

A photograph of two young women with long brown hair, wearing denim jackets, sitting on a bus. They are both smiling and looking at a white smartphone held by the woman on the left. The background shows a blurred view of a street with green trees and a car through the bus window.

CASE STUDY

Hertfordshire County Council

Since 2011 we have worked with Hertfordshire County Council, bringing our smart technology to four concessionary travel schemes in support of its drive for efficiency and transparency and a quicker, slicker passenger experience.

Through our long-standing partnership with Hertfordshire County Council, we have been able to help them simplify the complex and get more for less.

Challenge

Seven years ago, Herts' concessionary scheme data was managed by different districts and 'dummy' plastic cards were produced centrally, and expensively, in-house.

The introduction of the English National Concessionary Travel Scheme presented a challenge - and an opportunity - to do things differently.

We worked with Herts and the third party supplier managing its new central database to ensure systems integrated seamlessly and data arrived on time in the right format for our smartcard production bureau. The success of this project prompted a review of Herts' SaverCard discount travel schemes for 11-18 year olds.

Herts not only saw it was missing out on the valuable data and insights generated by smartcards. It also knew from our experience that it could streamline and speed up the existing manual application process by taking it online. This thinking was behind Herts' subsequent decision to introduce smart technology into its free home-to-school transport scheme too.

Solution

Online application system

We designed a simple, easy-to-use online application system enabling customers to make payment online, upload a photograph, review application progress and renew and replace cards.

The system carries out identity verification checks to ensure the applicant is eligible for the travel scheme - verifying that they are a Herts resident or attend a valid school for example.

We also integrated our InNovator data management system with the financial back office, call centre and payment gateway, working with the external suppliers of these key functions.

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Smartcard production

Our in-house production bureau is responsible for smart photocard personalisation, production and fulfilment to an agreed turnaround time.

InNovator software within the production bureau enables a secondary photo approval process which results in either progress of the application to card printing or automatic generation of an email with a call to action before the application can proceed. Our flexible, scalable bureau solution was a perfect fit with Herts' needs.

Results

We have helped Hertfordshire County Council achieve the results it was looking for - and more. On the SaverCard schemes alone, the online application process cut costs by 25% and turnaround time by 75%. The number of applications made online in the first year exceeded the 75% target, reaching 95%.

Partnering with us has also enabled Hertfordshire to make the whole travel experience easier for residents, with smartcards allowing speedier bus boarding, faster routes and better transport planning.

It has also benefited from scheme efficiencies, precise apportionment to transport operators, reduced complaints and fraud and staff freed up to go out and about and listen to passengers and build relationships with operators.



Twenty years of making a difference



Industry:
Transport



Services:
Card Production
Software Development
Data Management System

'I had faith in Novacroft from the first project in 2011 - the fast turnaround and commitment they showed gave me great confidence. We renewed their contract in 2017 and I could easily have looked elsewhere but it comes down to trust: who you can work well with, who is always totally professional and who will deliver in both short and long timescales.'

- Matthew Lale
Passenger Transport Manager,
Hertfordshire County Council

Contact

Join us on our mission to simplify the complex and make life easier for all. Get in touch.

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