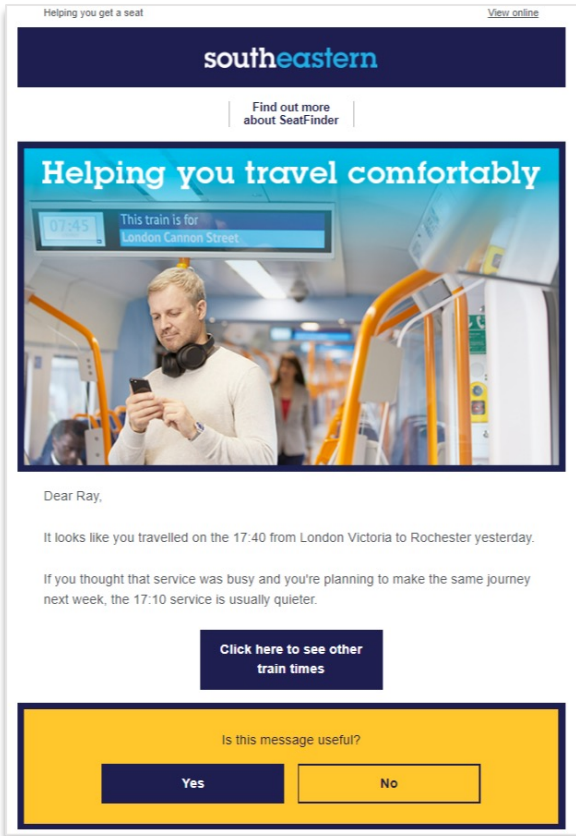


# Make using a smartcard worth it and stop losing revenue to 3<sup>rd</sup> party commissions



Southeastern sends SeatFinder Plus messages to customers who use busy services using GKT.

**Get to Know Them** builds passenger travel profiles by matching smartcard barrier taps to trains taken across the whole UK network.

It gives you the opportunity to deliver personally relevant messages that up the passenger experience game.

Build passenger confidence and loyalty with

- 👉 Proactive prompts which take the thinking out of choosing quieter, more comfortable services
- 👉 Relevant ticket recommendations to ensure customers are getting best value for money
- 👉 Rewards and incentives based on their travel behaviour
- 👉 Automated delay repay so customers know you've got their back.

100'000s passengers a day used smartcards to access the UK rail network. And the numbers are growing.

Get to Know Them can already match those passengers to the services they used, their travel frequency and flexibility.

Offering personalised services through GKT's insights makes using a smartcard worth it. Turn the tide on 3<sup>rd</sup> party commissions.

To explore the possibilities, contact Liz, [liz.davidson@esoterix.co.uk](mailto:liz.davidson@esoterix.co.uk)



Esoterix is a specialist consultancy & technology provider. The team has been working with transport operators, authorities, and academic institutions since 2012, to improve the availability, efficiency, and appeal of public transport networks.

If you're looking to do more to build customer confidence and loyalty, we'd love to talk.