



ZVON Goes All-in with HandyTicket Deutschland for Mobile Ticketing

The Verkehrsverbund Oberlausitz-Niederschlesien (ZVON) transport association has been using HandyTicket Deutschland since day one. The system offers the ZVON's passengers modern customer access, while they benefit from an efficient sales channel. As a result, ZVON has taken its ticket vending machines out of service.



ZVON has been using HandyTicket Deutschland right from the start. For instance, the transport association was already involved in the pilot project that was launched in 2007. When the solution went live in 2010, ZVON decided to go with HandyTicket Deutschland – and has been using the system without fail to this day.

“Our transport network area serves a highly rural region, some of which is sparsely populated. The density of service centers is correspondingly low. We still have to align our sales channels in such a way that passengers can obtain tickets without any obstacles to access,” says Sandra Trebesius, Head of Marketing at ZVON. “To make sure we live up to this promise, one thing we’ve done is introduce surcharge-free purchases on the train. We also decided to adopt mobile ticketing at an early stage with HandyTicket Deutschland, because this platform means that every passenger has their ticket vending machine in their pocket, so to speak.”

Passengers Benefit from Convenient Ticket Purchasing

This pioneering spirit has paid off. Today, HandyTicket Deutschland is an indispensable part of ZVON. The present range of tickets includes single tickets, day tickets, bicycle day tickets, as well as senior citizens’ monthly, monthly and weekly tickets that are not sold as subscriptions. Customers also have the option of booking tickets for any

other participating Handy Ticket Deutschland region in a single app. The passengers of ZVON benefit from a simple ticket purchasing process, and they can make purchases everywhere, at any time and without cash – compared to the analog purchase procedure. The HandyTicket Deutschland customer portal allows them to keep track of their purchased tickets at any time, print out receipts for travel expense statements, for example, or change account and user data.

As an added benefit, customers are granted a discount of currently eight percent on all ZVON tickets. “Of course, we want as many passengers as possible to purchase their tickets digitally, because this sales channel is significantly more cost-efficient for us compared to any traditional channel,” says marketing manager Trebesius. “The commission-based usage model of HandyTicket Deutschland, which includes operation, maintenance and care, is absolutely fair. What’s more, since digital tickets can also be displayed as barcodes on passengers’ smartphones, they can be checked using existing bus and train sales and inspection technology, so no additional investment is necessary.” The numerous advantages that HandyTicket Deutschland offers passengers ensure that the digital service is well received by ZVON’s customers, and the user base is growing steadily. This development has contributed to the fact that the transport association has now been able to completely abolish their cost-intensive ticket vending machines.

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Extensive Expansion of Mobile Offering in the Works

“HandyTicket Deutschland already covers the vast majority of our customers’ requirements,” says Trebesius. “That’s why we want to continue to focus fully on HandyTicket Deutschland and further expand our in-app offering.” This expansion includes subscriptions, for example. ZVON is currently installing a chip card solution that will replace the current paper-based subscription passes. This digitization measure of the transport association is laying the foundation for making subscriptions available on smartphones in the future. HandyTicket Deutschland already provides the infrastructure required for this, so all ZVON has to do is initiate the switch to mobile subscriptions.

Another major project, “Sachsen mobil”, is being implemented by HanseCom on behalf of ZVON and the three Saxon associations VMS (Verkehrsverbund Mittelsachsen), VVO (Verkehrsverbund Oberelbe) and VVV (Verkehrsverbund Vogtland). In the future, this project will allow passengers in Saxony to search, book and pay for tickets for trips across network boundaries on their smartphones in a single transaction. To ensure that customers can travel anywhere in Saxony, the fares of MDV (Mitteldeutscher Verkehrsverbund) and the regional rail companies are also being integrated into the solution. “All customers need to do is enter their starting point and destination into the HandyTicket Deutschland trip navigation. The app then calculates the travel chain across all connections and fares and displays the required tickets,” explains Trebesius. “Instead of having to manually purchase the appropriate tickets for cross-network trips when changing networks – as was previously the case – now a single booking procedure at the start of the journey is the only transaction necessary. This makes trips so much easier for passengers and doesn’t require them to research any fares.”

In addition, ZVON is working with HanseCom to integrate the SachsenTicket and Euro-Neisse-Ticket, both of which already exist in paper format, with the digital HandyTicket Deutschland range in the future. SachsenTicket is a state ticket that allows up to five people traveling as a group to spend a day traveling across Saxony, Saxony-Anhalt and Thuringia as much as they want. The Euro-NeisseTicket enables passengers to use public transport in the area where Germany, Poland and the Czech Republic meet as well as leisure activities at reduced prices.

Robust System Proves Its Worth as Numbers Rise

“HanseCom’s HandyTicket Deutschland platform is a robust system,” concludes Trebesius. “Ever since we’ve started to sell season tickets for use on the smartphone, this feature has become even more important for us, as this addition has brought us significant user and revenue growth in mobile ticketing.”

The marketing manager is also impressed with HanseCom itself. “Since digital sales is playing an increasingly important role at ZVON, HanseCom has become a truly invaluable partner for us. Our cooperation is characterized by clear communication. HanseCom employees listen carefully to their customers’ concerns and know how to translate these into concrete tasks for the system developers. As before, this has become highly evident in the projects we are currently implementing.”

Verkehrsverbund Oberlausitz-Niederschlesien Transport Association

Zweckverband Verkehrsverbund Oberlausitz-Niederschlesien (ZVON) was founded in Niesky in 1995. The public transport network covers an area that includes the eastern district of Bautzen and the entire district of Görlitz. It comprises ten companies that operate train, streetcar and bus services.