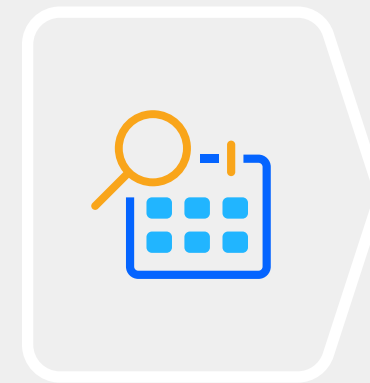


Digital Customer Journey is the **consistent digitization** of all touchpoints from planning, information and ticketing to payment

Touchpoint passenger



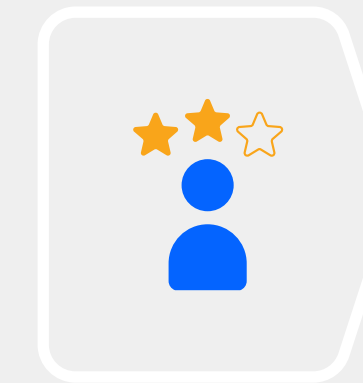
Travel Planning



Ticket



Information



Customer Service

With our tailored offerings, we support public transport companies every step of the way on their individual digitization journey

- Customer-centered needs analysis
- Strategy
- Requirements elicitation
- Evaluation of solution variants and benchmarking
- Procurement
- Implementation support, migration, rollout

Strategy

Development of a strategy that puts the customer at the center. Derivation of fields of action and prioritization in a roadmap.

Procurement

Elicit requirements and execute a procurement with the greatest possible cost/benefit ratio.

Migration

Introduction (rollout) of new systems or replacement of legacy systems with the aim of ensuring a smooth transition.

