



Bringing Contactless Ticketing to Singapore

Launching Asia Pacific's first Account-Based Ticketing project

PROJECT OVERVIEW

In 2016, Mastercard and Singapore's Land Transport Authority (LTA) partnered to bring Account-Based Ticketing (ABT) to the city's commuters as part of Singapore's Smart Nation vision. The Mastercard exclusive pilot allowed LTA riders to use the payment card or enabled device that they already carried with them to pay for transit fares across the city.

The ABT solution, SimplyGo, eliminates the need for separate ticket or fare top-up, setting a new standard for transit ticketing in Singapore and becoming Asia's first ABT deployment.

CHALLENGE

With a population of 5.8 million¹, the efficient running of Singapore's Mass Rapid Transit (MRT) system and fleet of buses is key to keeping the city moving. Like many cities, making sure that commuters can get where they need to go as simply, quickly and conveniently as possible - as well as ensuring operational efficiency - is top of mind for the LTA.

With Smart Mobility as a key pillar of Singapore's Smart Nation vision, and an existing costly closed-loop system in place, the LTA was keen to deliver excellence to its riders by removing the burden of topping up transit cards while setting a new ticketing standard in Asia.

APPROACH

Working in close partnership with the LTA, Mastercard supported project scoping, development, testing, implementation and promotion. From assessment and development of infrastructure, including enabling existing transit fare readers to accept open-loop payments, to full system integration and public marketing campaigns - Mastercard worked with MSI Global and banking partners to enable Singapore's smooth transition to ABT.

¹ <https://www.worldometers.info/world-population/singapore-population/>



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SOLUTION

In 2016, the LTA announced the exclusive Mastercard pilot of account-based ticketing for the city's commuters. The new solution, SimplyGo, relies on digital payment technology to allow riders to pay for transit fares by tapping their existing payment method, providing a more convenient way to get around the city.

LTA users were asked to opt-in to the ABT trial by registering their payment card which would allow them to simply tap it at transit readers in order to pay for fares. Through this pilot, involving over 100,000 card holders, the technology proved to be a success and the LTA chose to extend the pilot and implement the solution across the whole transit system.

In parallel, Mastercard worked with the LTA and banking partners to enable users to pay via mobile wallet – meaning that travelers could choose to either use their payment card or smart phone to pay for transit fares – removing any need for separate tickets.

In order to help educate the city's commuters, Mastercard worked with the LTA to develop communication, education and awareness campaigns – promoting the new SimplyGo solution to cardholders and LTA users.

RESULTS

As of December 2019, over 250,000² trips a day were paid using SimplyGo and the simplicity and convenience offered by Singapore's ABT solution has seen widespread adoption. In addition, Singapore has seen a "halo effect" of digital payments. The habitual use of tapping a payment card for travel across the city's transit network has encouraged cardholders to turn to digital payments when visiting surrounding retail locations which have seen an increase in card transactions over cash.

MORE INFORMATION

To hear more about how Mastercard is architecting transit solutions that offer convenience, drive efficiencies and cut cost, please contact enterprisepartnerships@mastercard.com and a member of the Global Cities team will be happy to connect with you.

² <https://www.intelligenttransport.com/transport-articles/90026/simplygo-signals-change-for-ticketing-in-singapore/>