apple Pay, Google Pay and PayPal, and customers can access service information via a link to the WMM Twitter account to check for any disruptions on their line.

Released for both Android and iOS platforms, tickets can be purchased via the app for same day travel or future journeys. With e-tickets stored against consumers' accounts and easy payment methods, the free-to-download app makes travelling the network a seamless process from beginning to end. It even notifies customers of expiring passes, providing simple repurchase options as well as access to exclusive transport offers and discounts. It also facilitates zonal pricing, bringing it in line with the rest of the network, and provide customers with pricing appropriate to the journey they're undertaking.

"The MyMetro app, developed by the CGI team, really does make it easier than ever for people to use the tram to beat the traffic with all the information that they need about the network at their fingertips. We are excited about working with CGI to add additional features as the platform develops."

Sophie Alison
West Midlands Metro,
Managing Director

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 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.

Safe and strategic travel

While the early months of the app proved a huge success, passenger confidence in travel was dented in 2020 by nationwide lockdowns and it was essential for WMM to help regain passenger trust. We therefore developed an app extension - Intent to Travel - which allowed users to declare when they planned to use the network. This information was then collated and fed back to passengers, helping them to make decisions about their journey based on how busy the line would be. Armed with this information, WMM was also able to make strategic decisions about staff, vehicle, and resource deployment at high traffic areas.

On the back of this development, app registration more than doubled to 24% and WMM revenue generation more than doubled. With over 1,000 accounts created each month, weekly sales continue to follow this upward trend, as customers embrace the service.

Travelling into the future

Following the app's success, WMM plans to launch package travel offers via QR code in the future. By linking with relevant venues, hotels and merchants, WMM hopes to provide complimentary or discounted ticket options as part of event and city stay packages. These will be managed by partner organisations which can securely generate bulk QR codes, with plans to extend to Open API in future, giving vendors the ability to provide a QR code to automatically generate a travel pass, as part of a customer purchase.
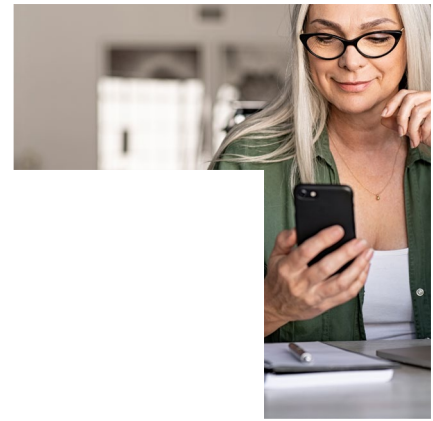
About CGI

Insights you can act on

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We are insights-driven and outcomes-based to help accelerate returns on your investments. Across 21 industry sectors in 400 locations worldwide, our 88,500 professionals provide comprehensive, scalable and sustainable IT and business consulting services that are informed globally and delivered locally.

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