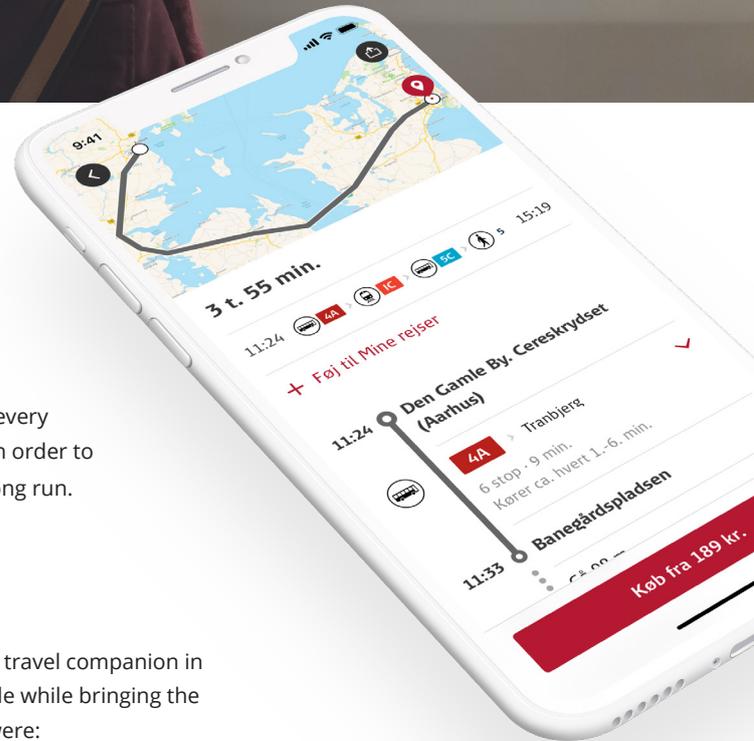


Building an open, digital transportation ecosystem

CLIENT
DSB

INDUSTRY
Transport

YEAR
2019



The Background

The transportation sector is undergoing rapid changes, as passengers are changing their transportation patterns and demands, and new non-public players are entering the market with different service offerings and alternative ways of travelling.

DSB, Denmark's largest train operating company with 500,000 passengers every day, has to deliver a passenger experience that addresses these changes, in order to keep attracting new passengers and to keep a loyal customer base in the long run.

The Need

DSB wanted a new mobile app that would become the passengers' favorite travel companion in Denmark. The mission was "to make the journey easier, personal and simple while bringing the customer and DSB closer together". Some of the key needs to the project were:

- Ability for passengers to identify themselves, in order to receive more relevant journey guidance, tickets and pricing.
- A simpler navigation that would make it faster to buy tickets and allow easy ticket inspection.
- A much more flexible product and payment platform to support new products and new means of payments.
- Faster and more frequent releases of new features
- A more cost efficient and transparent system across the board, that makes it easier to maintain, support and extend

The Solution

We built a smart mobile travel companion based on user validated design sprints. The solution is focused on making it easier and more personal for passengers before, during and after their journey. The solution is:

- Centered around the user and the given travel context, including a simplified navigation
- Full integration of products, sales and traffic information
- A personal profile offering passengers a more intelligent solution

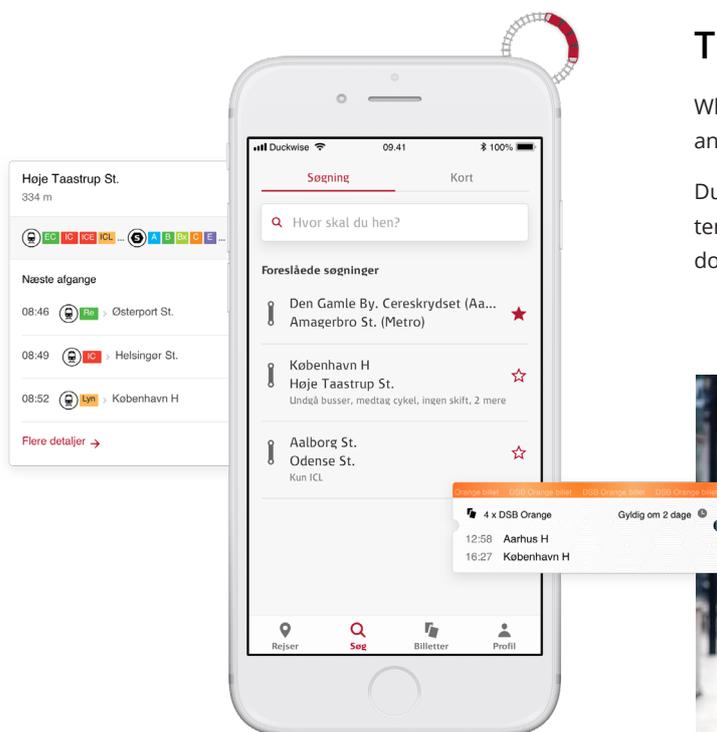
Key enablers

- Human centered and context driven UI
- A flexible, open and scalable platform with a seamless integration to DSB's legacy systems
- A data-driven and extensible ecosystem to support new means of transportation, products and payment methods

“The new app has given us more satisfied customers and the ability to adapt the app to their needs quickly and efficiently.”

JÖRG VAN DEN BERK

VICE PRESIDENT, SALES & CUSTOMER SERVICES



The Result

When DSB's new mobile travel companion was launched, it enabled a strong and immediate impact on the operational cost and customer satisfaction.

Due to the close and flexible collaboration between DSB and Trifork, long-term, mutual trust was established with a shared focus on getting the job done.



750k

DOWNLOADS AFTER
3 MONTHS

500k

TRIPS BOOKED
A DAY

17%

OF ALL TICKETS ARE
MADE IN THE APP

50%

OF USERS HAVE
PERSONAL PROFILES

TRIFORK
...think software

Trifork is a fast growing technology innovation company, headquartered in Switzerland with main branches in the Nordics, Netherlands and the UK. Founded in 1996, we now have offices across Europe and North America.

We believe we can change the world with software. We think smarter solutions that make life better and easier for everyone.

For more information, please contact:

CCO - FINTECH

Peter Rørsgaard

+45 2042 2494

pro@trifork.com