

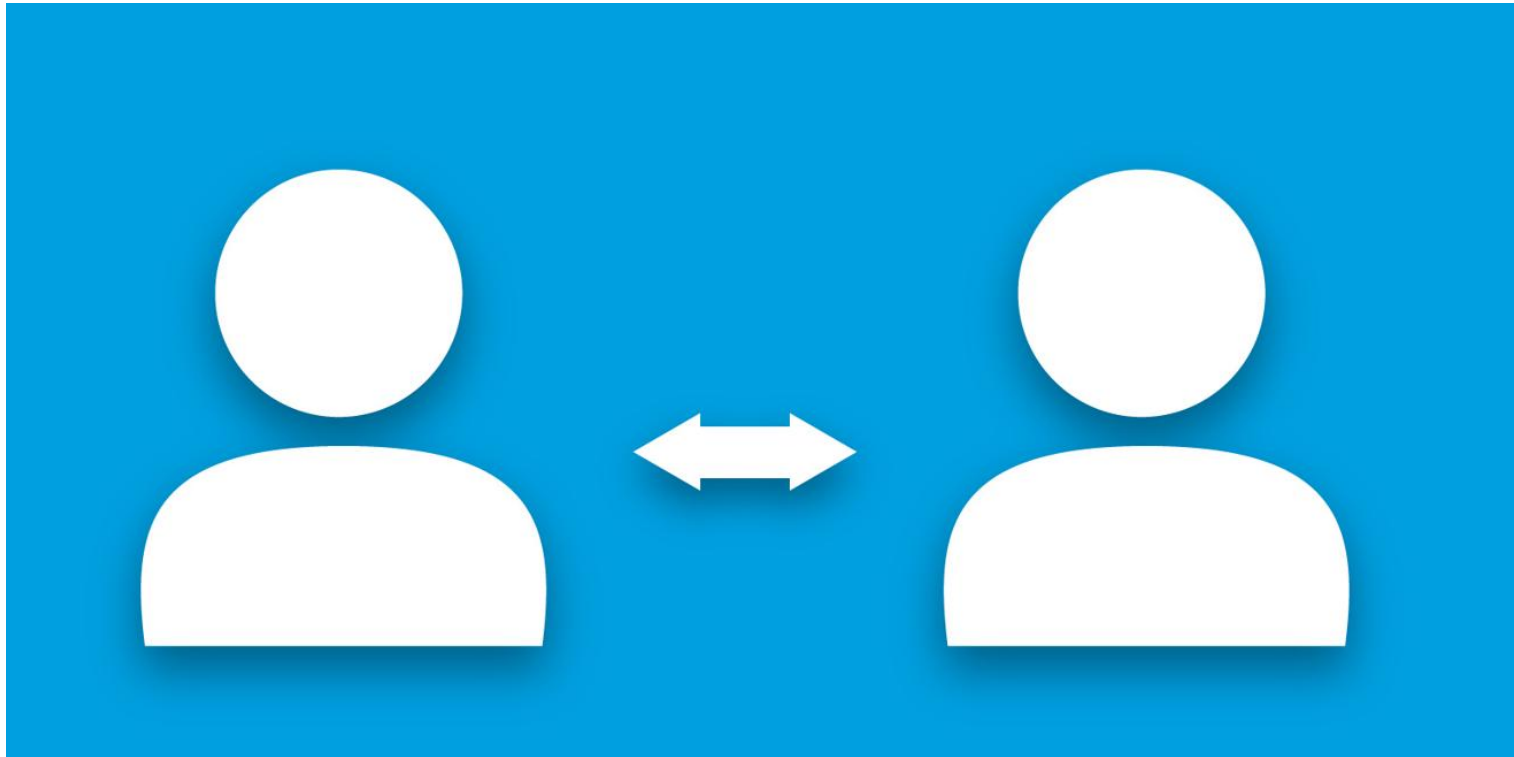
# Customer loyalty program OVMiles

**300.000 passengers a day**

# One contactless payment card

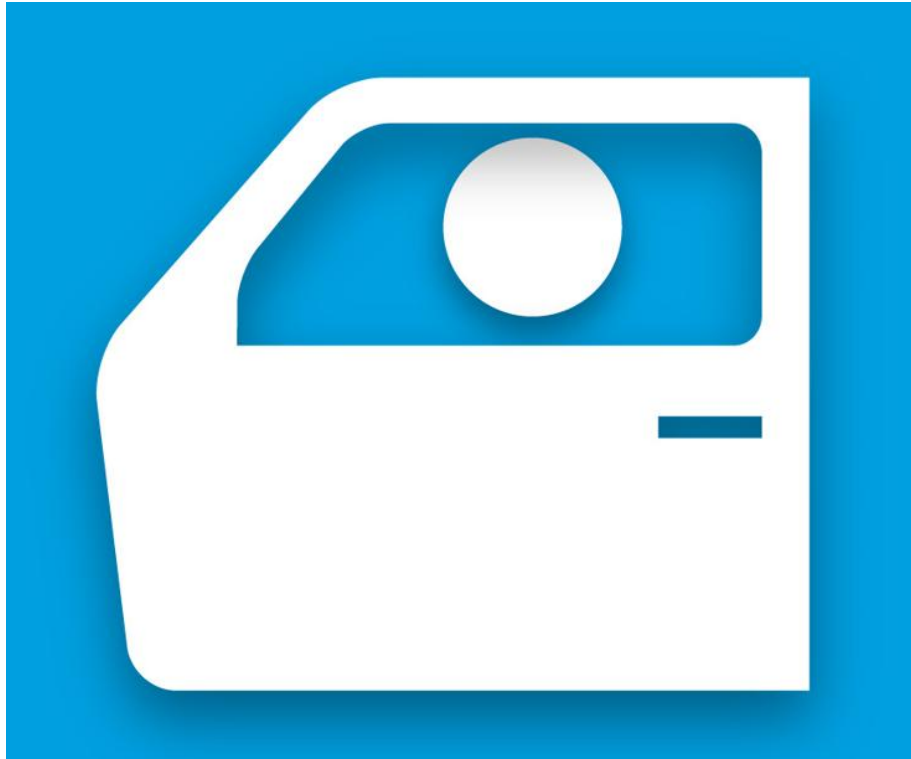


# Connecting communities both logistically and socially

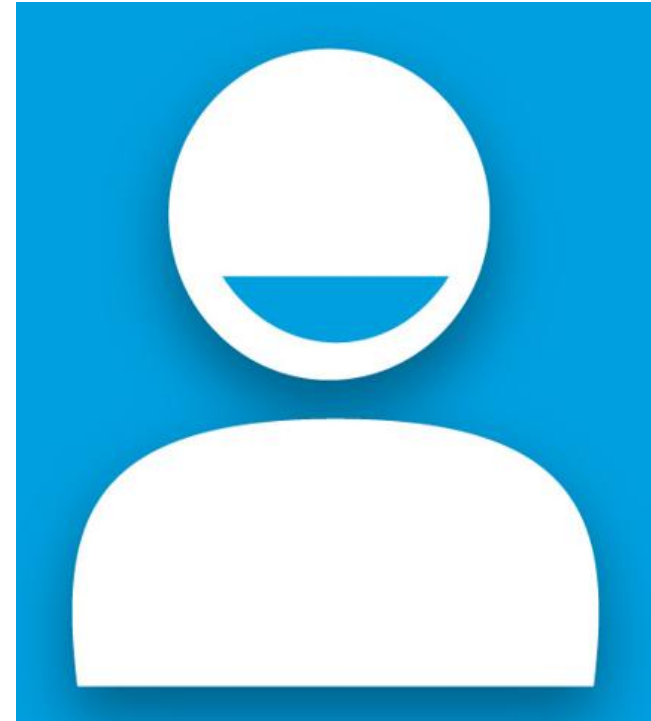




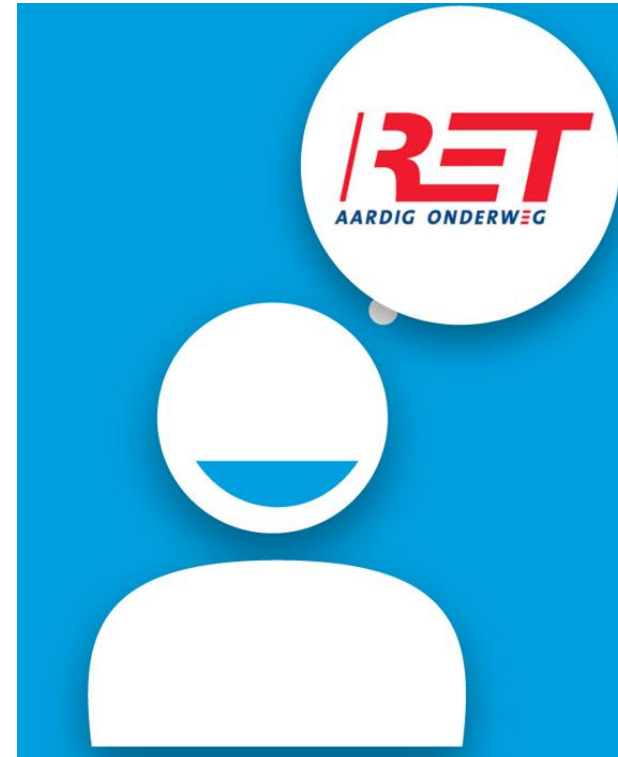
# Influencing travel behaviour



# Increasing customer satisfaction



# Increasing brand value



**Customer  
insights &  
engagement**



**Customer  
loyalty**



# Customer loyalty program



# How does OVMiles work?



Sign up  
[www.ovmiles.nl](http://www.ovmiles.nl)



Activate contactless  
payment card



1 Kilometre = 1 Mile



Travel with bus, tram,  
metro and collect Miles



Redeem Miles at  
40 partners

# Members benefit discounts and extras at 40 partners

Arta la Tarta



BILDERBERG  
Parkhotel  
Rotterdam



BROOD  
EXPRESS  
LEKKER VERS!



DUDOK  
CAFÉ BRASSERIE

Engels



HOTEL NEW YORK  
ROTTERDAM



LUXOR  
THEATER ROTTERDAM

MAAS  
THEATER/DANS

maritiem  
MUSEUM  
ROTTERDAM



museum  
boijmans B van  
beuningen



nederlands fotomuseum



GROUND'S  
PODIUM • CAFÉ

RET  
AARDIG ONDERWEG

ROTTERDAM  
INFO

rotterdam®  
TOPSPORT

ROTTERDAMSE  
SCHOUWBURG



Topsportcentrum  
Rotterdam



uit AGENDA  
RDAM



MendozV  
WINE-BAR

HET ROTTERDAMS  
WARENHUIS



museum  
ROTTERDAM

RET  
AARDIG ONDERWEG

# Benefits partners

Joint promotions



Customer insights



Enhance travelling by public transport

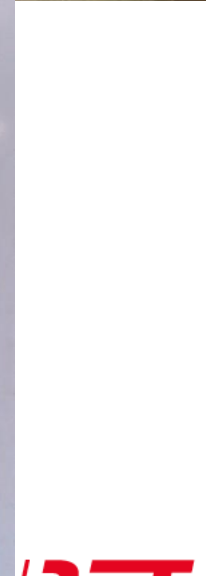
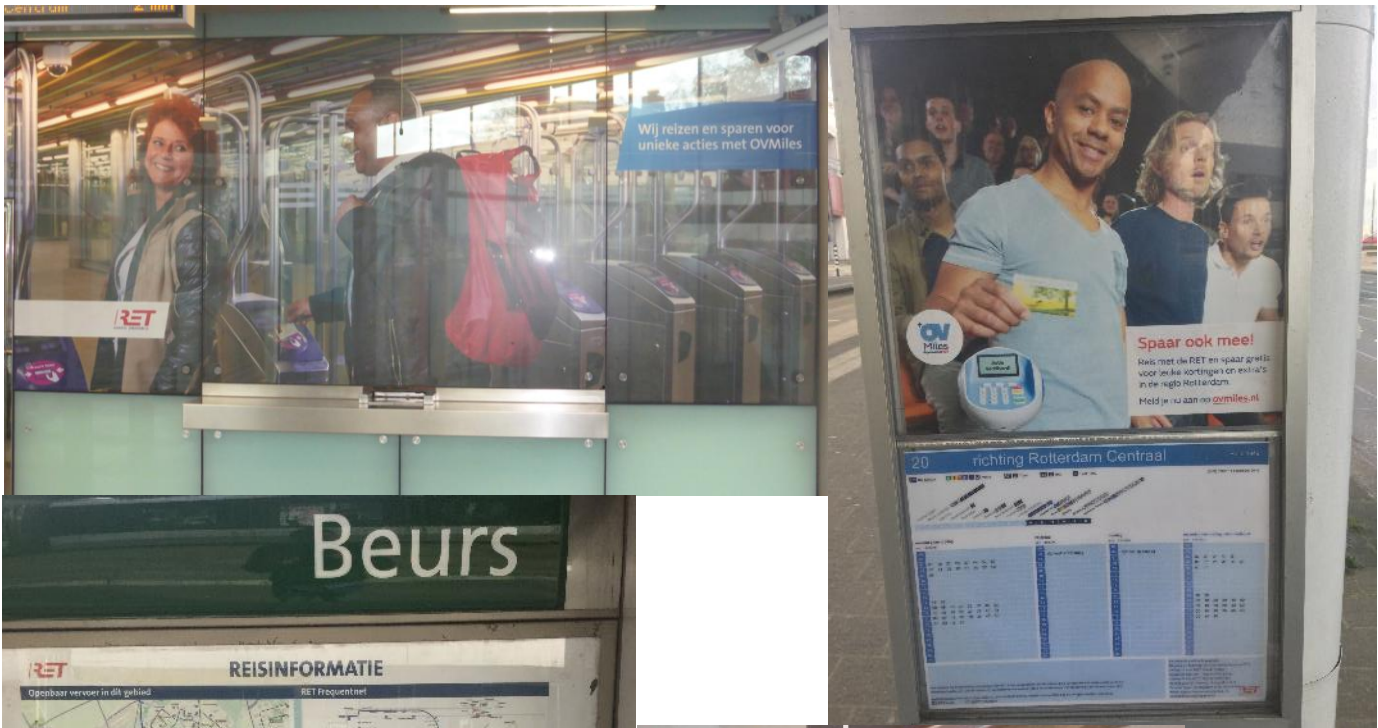


More revenues





# Exposure OVMiles: RET and partners





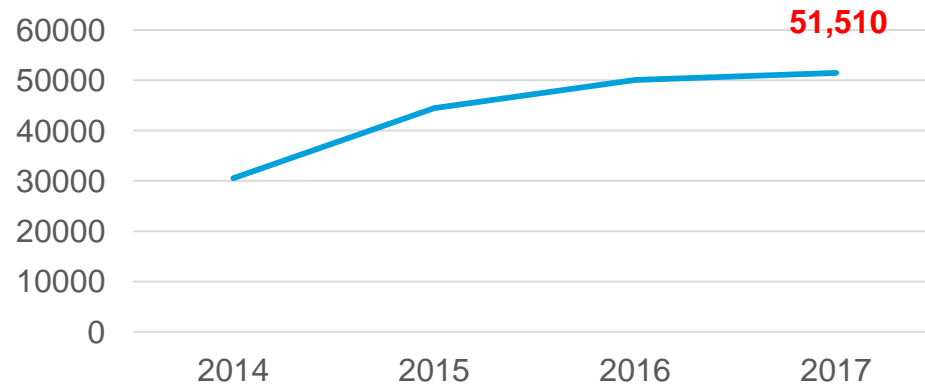
# Attracting new members and activating existing members via marketing campaigns



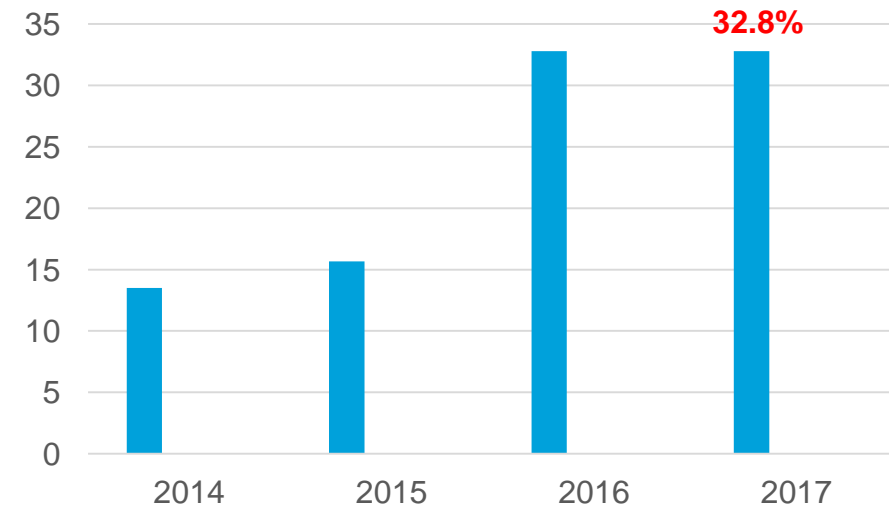


# Results

Members



% active members



Net Promotor Score



How likely would you be to recommend  
RET to your family and friends?

Kilometres travelled

143,057,461

Coupons redeemed

201,178

# Objectives 2017

- > 55,000 members
- > 35% active members
- > 50 partners (permanent and temporary)
- > Influence travel behaviour
  - > Week ↔ Weekend
  - > Target groups: students, families, commuters

From unknow passenger.....  
to a happy birthday wish

