

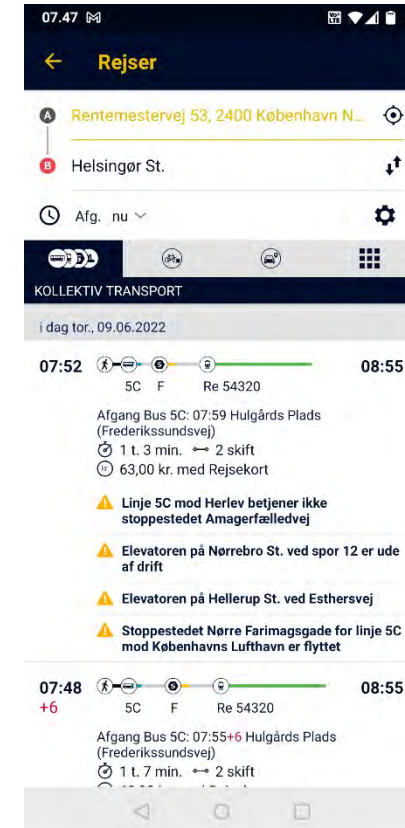
*DK Digital transition
in public transport
- pros and cons*

Lars Wiinblad

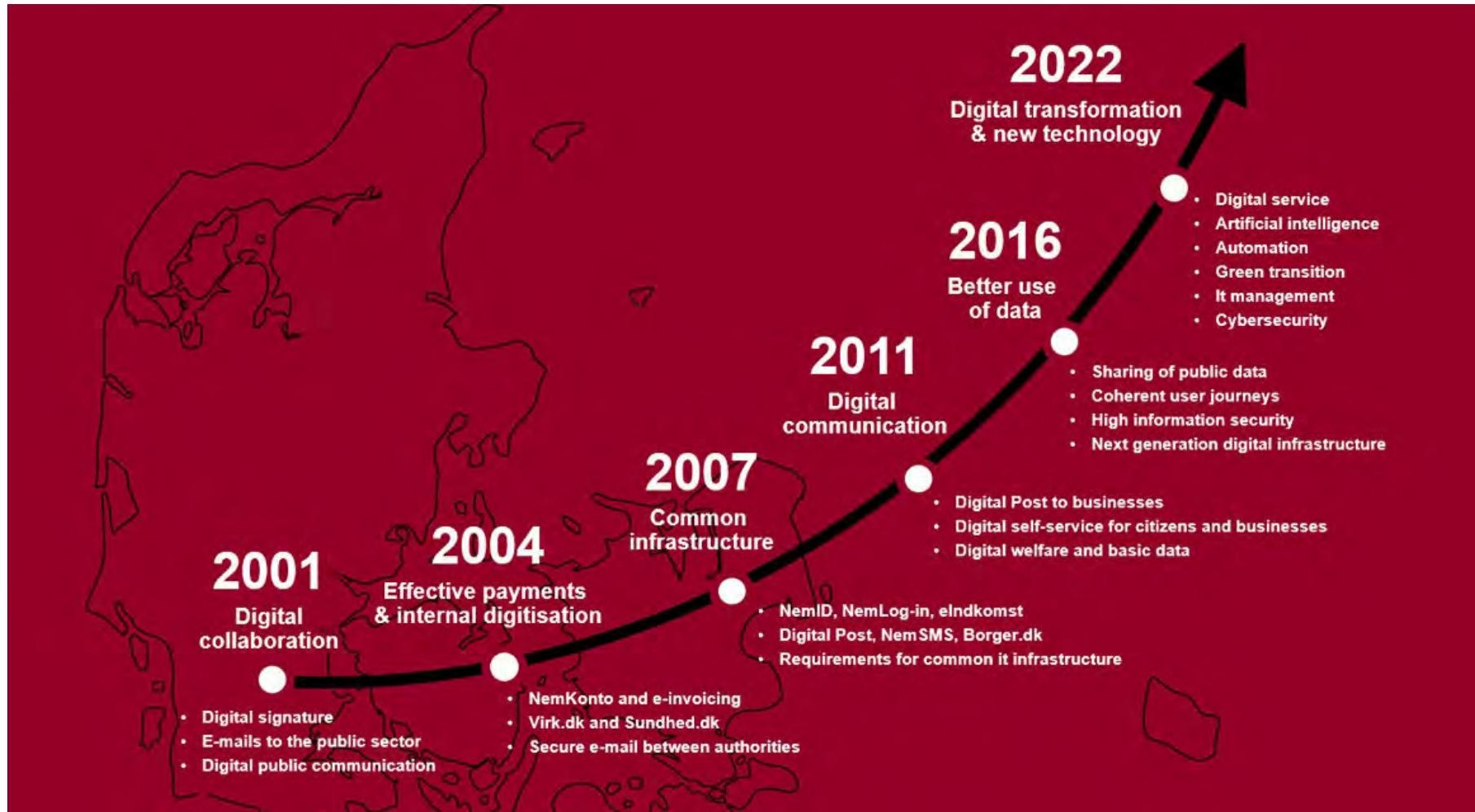
FORBRUGERRÅDET
 **tænk**

Content

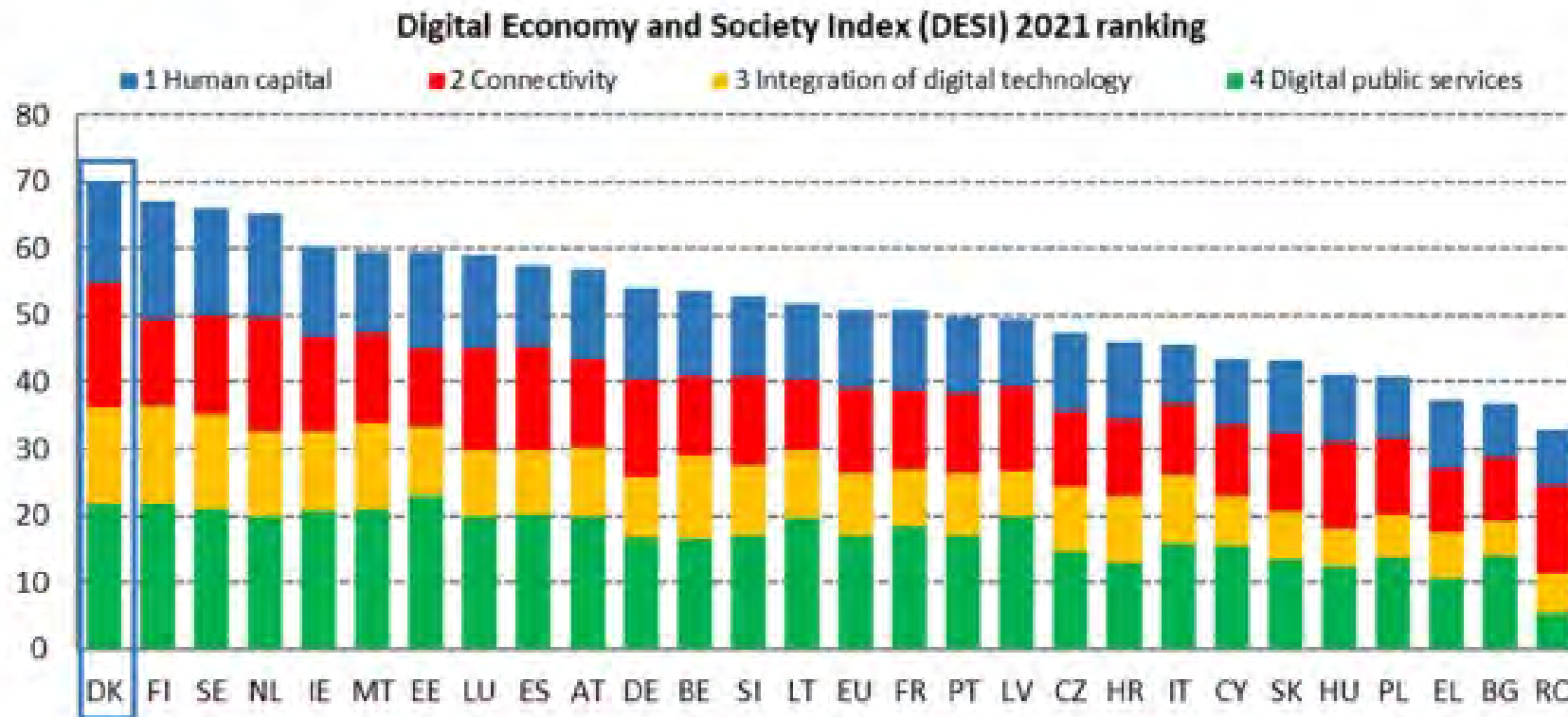
1. The digital transition in Denmark
2. The Digital Economy and Society Index (DESI) in Europe
3. About our study
4. Major findings
5. Our recommendations



The digital transition in Denmark



The Digital Economy and Society Index (DESI) in Europe



Digitalisation of Public Transport

- **Digital solutions** account for **85 to 90 percent** of the **ticket sales**.
 - Unclear if non-digital users have disappeared or have been transferred
 - Disagreement among PTAs and PTOs as to whether further gains are possible.
- Agreement on the fact that **digitalisation provides the opportunity for better and more individualised solutions** to more customers 24/7 regardless of their whereabouts.
- **Limited economic gains** of digitalisation for PTAs and PTOs caused by high costs of continued development of digital solutions and at the same time maintaining analogue solutions.



About our study

Researching pros and cons in the digital transition:

- Web-based survey among randomly selected Danes
- Questionnaires to the public transport authorities in Denmark
- Questionnaires to a number of different NGOs representing users with physical and mental disabilities

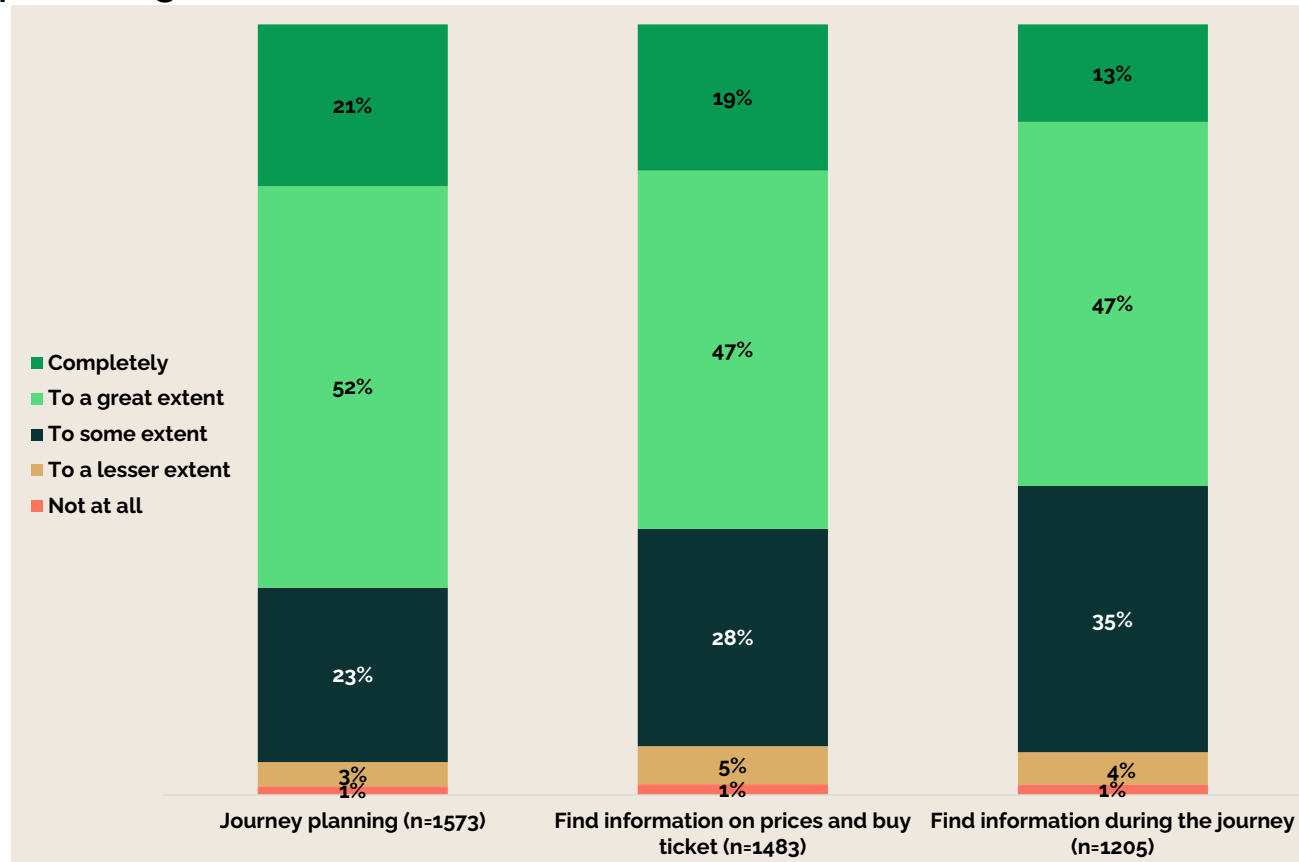


Important finding: Our research identified 3 user categories:

- The digitally excluded: Approx. 17-22 percent of all adults
- The digitally challenged: Approx. 23-33 percent of all adults
- The digitally strong (self-sufficient) : Approx. 45-60 percent of all adults

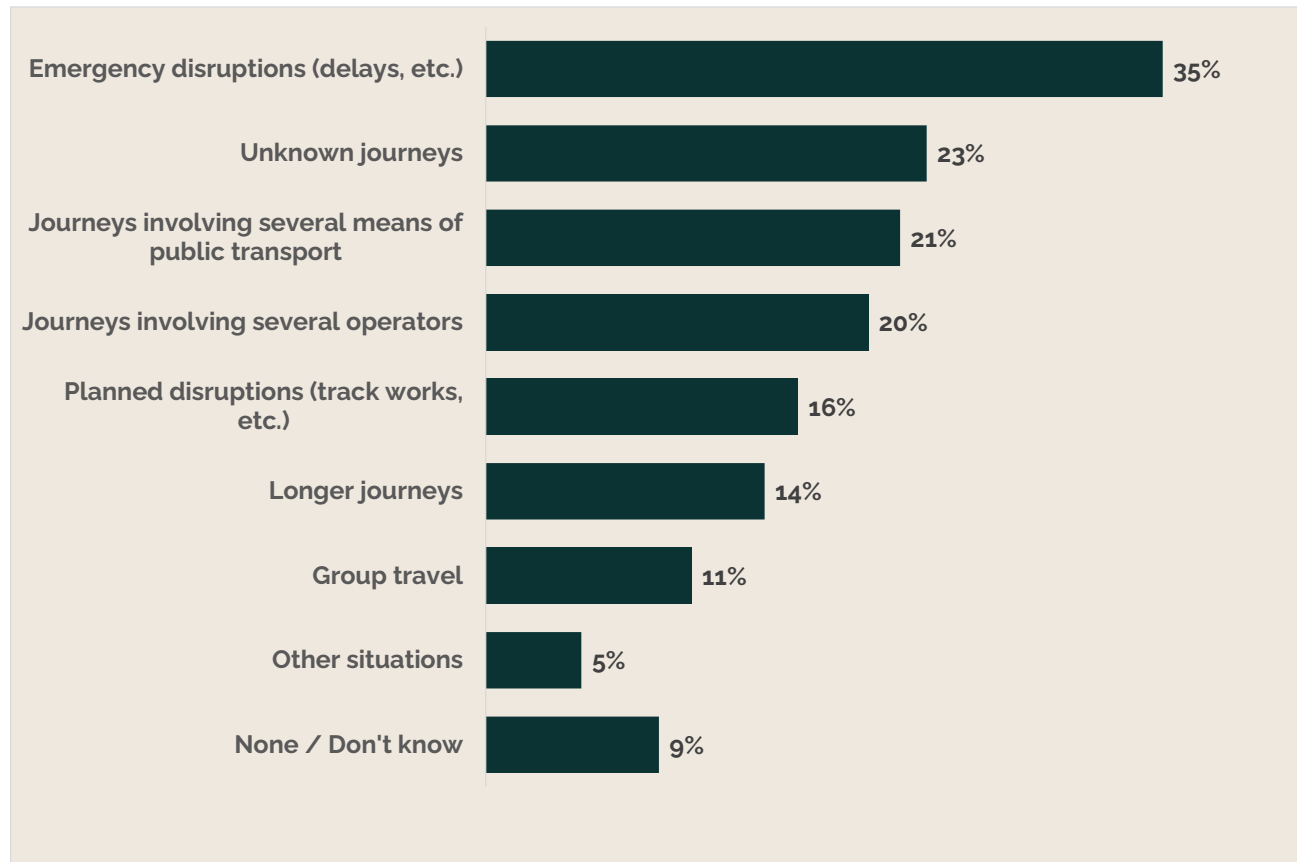
Major findings

Two out of three DIGITALLY CAPABLE PERSONS find that digital solutions meet their needs as passengers



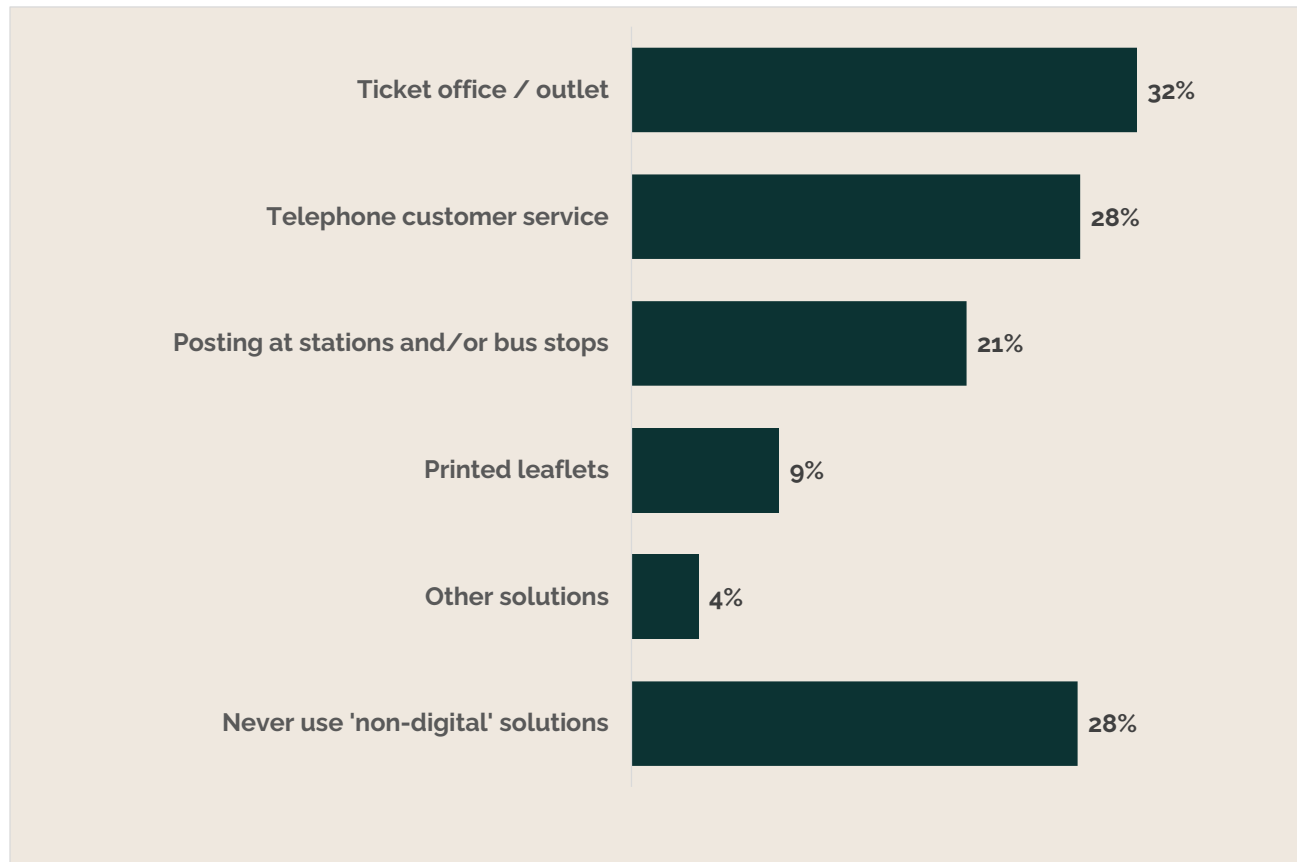
Major findings

Even DIGITALLY CAPABLE PERSONS find that digital solutions make journey planning more difficult in a number of cases



Major findings

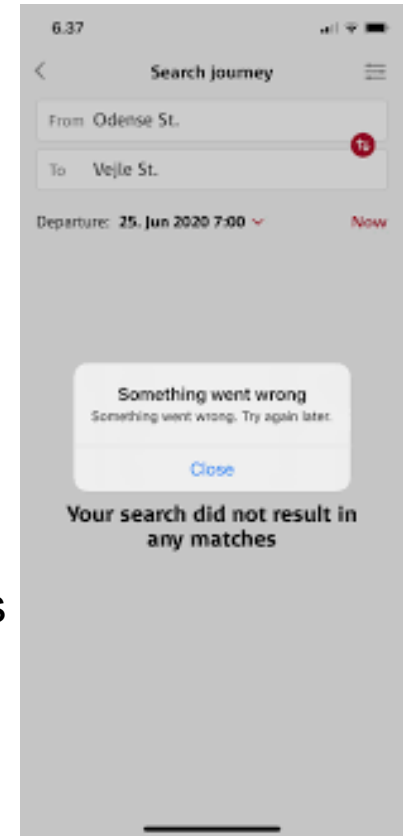
Which non-digital solutions are used for information on prices and ticket purchase, when the digital solutions are insufficient.



Major findings

The digitally challenged and digitally excluded

- Many users find digital solutions unmanageable and confusing because they are based on assistance to self-reliance rather than personal assistance.
- Others are simply excluded due to cognitive challenges or practical circumstances



Our recommendations



Ticketing

- Keep and continue development of analogue solutions for ticketing, information (especially on/during the journey) and customer service
- Provide physical sales locations - potentially in cooperation with local stores
- Discounted products should not only be available to those with digital capabilities.

Our recommendations

Customer Service

- Telephone customer service should remain a priority
 - during all operating hours, also in weekends.
- Navigating digital solutions:
 - PTAs and PTOs should develop and maintain help and assistance systems.
- Development of introductions courses, information leaflets etc. alongside new digital solutions to help vulnerable passengers



Our recommendations

Information

- Provide physical information boards and timetables at bus stops and train stations
- Prioritize information about delays and other changes
 - both through call-outs and information stands



Our recommendations

User-involvement

- Prioritize user-involvement in the development and testing of both analogue and digital solutions to make sure high user-friendliness of the products introduced

