ZEBRA

Cashing in on the mobile ticket advantage

THE MOBILE BARCODE GIVES BIRTH TO THE TRULY PAPERLESS TICKET

Whether you are in the business of transporting people by air, rail, bus or ferry, your passengers all need one thing to start their journey — a ticket or a boarding pass. Until recently, the only way to issue tickets was to use paper. Even e-tickets sent via email required travelers to print out a physical ticket or boarding pass. But today, a mobile ticket (m-ticket) can completely eliminate the need for paper, allowing mobile phone subscribers to store a mobile barcode on their phone that is the electronic equivalent of their ticket. No more paper tickets to track — or lose. No more panicking at the airport when a boarding pass is left on the printer at home or the office. Passengers simply display the mobile barcode on the screen of their mobile phone. And in a split-second scan of that barcode, gate personnel can accurately capture ticket information and permit the traveler to board.

How can your business benefit from mobile tickets? And what kind of data capture solution is required to successfully deploy mobile tickets?

Mobile tickets simplify travel for your passengers

Every day, millions of mobile phone subscribers look for more ways to use their mobile phones to simplify their lives. New research reveals that your customers are ready to embrace the convenience of mobile tickets. From airlines to trains and public transit, mobile tickets are viewed as a more convenient option to the paper ticket. A survey from travel site Kayak found that 32 percent of UK citizens prefer checking in via their smartphone.[1] In that same survey, 44 percent of respondents expressed concerns about forgetting or losing a printed boarding pass.

Mobile tickets help reduce costs, improve service levels, increase revenue and strengthen your customer relationships

While mobile tickets make traveling simpler for your customers, they also help you reduce costs, increase revenue, better serve your customers and better protect the environment. Benefits include:

Cost savings

Paperless barcoded mobile tickets eliminate the hard costs associated with printing tickets and the soft costs associated with handling paper tickets. The International Air Transport Association (IATA) states that paperless tickets reduce costs by an average of $9 USD per ticket, saving the industry $3 billion per year. And barcoded boarding passes further automate the boarding process, reducing the need for physical check-in areas and airport staff, providing an additional $1.5 billion in annual savings.[2]

Value added services that strengthen customer relationships and your brand

Once your customer has purchased a paperless ticket, you have established a direct real-time link with their most personal device — their mobile phone. You can use that link to offer your travelers additional value-add services that increase the value of your brand. For example, your customers can opt to receive a text message when the gate number is assigned, or if there is any change to the departure time or departing gate.

Less waste

At its peak, as many as 285 million IATA paper tickets were issued in 2005[3], requiring a tremendous amount of energy to recycle. And tickets that include magnetic stripes cannot be recycled, creating permanent waste. Since mobile tickets do not generate any waste, they are good for the environment. A recent study revealed that the UK could save more than 2.64 million trees each year if citizens relied solely on mobile for event tickets, train tickets and boarding passes.[4]

Reduced wait time in boarding lines for your passengers

Since the mobile barcode completely automates the boarding process, passengers with mobile barcode-based m-tickets are completely processed in the split second it takes to scan the barcode on the mobile phone screen. As a result, everyone in line can be processed quickly — no need for employees to stop to examine tickets to determine if the passenger is boarding the right plane, bus or train at the right time.

Increased revenue through last minute sales

Once you have established the mobile phone as an acceptable means for communicating with your customers, you can give your customers a chance to opt-in to receive 'last minute deep discount' travel offers to help sell available seats as departure dates draw nearer. Since the promotion always reaches customers who are interested in the offers, the chances of incenting last minute sales increases.

Recommended Zebra Imagers for Transportation

	Corded	Cordless	MFi (made for iOS)	Driver's License	Image Capture	EAS De-activation	Digimarc Barcode Support	RFID
Handheld 1D/2D Imagers								
DS2200 Series — Value pricing to meet the most budget-conscious requirements — without compromising on the performance and features required in the transportation industry.	●	●						
DS4308 Series — Mid-range scanner when you need feature rich versatility and a 28 in. range to keep lines moving.	●			●	●	●		
DS8100 Series — Delivers the very best in scanning performance to increase transactions and reduce customer wait time in the busiest, scan-intensive environments.	●	●	●	●	●	●	●	
Handheld/Hands-free 1D/2D Imagers								
DS4308P — Delivers all the features of the DS4308, plus an integrated pedestal that gives you the flexibility to switch on-the-fly between handheld and hands-free scanning.	●			●	●	●		
DS9208 — Get presentation-only scanning in a contemporary design that is at home in design conscious environments.	●			●	●	●		
DS9808 — Premium scanning performance in a combination handheld/hands-free design with advanced ergonomics that deliver all day comfort.	●			●	●	●		●
Fixed Mount 1D/2D Imagers								
DS457 — Tiny fixed mount scanner designed for the most space-constrained areas — or can be mounted under the counter if you need a zero footprint.	●			●	●			
Companion 1D/2D Imagers								
CS4070 — Easily add advanced enterprise-class scanning to iOS, Android and Windows mobile phones and tablets in seconds with this Bluetooth pocket-sized device.		●	●					

How big is the opportunity?

Every mobile ticket you issue will save your business money, improve the level of your customer service and reduce recyclable as well as permanent waste — and provide a valuable new highly personal marketing avenue to help increase sales. And according to research from Juniper Research, you will have many opportunities to do so. The report predicts that over 1.5 billion airline boarding passes will be delivered via mobile by 2019 — representing one in three boarding passes issued by airlines.[5]

Enabling mobile tickets at your boarding points

In order to launch successful mobile ticketing initiatives, you need to not only issue the barcoded mobile tickets, but also scan the mobile barcodes that are displayed on your customers' mobile phones. And with Zebra's imager family for transportation, you can.

While traditional barcode scanners are designed to read barcodes on paper labels, our family of imagers allows you to successfully scan barcodes on paper labels as well as those displayed on the highly reflective surface of a mobile phone or computer screen. And whether you have hundreds or thousands of daily passengers with individual tickets or monthly passes, there is a scanner that will meet your needs and budget. Our scanners offer:

- The superior scanning technology that makes Zebra Technologies the leader in the barcode industry: high performance 'scan and go' simplicity on any barcode — even damaged and poorly printed barcodes — without aligning the barcode and scanner window.

- Ease of use right out of the box with smart auto-host detect cables, Zebra's exclusive Scan-to-Connect technology and a complimentary staging tool. You can count on using Zebra scanners from day one.

- The built-in durability to handle the bumps and spills associated with everyday all day use.

- Remote management tools combine with industry leading all-inclusive affordable service plans to ensure maximum uptime and a very low total cost of ownership (TCO).

**MAKE SURE YOUR OPERATIONS ARE READY FOR THE MOBILE TICKET REVOLUTION.
FOR MORE INFORMATION PLEASE VISIT
WWW.ZEBRA.COM/MOBILEBARCODES OR ACCESS OUR
GLOBAL CONTACT DIRECTORY AT WWW.ZEBRA.COM/CONTACT**

1. Kayak survey reveals 32% UK travellers prefer digital check-in at airports; Airport-technology.com; October 17, 2014; http://www.airport-technology.com/news/newskayak-survey-reveals-32-uk-travellers-prefer-digital-check-in-at-airports-4409182

2. Mobile Commerce Strategies: Payments, Ticketing, Coupons & Banking 2010-2014; Juniper Research; 2010

3. IATA - Industry Bids Farewell to the Paper Ticket; IATA Press Room; May 31, 2008; http://www.iata.org/pressroom/pr/Pages/2008-31-05-01.aspx

4. Mobile Ticketing Could Save Over 2.5 Million Trees Per Year Says Phone Vendor Research; Mobile Ticketing News; June 7, 2016; https://mobileticketingtoday.com/2016/06/07/mobile-ticketing-could-save-over-2-5-million-trees-per-year-says-phone-vendor-research/

5. 1 in 3 Airline Boarding Passes to be Issued Via Mobile Devices by 2019; Juniper Research; March 11, 2014; https://www.juniperresearch.com/press/press-releases/1-in-3-airline-boarding-passes-issued-via-mobile

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