

THE CHALLENGE AND PROMISE OF E-FARE

Electronic fare (e-fare) solutions hold the promise of higher passenger throughput, improved multimodal transfers, improved collections, higher customer satisfaction, and streamlined operations.

Yet for many transportation authorities, e-fare solutions mark the beginning of a long, and sometimes painful, journey toward designing a seamless digital experience for customers and staff alike.

E-fare solutions solve core ridership issues, including:

- Creating multi-modal ticketing solutions.
- Integrating multiple solutions into a seamless electronic system.
- Eliminating operational and process differences across systems.
- Retiring mag-stripe and cardboard tickets.

THE NORTH HIGHLAND APPROACH

Our tailored expertise maximizes value for both agencies and customers.



MOBILE INTEGRATION

From payment to self-service, launch an integrated mobile platform that streamlines the customer experience, enables personalization, and fosters brand loyalty.



DIGITAL & MARKETING

Increase user adoption of your e-fare solution through online and print marketing. Develop tech-savvy social campaigns and use our social media lab to support e-fare rollout.



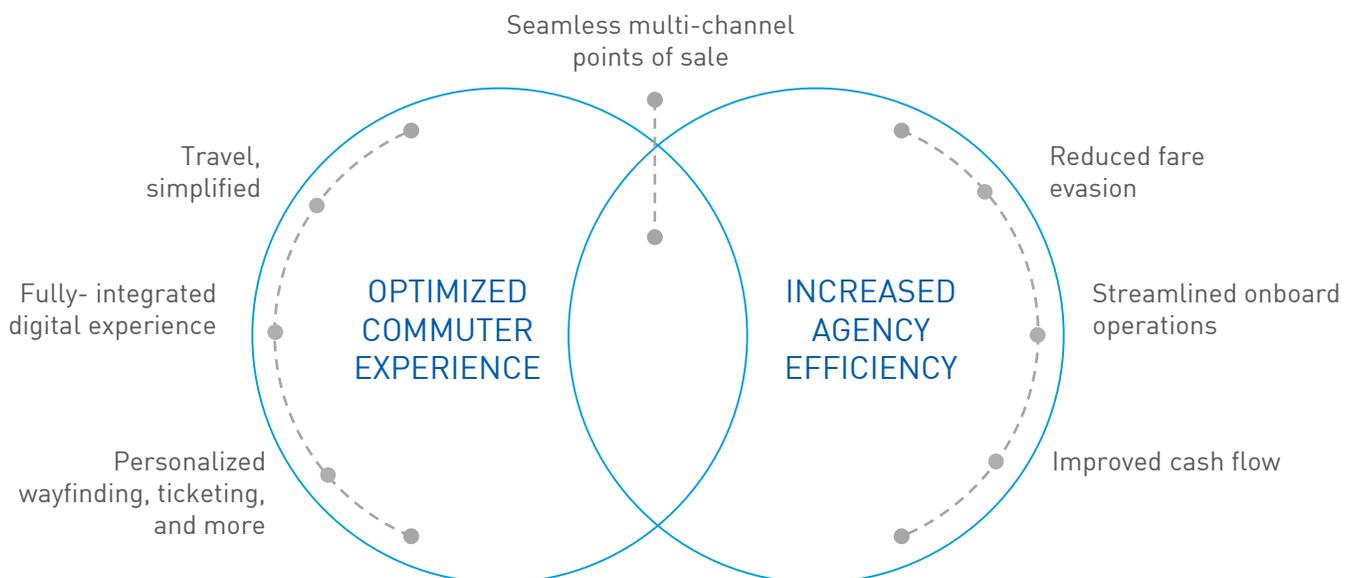
COMMUTER EXPERIENCE

Envision, design, and manage the customer and employee journeys to ensure a high quality e-fare experience.



DATA & ANALYTICS

Gain insight into ridership, purchase habits, utilization, fare evasion, and more to drive desired customer behaviors.



SUPPORTED BY A STRONG FOUNDATION

Fundamental capabilities back our e-fare solution.



STRATEGY

Define short and long-range strategies leveraging data-driven benchmarking and economic research.



IT ROADMAPPING

Create and implement the roadmap that brings together back office, point of sale, and onboard technologies.



PROCUREMENT SUPPORT

Foster the latest solutions with a sound, protest-free procurement process.



ORGANIZATIONAL CHANGE MANAGEMENT

Increase stakeholder buy-in, encourage positive behavior changes, and mitigate user risks.

WHY NORTH HIGHLAND

We've successfully taken on some of the most innovative and complex projects in transportation.

We assisted a state transportation agency with an e-fare third-party assessment. The \$34M e-fare system effectively replaced paper ticketing and existing mobile fare sales.

We delivered a revenue enhancement assessment to a leading transportation group, improving retail and ticketing on its commuter rail network.

We ran business change planning for a key rail network infrastructure owner, managing the rollout of devices and associated applications to over 10,000 users based in over 300 depots on 12 routes across the country.

LET'S TALK

CHRIS MCCARTHY

NATIONAL TRANSPORTATION LEAD
Chris.McCarthy@northhighland.com

ANNA DANEGGER

VICE PRESIDENT
Anna.Danegger@northhighland.com



23

offices nationwide

300+

federal, state,
and local clients

1,100+

public sector
projects completed
in the last 5 years