AMT, al servizio della Città Metropolitana di Genova

Sempre e comunque

Simplify user journey experience with ICT

the AMT experience

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## Azienda Mobilità e Trasporti S.p.A.

- Public transport company for the metropolitan area of Genova

- Owned by Genova Municipality (majority shareholder)

- Handling all the public transportation services of the Municipality of Genova

- **From 1st jan 2021**: handling the public transportation of the metropolitan area of Genova

ICT in the public transport

The role of ICT in the public transport is crucial

- Digitalization of the processes is a key for efficiency

- Emerging technologies can help at various levels

- **…a complex puzzle to handle!**

ICT towards sustainable mobility
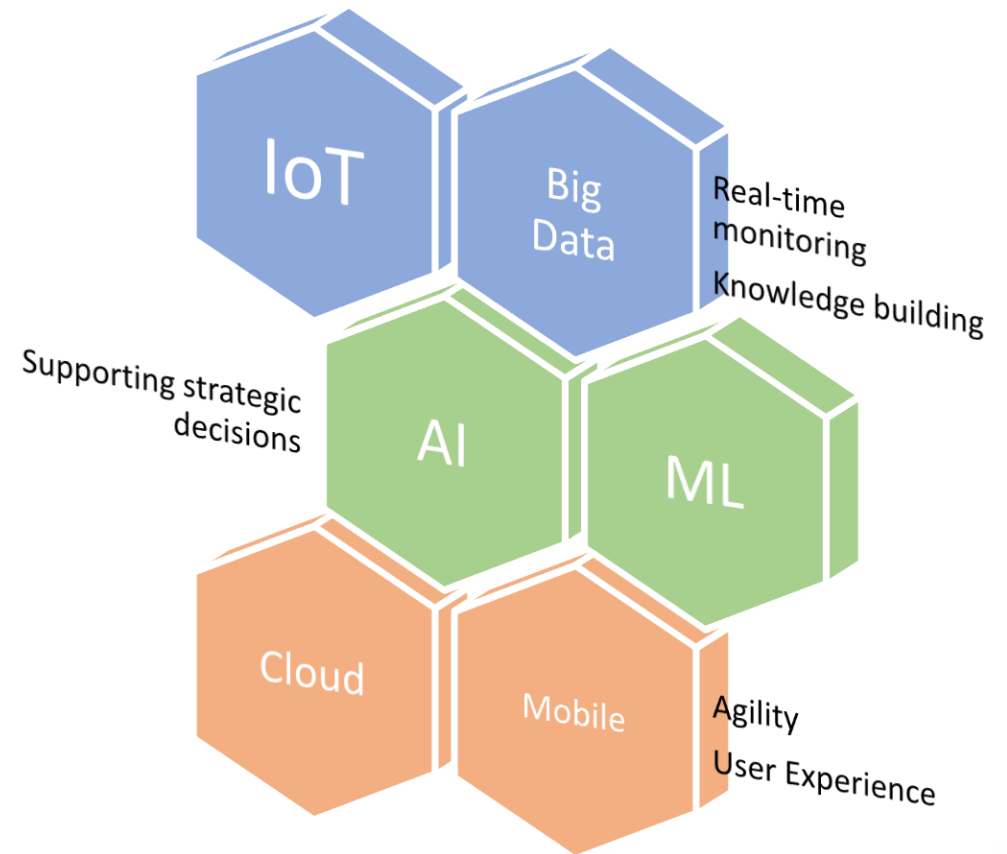
- The main goal of every transport company: **Moving People!**

- Focusing on customers needs and expectations **is a mission**

- Public transport usage is heavily linked to

    – Efficiency of the service perceived by customers

    – Attraction of the public transportation service compared to other transportation means (e.g. car, motorcycle, etc.)

    – Easiness of use

- **Sustainable mobility habits strictly depends on citizens choices**

- ICT can help in several ways

Simplify user journey: the AMT mobile application

- **Goal**: providing to public transport customers an innovative and efficient **tool** for improving their journey experience
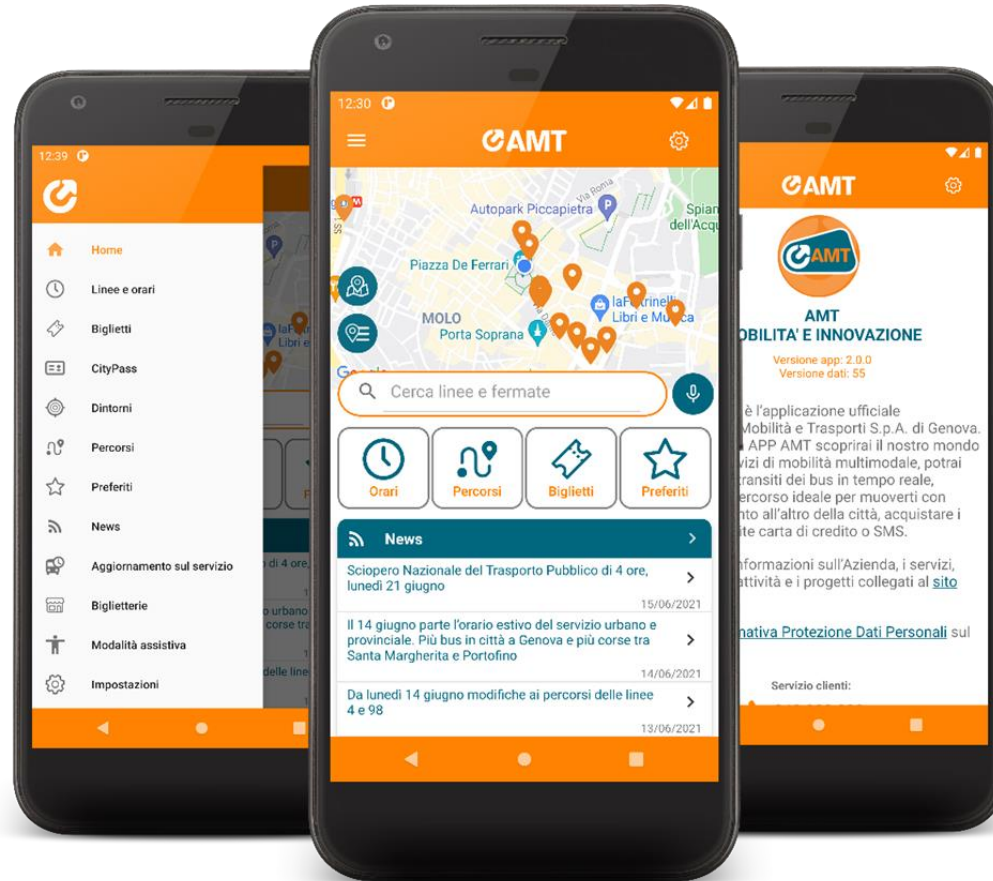
Simplify user journey: the AMT mobile application

20 updates released since launch (feb. 2019)
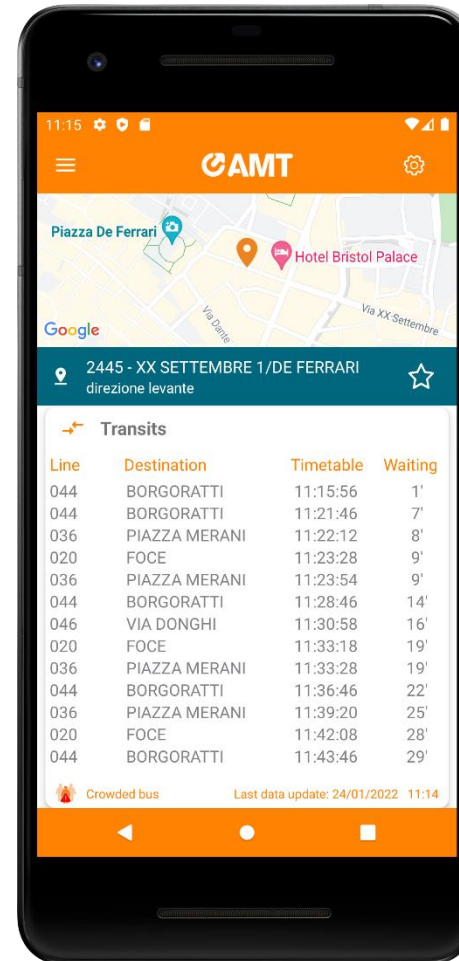
230K+ Active users

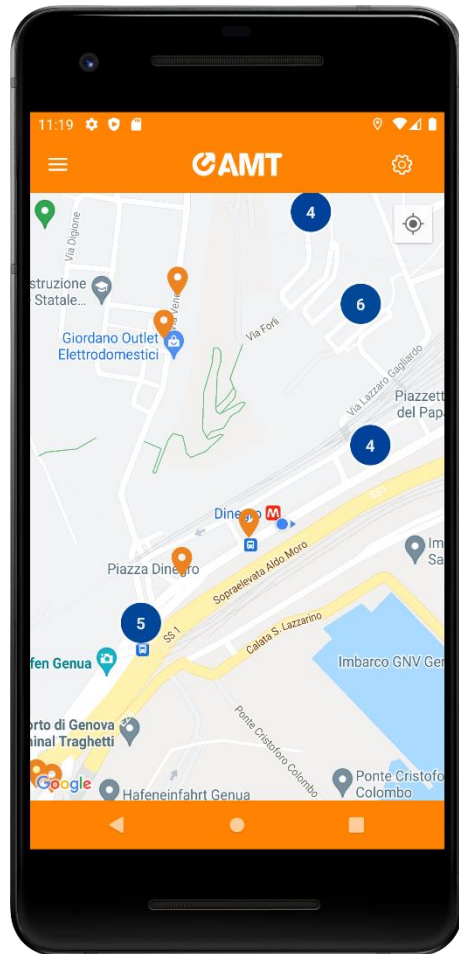**35K+** Daily active users

20K+ Digitalized subscriptions

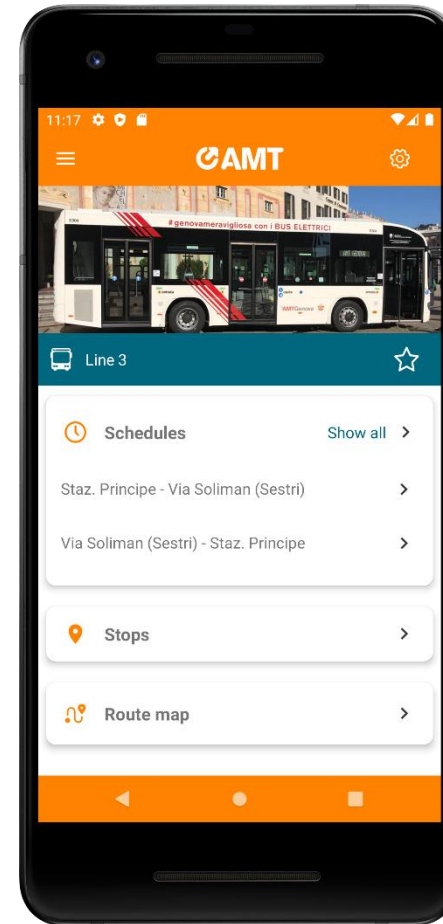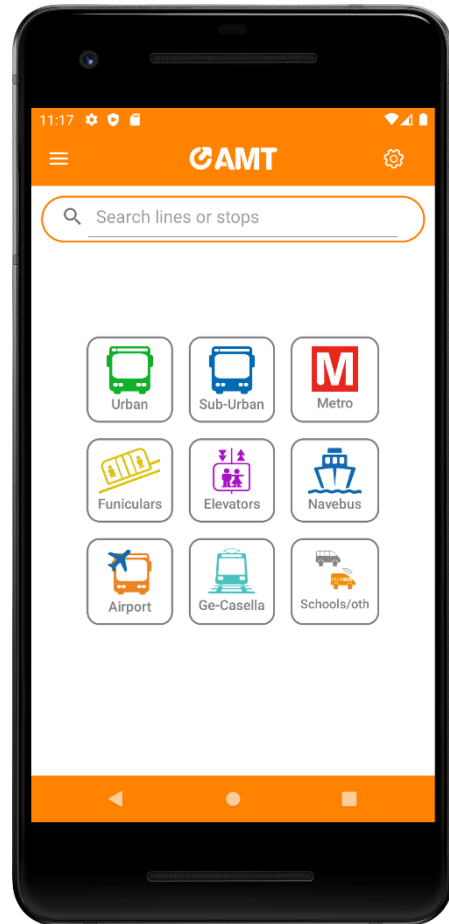**4000+** Digital tickets sold daily

AMT mobile application features

- **<u>Avoid waiting for the bus at the stop</u>**: real time monitoring with forecasted waiting time (2000+ stops available)
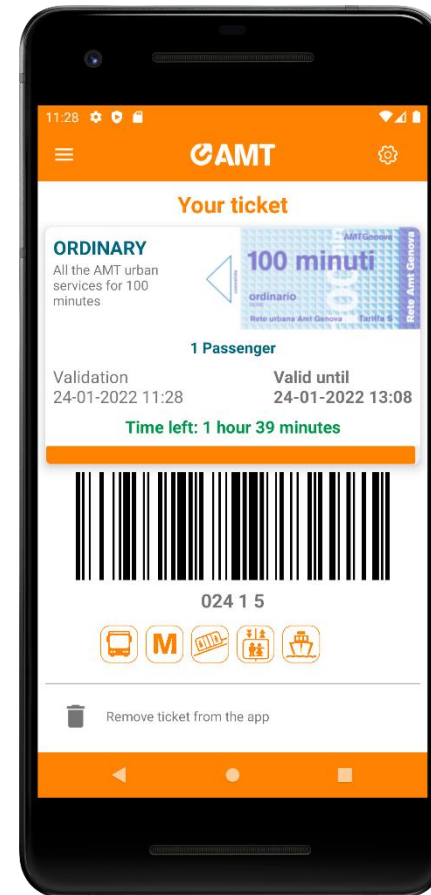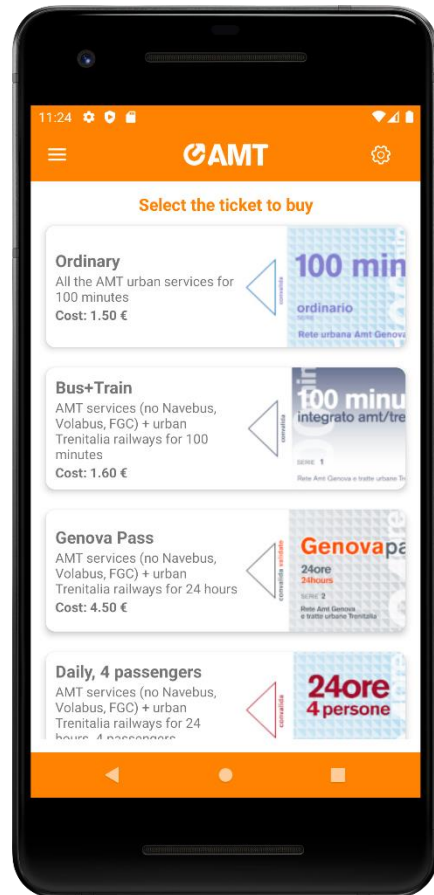
AMT mobile application features

- **<u>Full service schedule at a distance of a touch</u>**: each line and service has a dedicated page with schedules and routes
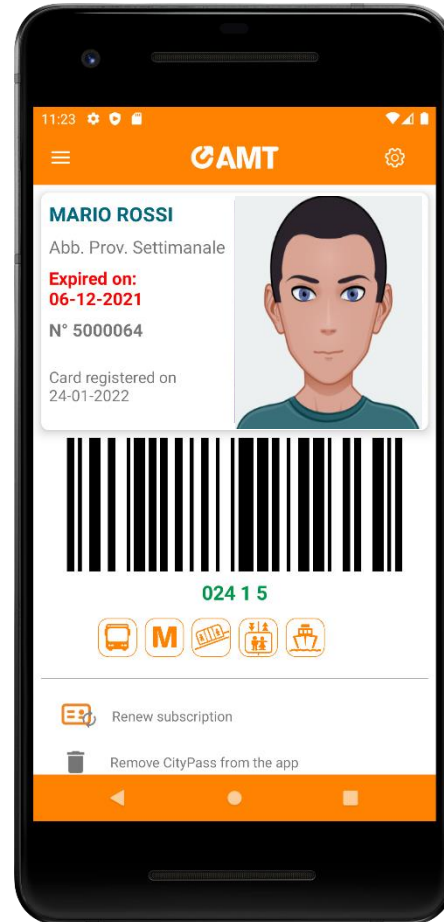
AMT mobile application features

- **1-touch ticket purchase, all digital, available 24/7**: digital ticket purchase supporting credit cards/Google Pay / Apple Pay

AMT mobile application features

- **<u>Go card-less and handle your subscription easily</u>**: subscription card could be transferred onto the application to be used as travel document and renewed in just a couple of touches

AMT mobile application features

- **<u>Stay updated on your favourite services</u>**: in case of service changes or delays, a real-time notification will inform you

AMT mobile application: challenges and opportunities
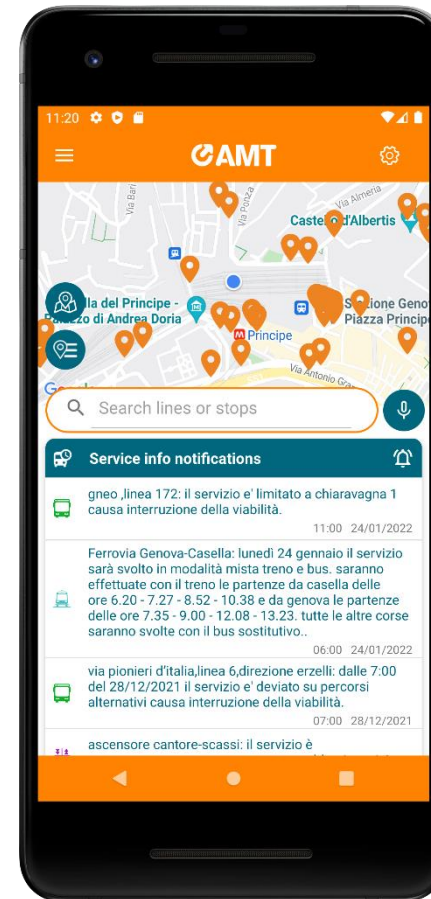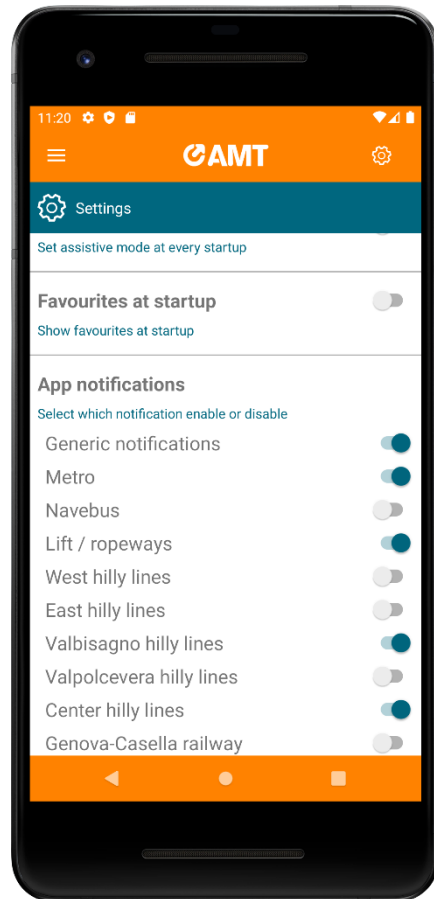
- **Main challenges**
    - Match user expectations via regular APP updates and fixes
    - Effort in maintaining services while they are increasing

- **Main opportunities**
    - Better understand passengers needs by analyzing app usage
    - Using the app as a driver to digitalization of processes

Thank you!

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