

Sia's Public Transport Application Benchmark 2024

/ Identifying the best supporting
application for travelers in Europe and the
Middle East

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Executive summary







Executive Summary

We developed and conducted the benchmark for the first time addressing the **need for public transport to use digitalization as a way to make transportation more accessible, efficient, and user-friendly** in a context in which sustainability, efficiency, and user-friendly mobility solutions are growing in importance

The benchmark covers **9 countries and 34 public transport application** in Europe and the Middle East.

We are looking at **the travelers' customer journey** and how the application can support to ensure the traveler has a seamless and stress-free experience.

Based on our analysis, we provide a **neutral ranking** of the application and an **analysis of the results**.

		1st place	2nd place	3rd place
Global Results		 		
Download and get started				
Trip planning				
Ticket Purchase		 	 	
Travel				
Help & Contact				 

Benchmark results

- The best public transport apps excel by providing a **seamless and user-friendly experience** across all phases of the customer journey.
- They **simplify onboarding** with flexible account setup options and intuitive interfaces while **offering detailed and multimodal trip planning** that integrates bike-sharing and ticket purchasing.
- These apps **make ticket purchases effortless** with diverse options and payment methods tailored to user needs, supported by a highly rated design.
- During travel, they ensure a **stress-free experience** through offline functionality, real-time tracking, and seamless ticket validation.
- With multiple contact options and opportunities for user feedback, they demonstrate a **strong commitment to usability, support, and continuous improvement**.

02

Introduction



The global public transport sector is undergoing significant transformation, driven by growing trends and regulations for sustainable, efficient, and user-friendly mobility solutions

Regulations



The **United Nations' Sustainable Development Goals (SDGs)**, particularly Goal 11 (Sustainable Cities and Communities) and Goal 13 (Climate Action), push for the development of environmentally friendly and accessible public transportation systems.



Accessibility for all citizens, including people with disabilities, is another critical aspect of public transport policy. Many countries have laws mandating the accessibility of transport systems, and apps must adhere to these guidelines to ensure equitable access for all users.



In Europe, the EU has set ambitious targets for urban mobility. The **European Green Deal** and the "Fit for 55" package outline policies to reduce emissions and promote the transition to zero-emission vehicles in public transport.



In regions like the European Union, the **General Data Protection Regulation (GDPR)** sets clear standards for how customer data must be handled, which is especially relevant for apps collecting personal information such as travel habits or payment details.

Trends

Sustainability and environmental goals

Governments worldwide are setting **ambitious targets to reduce carbon emissions and combat climate change**. Public transport is increasingly seen as a key element in reducing traffic congestion and lowering the carbon footprint of urban mobility.

Urbanization and Congestion

The global population continues to urbanize, with more people living in cities. This leads to increased congestion, making the need for efficient and reliable public transport solutions more pressing.

Mobility as a Service (MaaS)

MaaS platforms allow users to plan, book, and pay for a variety of transportation services through a single digital interface. This model creates a **more flexible and user-centered transportation ecosystem**, where public transport is seamlessly integrated with other modes of mobility.

Digital Transformation

The **digitalization** of public transport is not just about providing apps but involves the integration of data analytics, real-time information, automated systems, and cloud-based platforms that **improve operational efficiency and customer experience**.

Sia realized a benchmark to understand how public transport applications are helping travelers in their mobility journey

Digital technologies play a pivotal role in helping public transport operators achieve the following goals:

Efficiency

Apps can help optimize routes, reduce wait times, and provide real-time information, contributing to better operational efficiency.

Sustainability

Digital solutions, such as route optimization algorithms, can reduce fuel consumption, while apps that promote multi-modal transportation reduce the reliance on private cars.

Customer Experience

Real-time updates, mobile ticketing, personalized notifications, and seamless payment systems make public transport more convenient and appealing.

Cost-Effectiveness

Digitalization can help reduce overhead costs, improve asset utilization, and streamline operations, leading to savings for transport providers that can be reinvested into service improvements.

In today's highly competitive market, apps are often the first point of contact for users.

USER-CENTRIC DESIGN

- / A user-friendly interface, intuitive navigation, and accessibility features are ensuring that the app is easy for everyone to use.

MULTIMODAL CONNECTIVITY

- / A comprehensive app should allow users to plan, book, and pay for multiple transport modes (bus, train, bike, etc.) in one place, creating a seamless and convenient travel experience.

RELIABILITY & TRUST

- / Negative experiences (e.g., bugs, outdated info, or errors) can drive users away.



REAL-TIME INFORMATION

- / Accurate, real-time updates on schedules, traffic conditions, delays, and availability of services make users feel more in control of their travel.

SEAMLESS PAYMENT INTEGRATION

- / The ability to quickly and securely pay for fares is a fundamental requirement for modern transport apps.

CUSTOMIZATION

- / The ability to provide personalized travel recommendations, alerts, and offers based on user preferences and travel patterns helps foster customer loyalty.

The rise of digital solutions in transport play a critical role in making transportation more accessible, efficient, and user-friendly

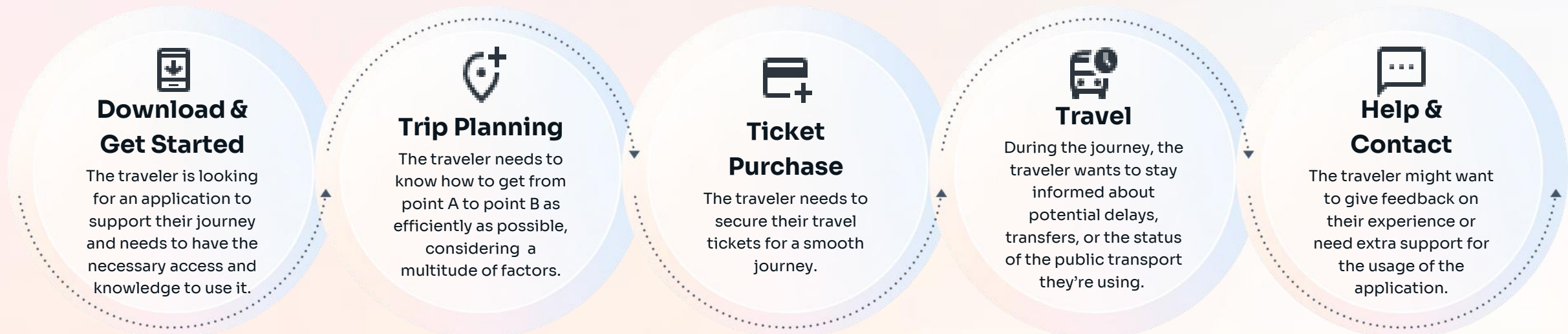
Goal 01

Provide public transport application companies with a neutral evaluation of how their app supports the travelers' journey in comparison to their peers or competitors

Goal 02

Identify the best-in class public transport application at an international level

The application was evaluated based on questions following the customer journey for using an application as a traveler:



The evaluation is based on 5 overall categories with 64 questions in total

Ponderation of customer journey steps

All respondents ranked the customer journey steps by importance. These percentage are the result of this ranking

Evaluation of each criteria

Yes / No questions

Multiple choice questions, with question-specific answers

Tick-the-box question

Open-ended questions

Help & Contact

8 questions

Support / FAQ

Complaints /
Suggestions

UX/UI

Travel

11 questions

Travel tracking

Ticket validation

App continuity

Travel
management

UX/UI

Ticket Purchase

9 questions²

Fare information

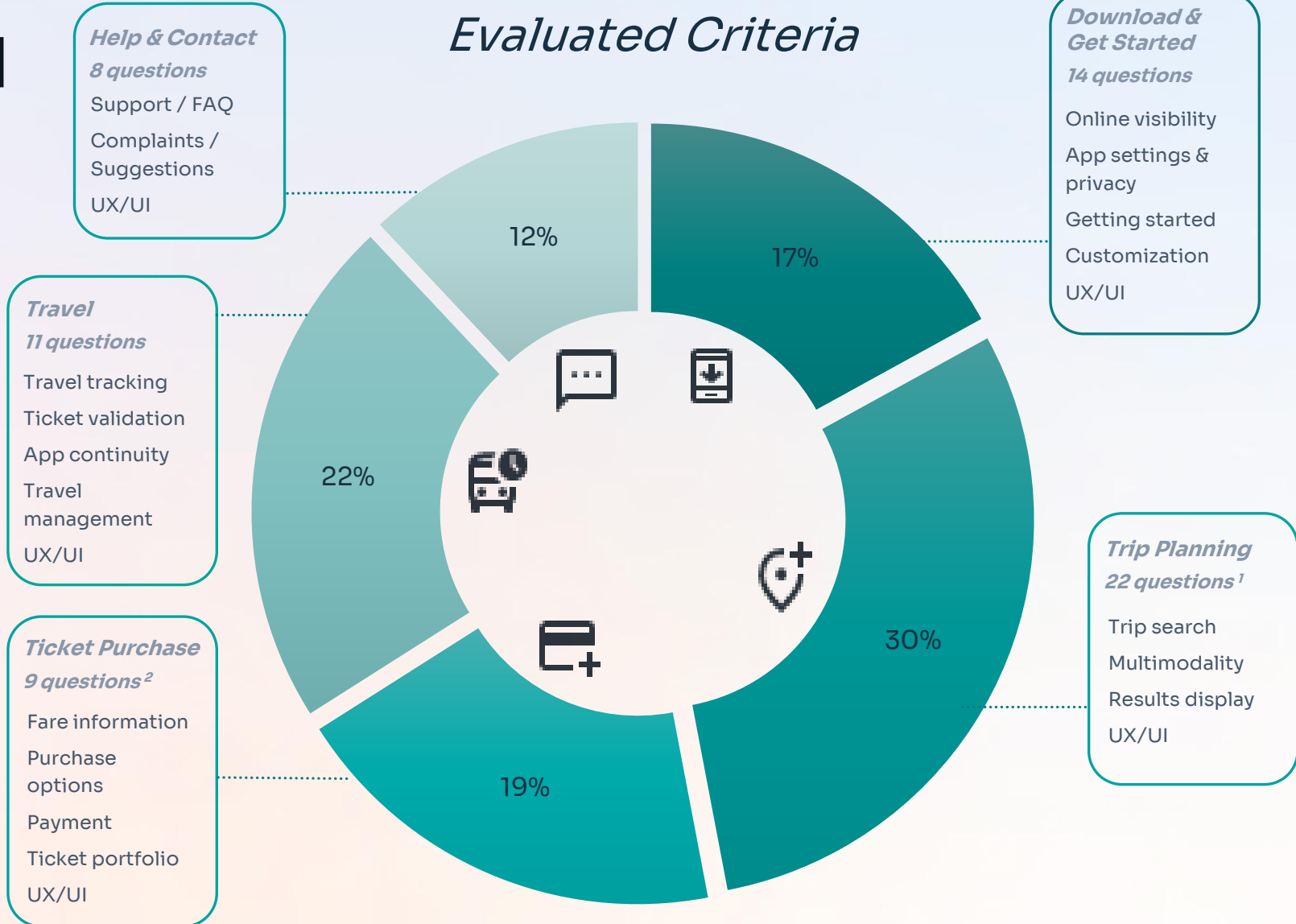
Purchase
options

Payment

Ticket portfolio

UX/UI

Evaluated Criteria



Download & Get Started

14 questions

Online visibility

App settings &
privacy

Getting started

Customization

UX/UI

Trip Planning

22 questions¹

Trip search

Multimodality

Results display

UX/UI

¹Each country / region has its own list of "local features" which are relevant only in the given country / region

²This category was ignored for countries in which public transport is free (Luxemburg) or for app that are not allowed to sell tickets. The ponderation of the other categories

Assessment example: Intermodality

Our approach with customized scales for each subcategory provides more objectivity, transparency and accuracy of the benchmark.



Sub-Criteria: Multimodality

Is it possible to search for a route that uses lines operated by several different operators?

Score	Description
0	No, I can only search for a route that uses lines operated by the same operator
1	Yes, in part: I can search for a route that uses lines operated by several different operators, but only for the same means of transport
2	Yes, totally: I can search for a route that uses lines operated by several different operators on several different modes of transport

The Sia's Public Transport App benchmark is an evaluation of 34 apps across 9 countries

<p>Belgium</p>	<p>France</p>	<p>Italy</p>
<p>Luxemburg</p>	<p>Netherlands</p>	<p>Qatar</p>
<p>Republic of Ireland</p>	<p>United Arab Emirates</p>	<p>United Kingdom</p>



Legend
■ Participating Countries 2024
























03

Results

/ **Global results**

/ Results by customer journey step

Best performing PTO Mobile applications

		1st place	2nd place	3rd place
Global Results				
Download and get started				
Trip planning				
Ticket Purchase				
Travel				
Help & Contact				

The Flemish public transport operator De Lijn leads with strong performance across all customer journey steps



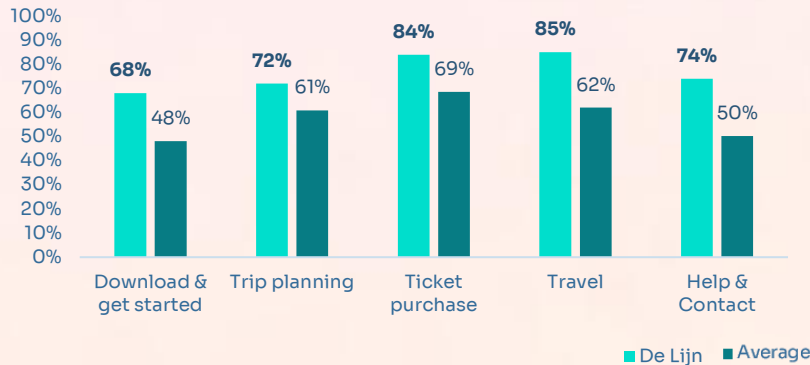
Application Name : De Lijn

Public transport operator : De Lijn

Country : Belgium (Flanders)

Description : De Lijn app achieves an overall score of 77%, surpassing both the overall average (57%) and the average across all 5 stages of the customer journey. It stands out particularly on the purchase step (84%) and during the trip (85%), outperforming most evaluated apps.

Results - Customer Journey Steps



Download & Get Started



68%

This application stands out for its **ease of use**, **customizable settings** on notifications, display and confidentiality and its potential for **personalization**, including widgets and routine creation.

Trip Planning



72%

De Lijn app proposes **advanced route search features** and **multimodal capabilities**. It allows users to plan itineraries that combine various transportation operators and modes, including personal bikes, shared bikes, and e-scooters (excluding taxis and ride-hailing).

Ticket Purchase



84%

The app offers **detailed fare information**, based on various options. Users can buy multiple tickets in one transaction, purchase for others, schedule future buys, and pay with registered or new methods. However, purchases **are limited to a single transport operator**.

Travel



85%

The app contains a **travel companion feature** that tracks and displays the journey, sending notifications when it's time to get off. It also offers a **smooth validation process**. Additionally, it ensures **minimal functionality** even during **network outages**.

Help & Contact



74%

The app includes a **simple FAQ**. Users can contact the operator **via email, a form, or social media**. There is no chatbot available. A specific form is available to report issues. Users can submit suggestions or improvements through a dedicated form.

IDF Mobilités shares the first position, with a significant lead in ticket purchase

OVERALL SCORE
76%



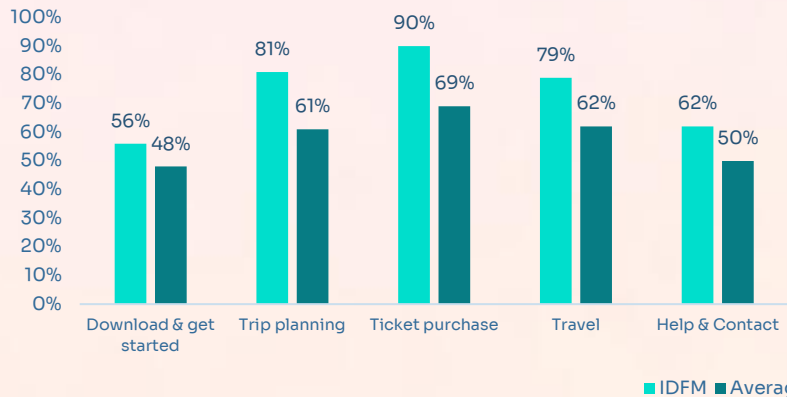
Application Name : IDF Mobilités

Public transport operator : IDFM

Country : France

Description : IDF Mobilités is the official public transport app for the Île-de-France region. It ranks first in our benchmark with a score of 76%, surpassing the average across all user journey stages. It achieves particularly high scores in the following three categories: Trip planning, ticket purchase, and travel.

Results - Customer Journey Steps



Download & Get Started



56%

The app particularly stands out in terms of **settings and privacy**, as well as **customization**. The **UX/UI aspects** are also above average. The app also benefits from a **high visibility** on the stores.

Trip Planning



81%

In terms of trip planning, IDF Mobilités is well ahead of its competitors, mainly due to its features for **multimodal transport** and the **overall user experience**. These include **personal and shared bikes**, **carbon footprint tracking**, **real-time incident updates** along the route, and the ability to **filter itinerary searches**.

Ticket Purchase



90%

The ticket purchase feature is the app's main strength. The **pricing information** is comprehensive (age, social category, zone, time of day), the **purchasing process is smooth and user-friendly**, and the **wallet feature** is highly appreciated. Tickets **remain accessible even after logging out and back in**, and users can also **buy tickets for a future date**.

Travel



79%

When it comes to travelling, the app excels as well. The follow-up of journey progress and the **ticket validation process** are among the best in class. The **real-time journey tracking** ensures a smooth experience, and the **validity scope of the ticket** is easy to understand.

Help & Contact



62%

IDF Mobilités offers good customer care practices with an **accessible and comprehensive FAQ**, as well as a strong consideration of **suggestions from users**.

Success of SNCF Connect, second in the Public Transport App Benchmark

OVERALL SCORE
75%



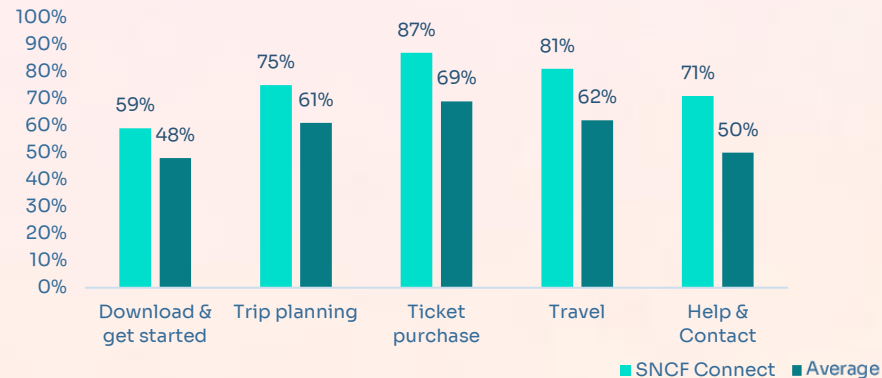
Application Name : SNCF Connect

Public transport operator : SNCF

Country : France

Description : SNCF Connect achieve a score of 75%, surpassing both the overall average (57%) and the average across all 5 stages of the customer journey. It stands out particularly on the purchase step (81%), and during the trip (81%), outperforming most evaluated apps.

Results - Customer Journey Steps



Download & Get Started



59%

The app offers **strong online visibility** and is well-featured in transportation websites and social media. It excels in configuration with **customizable notifications**, **light/dark mode**, and **robust privacy controls**. Personalization options include **widgets** and integrated **home/work routines**.

Trip Planning



75%

The app provides **excellent search features**, including **search history**, **favorites**, points of interest, and **geolocation** for nearby transit stops. Users can **save routes for later**, **add them to their calendar**, and view **real-time incidents or delays**, accessibility options for PMR, carbon footprint, prices, travel time, and walking duration, with **filters for train types and connections**.

Ticket Purchase



87%

The app provides **detailed pricing information**, supports **multimodal ticket** purchases, and offers **various subscriptions** with special fare options. Users can **buy single or future-date tickets** and pay via bank cards, Google Pay, or Apple Pay. Tickets are stored in a **digital wallet**, emailed to users, and remain accessible even after logging out.

Travel



81%

The system enables **real-time trip tracking**, **seamless ticket validation**, and smooth travel. Users can **monitor progress, disruptions, and stops**. Tickets are accessible offline but require activation. Once validated, they display price, conditions, and validity. Moreover, tickets can be **added to an iPhone wallet** for quick access on the lock screen.

Help & Contact



71%

The app includes an **integrated FAQ** and a **chatbot** for assistance, with users also able to **contact support** via **email or phone** and submit suggestions through a **dedicated form**.

Bonjour RATP holds the fourth position, standing out notably in ticket sales and travel services

OVERALL SCORE
74%



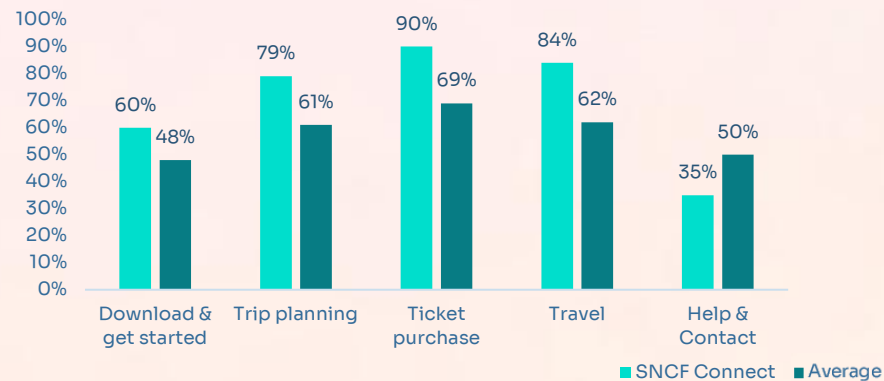
Application Name : Bonjour RATP

Public transport operator : RATP

Country : France

Description : Bonjour RATP is ranked fourth in our benchmark with a score of 74%, thanks to its excellent scores in the ticket purchases, travel and trip planning categories.

Results - Customer Journey Steps



Download & Get Started



60%

The application particularly stands out in terms of **settings and privacy and online visibility**. In fact, Bonjour RATP is presented on the home page of the transport operator's website and is described on a dedicated page.. The app also allows the user to **customize** certain settings to suit his preferences like favorite stations or creation of alerts in case of disruption on lines.

Trip Planning



79%

Bonjour RATP surpasses its competitors, particularly thanks to its ability to personalize **multimodal journeys** and its **results display**, with the option of searching for an itinerary that combines self-service bike with another network transport (e.g. streetcar or metro).

Ticket Purchase



90%

The ticket purchase feature is the main asset of this application. This advantage is made possible by an excellent score for pricing information and the **wallet features**, as well as a very good opinion on **purchase options**. For example, the application provides information on a wide range of fares (according to age, social category, zone,, etc.).

Travel



84%

In terms of travel, the app excels by providing smooth **journey tracking** and a **ticket validation** process that is both efficient and user-friendly with for instance an easy sharing of information to understand the scope of ticket validity.

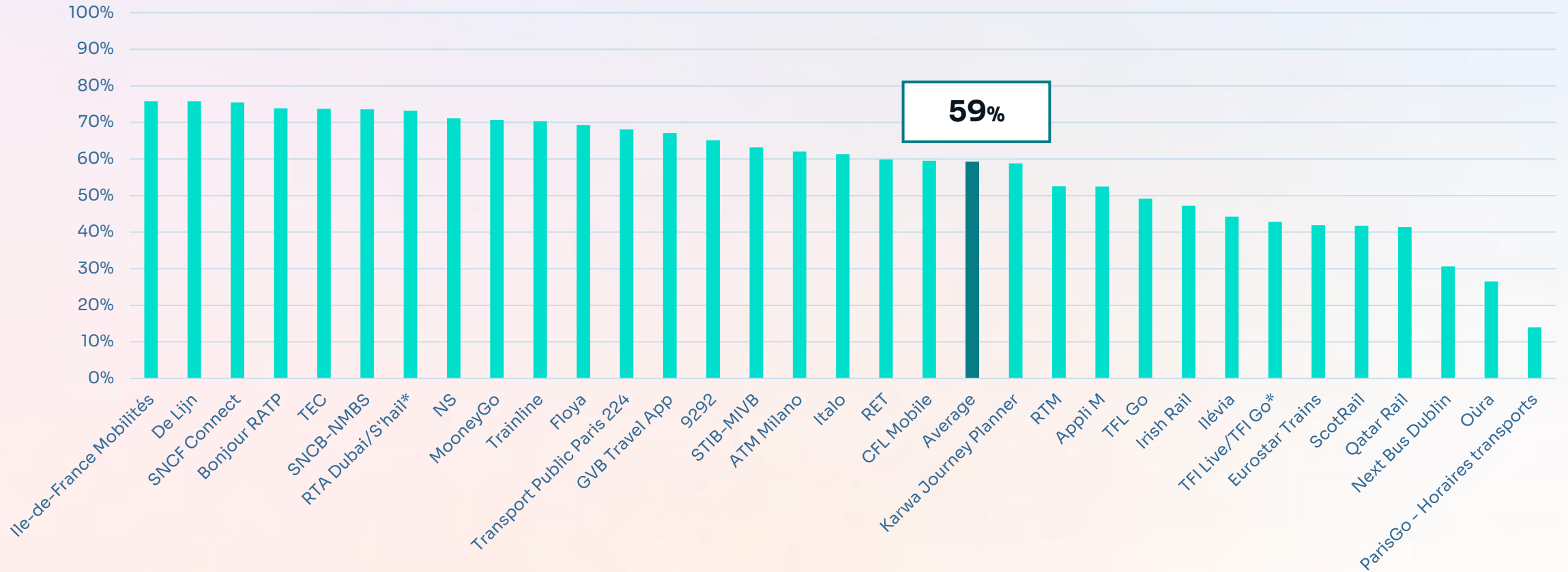
Help & Contact



35%

Bonjour RATP faces difficulties concerning **customer care** practices with an accessible and comprehensive FAQ but not allowing a strong consideration of suggestions from users.

Global ranking of PTO mobile applications



* For RTA Dubai and S'hail and TFI Live and TFI Go, the score was consolidated because the two apps make up the whole travelers' journey. Their global score was created by consolidating the scores of the 2 applications, using the average for duplicate categories and the highest score for the unique categories.

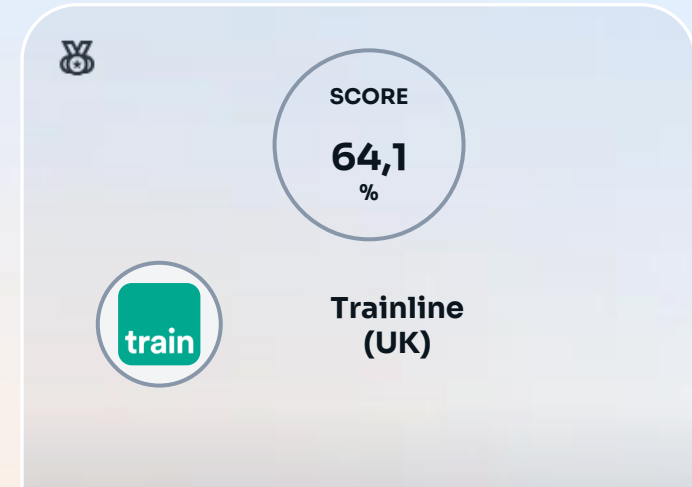
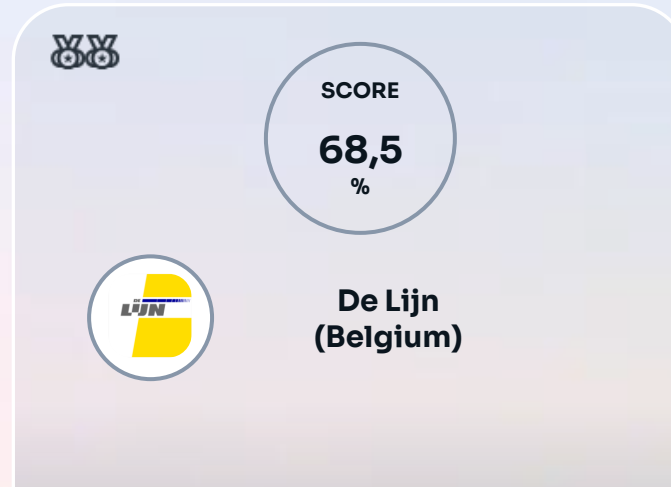
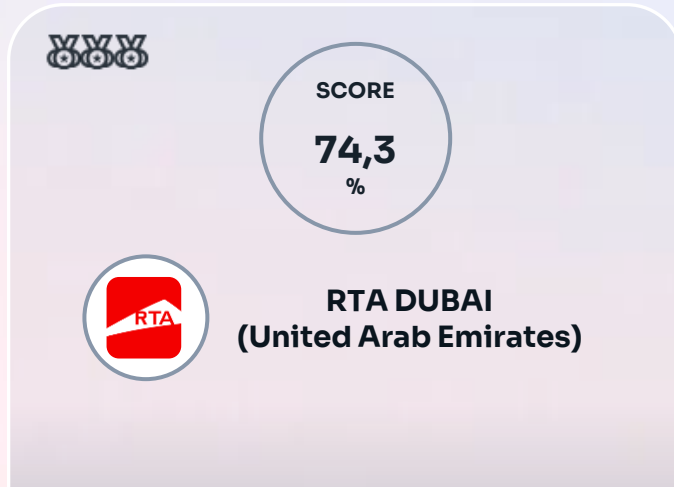
03

Results

/ Global results

/ **Results by customer journey step**

Download and get started | Best Performing Apps



Common points

- These apps stand out with above average scores on all categories of the app download phase: online visibility, ease of use, settings and personalization.
- The **ease of use** of the apps have similar high scores compared to the average.
- These apps allow **use without account creation** and the option to **create an account through a third-party service**.
- These apps all enable **real time traveler notifications**.
- All three apps offer personalization options such as **customizable notifications, display modes, widgets, and routines**, as well as **accessibility features**.

Specificities

- RTA Dubai is available on **more download platforms** and is prominently featured with a **dedicated page** on the transport authority's website.
- Trainline and RTA offer **tutorials** for application onboarding.
- Regarding **privacy and settings**, De Lijn and RTA Dubai perform particularly strongly, with an **80% or above score**, compared to the average of 61%.
- Trainline and RTA Dubai support **Google Pay** and **Apple Pay**, while De Lijn connects local banking services (e.g., Payconiq). All three allow **multiple payment cards**, with RTA Dubai also offering **PayPal**.

Download and get started | Ranking & Trends

RANKING OF THIS CUSTOMER JOURNEY STEP



Trends - Features

ONLINE VISIBILITY

Only 31% of the apps are available for download on platforms other than Android and iOS.

The average visibility is 73%, reflecting promotion on transport authorities' and operators' websites and social media.

APPLICATION ONBOARDING

The ease-of-use criterion averages 42%, showing most apps perform below average with variability in user-friendliness.

89% of the apps allow usage without an account and 36% offer identification through third-part services.

44% of the apps provide a guide or tutorial, but only 13% of these appear to be comprehensive.

APPLICATION SETTINGS AND PRIVACY

While performance is generally decent regarding settings and privacy, there is variability in how apps handle settings for data sharing, control over permissions and system requirements.

70% of the apps offer real-time notifications, 19% theoretical timing notifications, and 11% lack traveler notifications.

Only 17% of the apps include accessibility features.

PERSONALIZATION

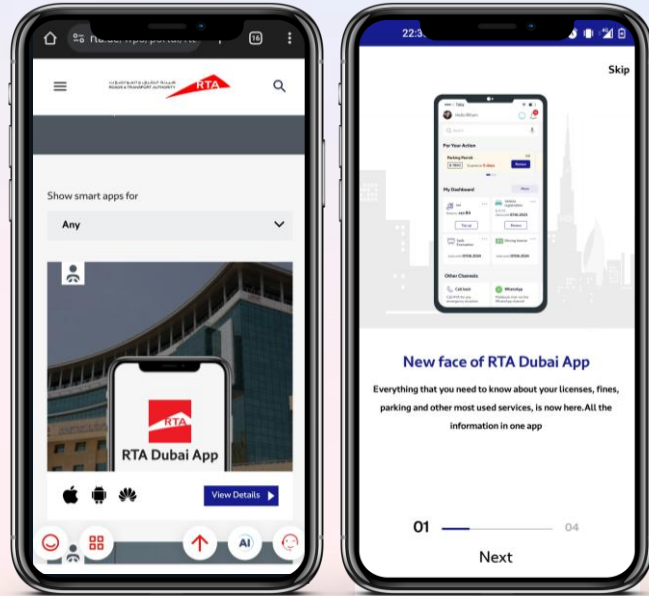
Personalization scores an average of 24%, suggesting opportunities to add features like notification preferences, homepage customization, widgets, or routines.

UX/UI

83% of the respondents evaluated their experience as fluid.

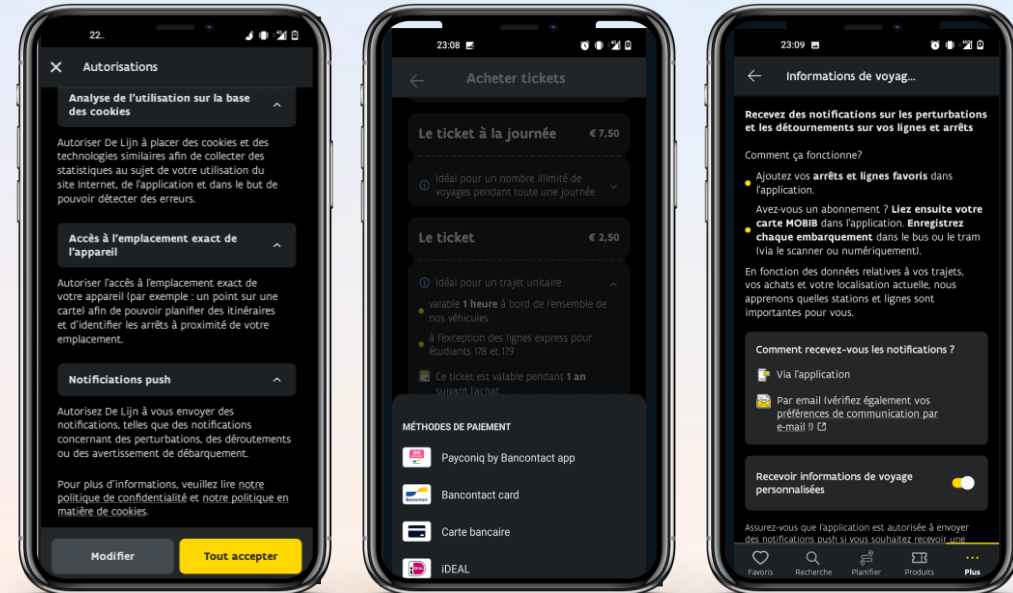
80% rated the user interface as sufficient for the objective

Download and get started | Best Practices



RTA Dubai

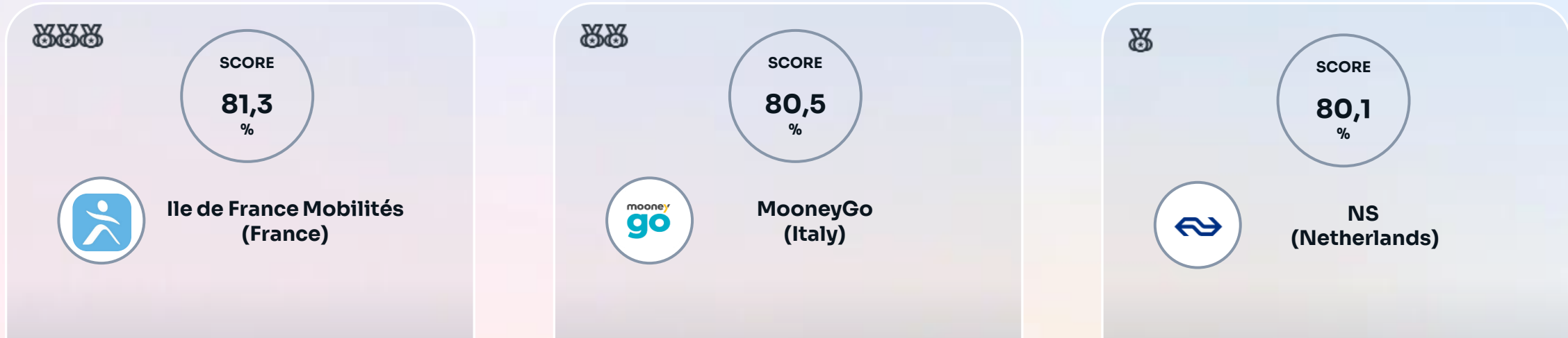
- Prominently featured with a dedicated page on the transport authority's website and is available through IOS, Android and other download platforms.
- Quick application onboarding tutorial, explaining the main functionalities of the application.
- Allows wide payment options during the onboarding, such as Apple Pay, Google Pay and Paypal to smooth the user experience and boosts conversions, making it easier to adopt paid services.



De Lijn

- Allow various settings and privacy configurations during the app onboarding phase.
- Supports multiple payment options already during onboarding, including local services like the Payconiq by Bancontact app payment method. This simplifies the conversion by streamlining the purchase step upfront.
- Provides real-time network disruption alerts, customizable to user preferences, as can be seen on the last application screen.

Trip planning | Best Performing Apps



Common points

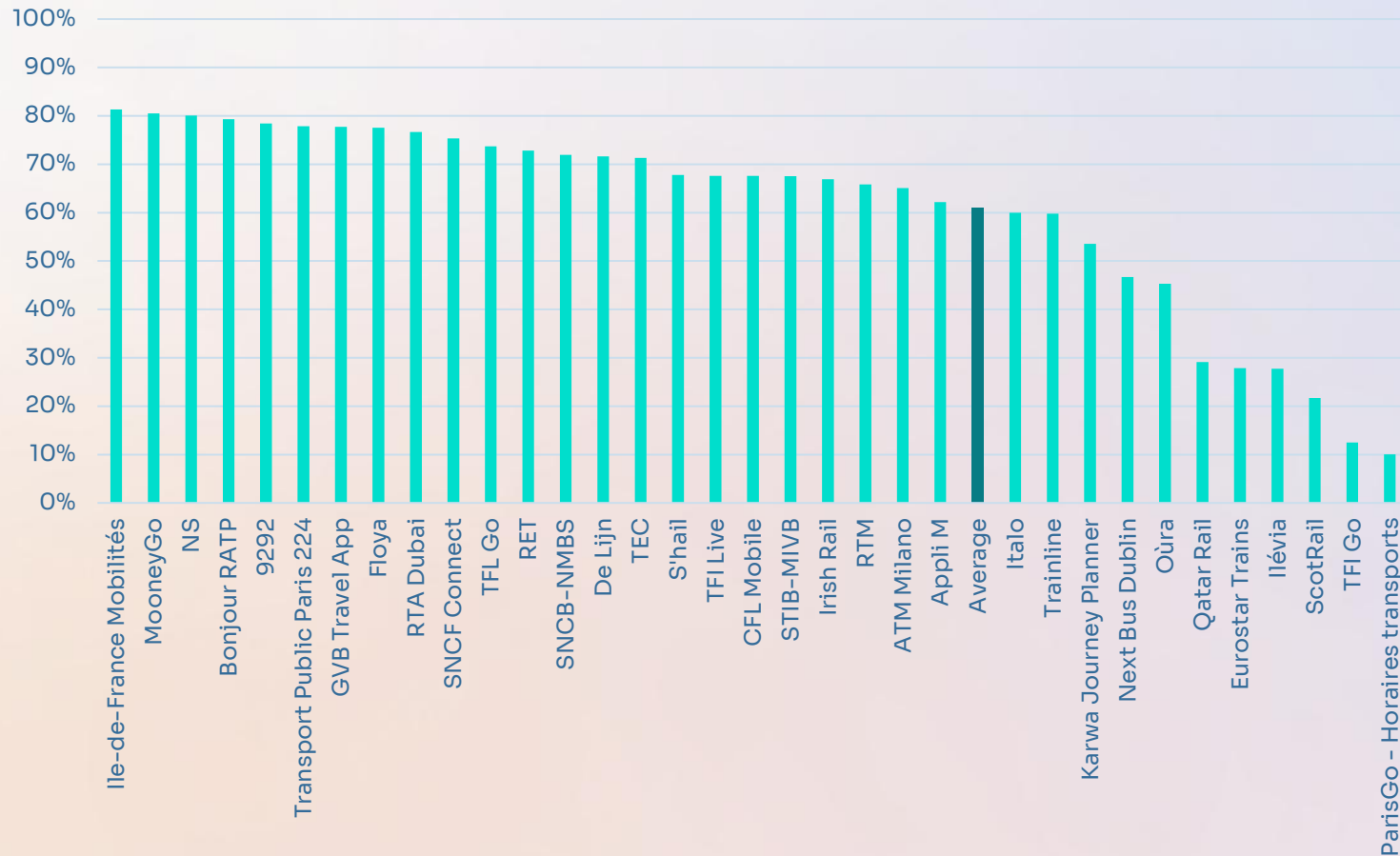
- All three apps **excel in displaying route search results**, scoring over 78%, well above the average of 55%, by offering various result information.
- These apps allow the search for itineraries involving **multiple operators** across **different transport modes**. They also enable route planning using **public bike-sharing services**, including **combinations of bikes** with **other transport modes**.
- All three apps allow users to purchase tickets in the itinerary search for a smooth experience, add **multiple tickets** to a single cart, buy tickets for other people, and **purchase for a future date**.

Specificities

- The NS app excels in the **route search criteria (96%)** by offering **various criteria** and allows **saving routes** or **adding them to a calendar**.
- IDFM and MooneyGo particularly stand out for their **multimodality options** (85% and 86% respectively).
- IDFM supports **direct access to shared bikes and scooters**, with availability and unlocking possibility, and displays detailed itineraries with **carbon footprint** and extensive **accessibility information**.
- MooneyGo enables route searches including **taxis or Private Hire Vehicles (PHV)**.
- The IDFM and NS apps provide **crowd details** alongside route information.

Trip Planning | Ranking & Trends

RANKING OF THIS CUSTOMER JOURNEY STEP



Trends - Features

ITINERARY SEARCH

Most itinerary search tools provide key travel details to help users plan efficiently. Nearly all (99.7%) show overall travel time, 96% indicate transfers, 81% include walking time, and 78% provide a route map for easy navigation. Estimated pricing is available in 58% of cases, helping budget-conscious travelers.

Sustainability is less emphasized, with only 15% mentioning carbon footprint. However, real-time updates on delays (78%) and crowding (29%) improve the user experience. Accessibility features vary, with 37% offering specific details for people with reduced mobility.

Planning tools are common, 56% allow future trip scheduling, but only 15% support saving routes to a calendar. Filtering options are available in 62% of services, helping users refine their search by transport type (33%), price (28%), accessibility (33%), and more.

MULTIMODALITY

For cyclists, 40% support routes with a personal bike, and 21% allow combining it with public transport, increasing to 23% with bike-sharing. When multiple providers operate in a region, 84% integrate their routes for seamless planning. Additionally, 77% show time spent per transport mode.

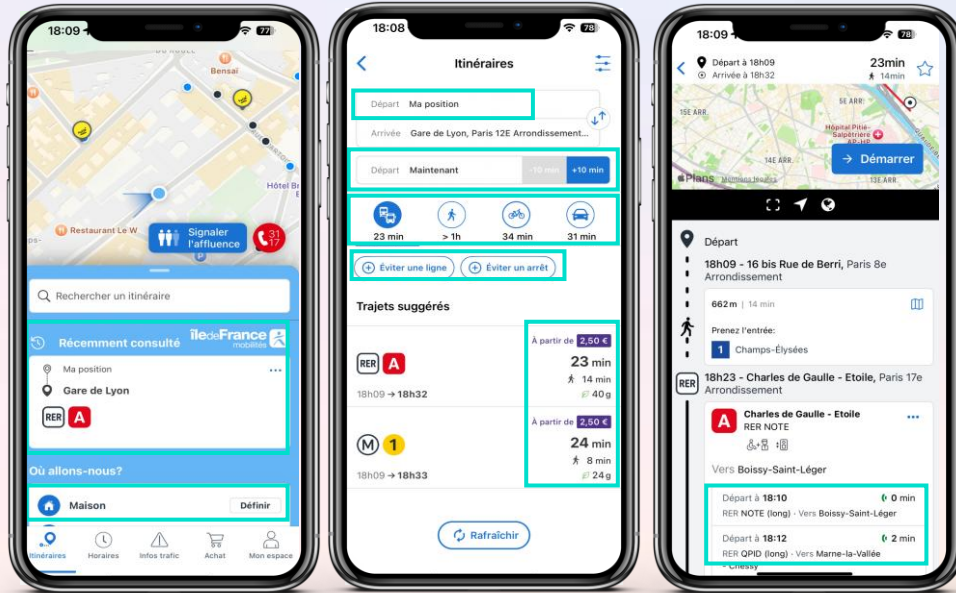
Taxi and ride-hailing integration remains limited, with only 14% including these options in route searches.

UX/UI

91% of the respondents evaluated their experience as fluid
95% of the respondents evaluated the user interface as adequate to meet the objective

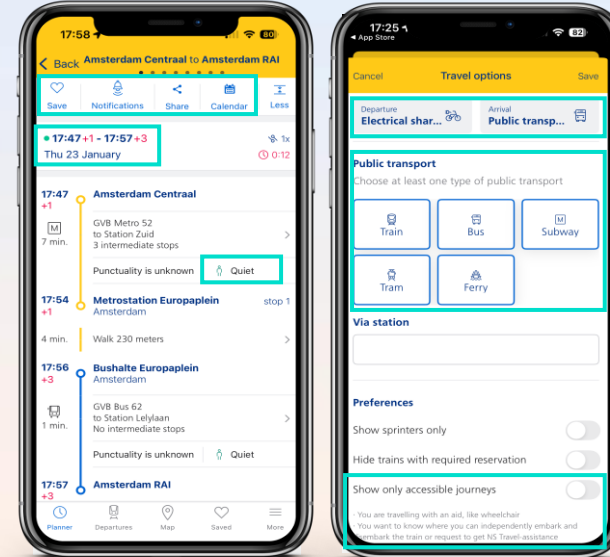
72% of the respondents rated their itinerary search as providing sufficient and relevant information

Trip planning | Best Practices



IDF Mobilités

- Search history & geolocation availability, option to schedule a route for later, and theoretical & real-time schedules.
- Multimodal route suggestions with filtering options, including fares, travel time, walking time, and carbon footprint of the specified route.



NS

- Option to share the itinerary, add it to a calendar, and receive notifications.
- Real time delays, incident and crowding reports on the network.
- Multimodality: ability to choose transport modes at departure, during the trip, and at arrival.
- Save favorite routes and filter results for PRM access.

Ticket purchase | Best Performing Apps



Common points

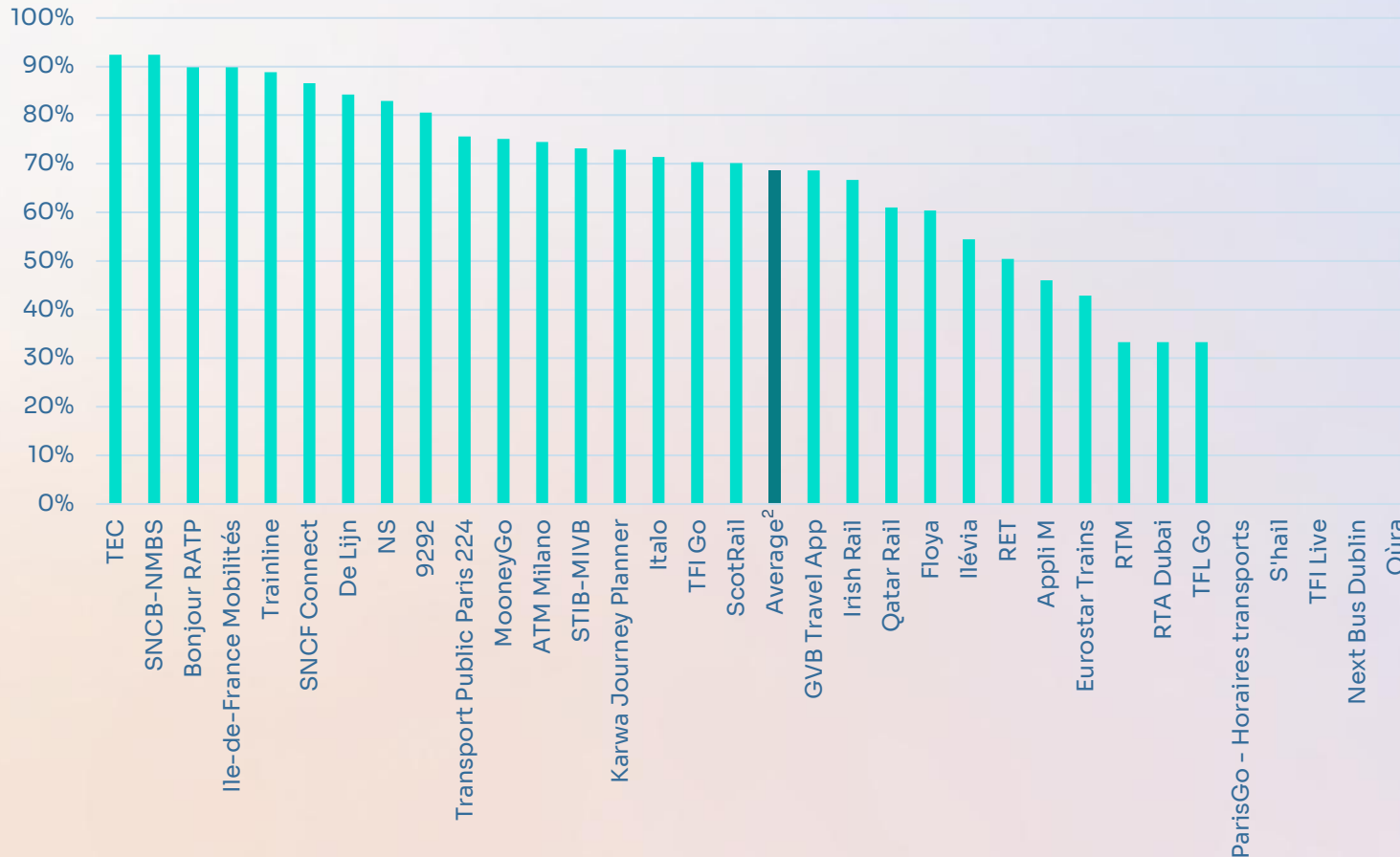
- These app made the top of the ranking for Ticket Purchase because they are they score higher on fare information, purchase options and UX/UI.
- They offer **fare information** about a wide range of tickets and the purchase is included via the itinerary search, for a **seamless experience**
- Multiple form of tickets (ticket, subscription, multimodal) are available on the app and the **selection can be adapted** to the customer's need (ticket for future usage, ticket for multiple people, etc).
- The **UX and UI** are ranked **above expectations (83%)**, higher than the average of 70% for Ticket Purchase.

Specificities

- Payment is made easy through a **diverse set of payment methods** (pre-registered credit card, Apple/ Google Pay, Paypal). However, the 5 apps differ in their proposition.
- **SNCB-NMBS and TEC offer 4 different payment options**, only 3 other app in the benchmark offer so many options.
- **TEC, Bonjour RATP and Trainline** have an integration with **Apple / Google Pay**; while **SNCB-NMBS** is the only one of this top 3 that provides the **Paypal** method.
- All, except Trainline, allow to **pay for their subscription** via the application

Ticket Purchase | Ranking & Trends

RANKING OF THIS CUSTOMER JOURNEY STEP¹



¹CFL is not part of this graph because public transport is free in Luxembourg

²The average excludes the application for which there is no ticket purchase

Trends - Features

FARE INFORMATION

90% of the applications integrate ticket information, but the amount of information given is different between the different app

PURCHASE OPTIONS

The integration of ticket purchase in itinerary search is available for 56% of the applications benchmarked

The majority of applications (80%) propose individual ticket purchase while purchasing a subscription is only available for 32% of them

Only 2 applications benchmarked offer the possibility to “pay as you go”, meaning that the price is automatically calculated based on the usage after a limited period, allowing for more convenience for the traveler

PAYMENT

71% of the applications propose payment via a (pre-registered) credit card. Next to the credit card, Apple Pay and Google Pay are the most proposed payment method (26%). PayPal seems to be the less proposed payment method (9%).

TICKET PORTFOLIO

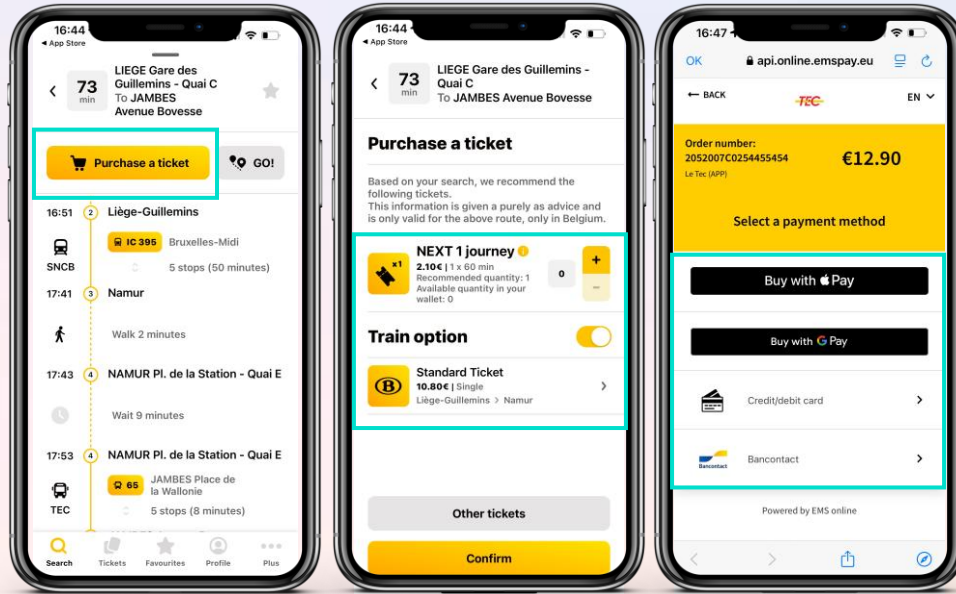
95% of the applications allow for ticket purchase and materialize the ticket in the application once it is activated

UX/UI

65% of the respondents evaluated their experience as fluid for this customer journey

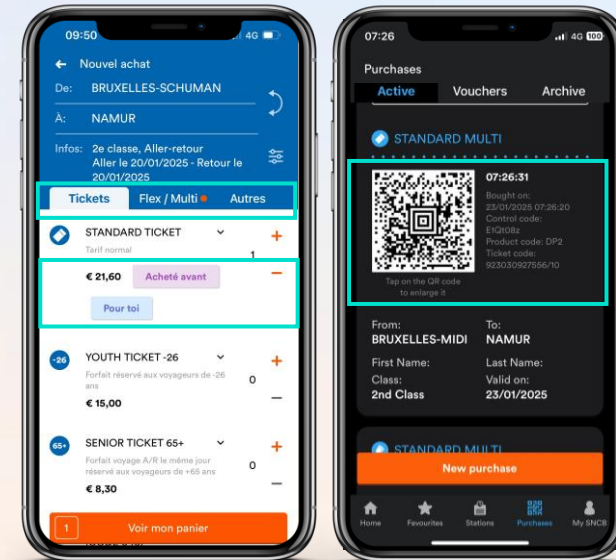
70% of the respondents evaluated the user interface as adequate to meet the objective for this customer journey

Ticket Purchase | Best Practices



TEC

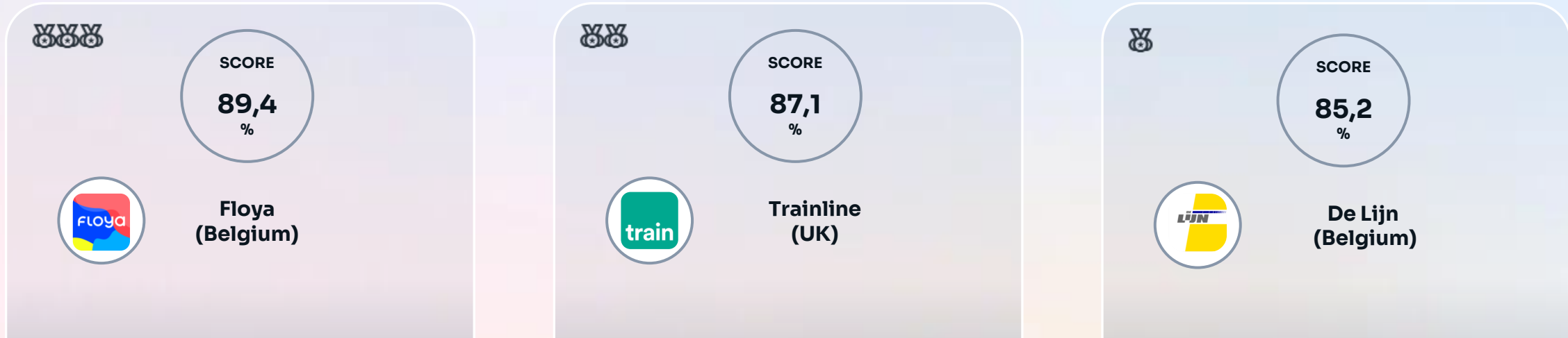
- Seamless integration of ticket purchase with trip planning
- Possibility to buy tickets for other transport mode, supporting multimodal journey
- Variety of payment options, allowing for more traveler convenience



SNCB - NMBS

- Purchase of (multimodal) tickets and subscription is available
- Indication of previously bought ticket and applicable tickets for the traveler, facilitating purchase
- After purchase, the ticket is integrated in the app with a QR code that can be scanned in the vehicle, which streamlines the purchasing and boarding process

Travel | Best Performing Apps



Common points

- These apps stand out with **strong performance** in **travel tracking**, **ticket validation**, and **maintaining functionality** throughout the trip.
- Travel tracking is enhanced by a **companion feature** in all three apps, that provides key details, ensuring a smooth and stress-free journey.
- They **maintain essential functionality** even in-flight mode or without mobile network access.
- The **ticket validation process** is intuitive and seamless across all three apps, with the **validity scope clearly defined**.

Specificities

- The Trainline and Floya apps allow users to **find, activate, and validate** their tickets **while offline** or in-flight mode.
- The Trainline app allows users **to share the real-time progress of their journey** with contacts, a feature available in only 11% of the apps.
- The Floya and De Lijn apps **score highly in UX/UI**, with users appreciating their functional and aesthetic design and smooth navigation.

Travel | Ranking & Trends

RANKING OF THIS CUSTOMER JOURNEY STEP



Trends - Features

TRAVEL TRACKING

53% of the apps offer a travel companion feature or similar functionality to track journey progress, but the level and completeness of information provided vary significantly. Only 11% of the apps enable the sharing of the trip progression with contacts.

TICKET VALIDATION

26% of the apps do not support ticket validation directly on the mobile app. When available, the ease of intuitiveness of the ticket validation process varies significantly between the apps.

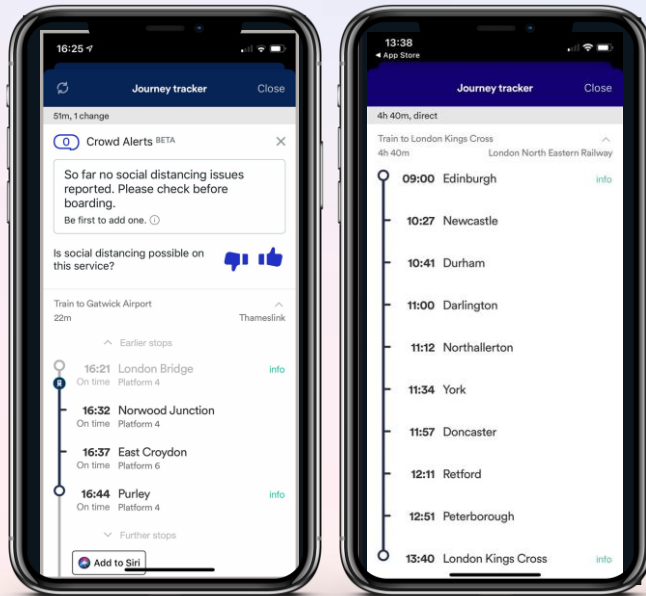
APPLICATION CONTINUITY

Only 10% of apps fully support offline travel tracking. Functionality during network disruptions varies widely, with some functionalities going down and others being available the entire journey.

UX/UI

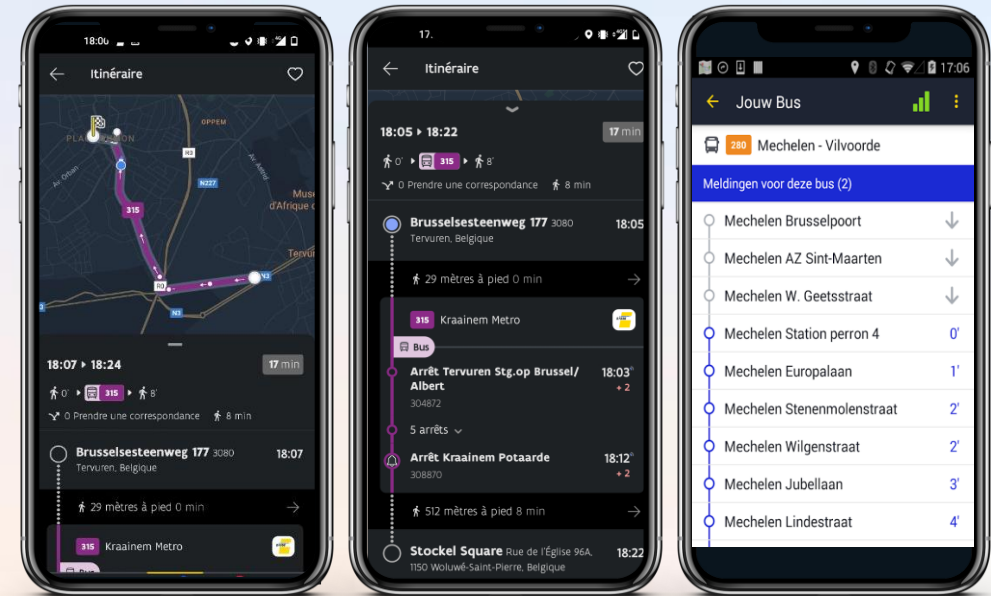
94% of the respondents evaluated their experience as fluid for this customer journey
77% of the respondents evaluated the user interface as adequate to meet the objective for this customer journey

Travel | Best Practices



Trainline

- Journey tracker feature, allowing users to track their trips in real-time.
- Unique functionality for real-time trip progress sharing, enabling users to share their journey status with others as they travel.



De Lijn

- Travel companion feature that enhances the user experience by offering real-time trip tracking, detailed journey progress updates, and personalized notifications for disruptions or changes.

Help & Contact | Best Performing Apps



Common points

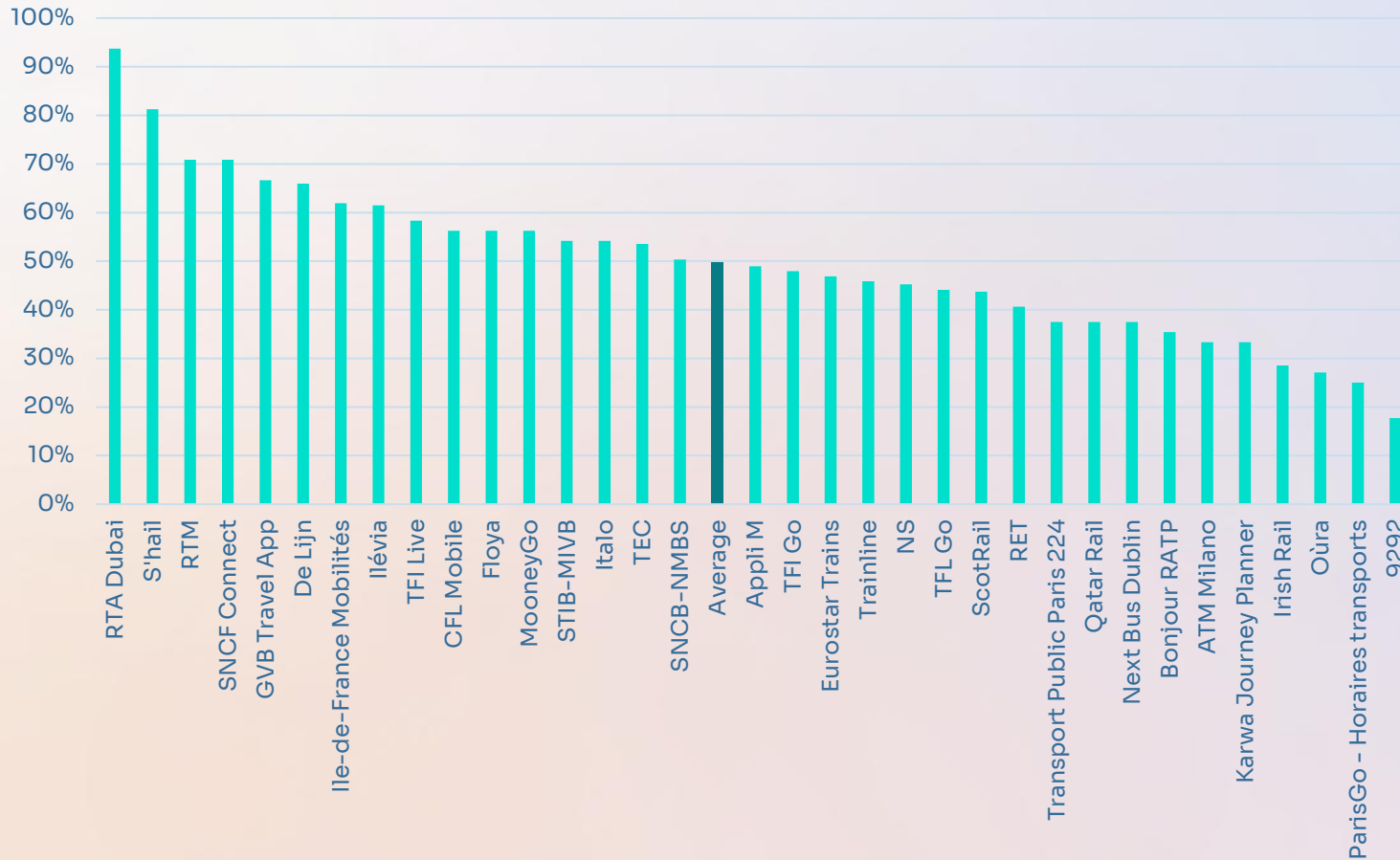
- The 4 apps offer the possibility to **contact** via a **form or email, by phone, and through social media**.
- The apps share **strong UX/UI performance**, with high scores of 78%, 83% and 89%, significantly exceeding the average of 68%. This indicates that the user experience and interface are smoother and more intuitive, enhancing overall usability and user satisfaction.
- The apps offer a **dedicated form** to report **improvements and/or suggestions**.

Specificities

- RTA Dubai, S'hail and SNCF Connect stand out from other apps by offering a **chatbot** to assist users, providing a **well-functioning service**.
- Additionally, RTA Dubail, S'hail and RTM feature a **comprehensive FAQ with advanced sorting options**.
- RTA Dubai and S'hail **score both exceptionally well (+90%)** on the "Support/FAQ" criteria, significantly surpassing the average score of 35%.

Help & Contact | Ranking & Trends

RANKING OF THIS CUSTOMER JOURNEY STEP



Trends - Features

SUPPORT AND CONTACT

Only 11% of the evaluated apps include a chatbot to assist users, and among those, only half are considered efficient. While 58% of the apps provide an integrated FAQ, 28% lack any FAQ feature, either within the app or as a redirection to a website. Regarding contact options, 55% of the apps allow users to contact the operator via email or a form, 31% offer redirection to social media, and 42% provide a phone number contact. A third of the apps do not offer any contact option at all.

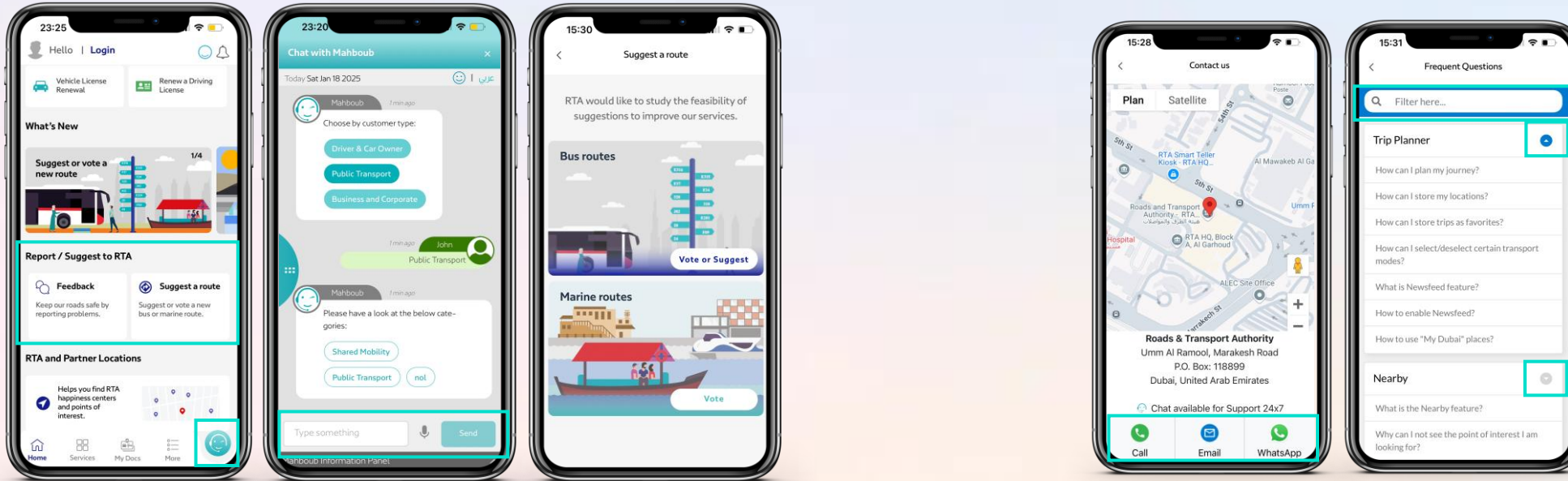
COMPLAINTS/SUGGESTIONS

36% of the applications feature a dedicated complaints form while 39% of the applications provide a specific space for users to share suggestions or propose improvements.

UX/UI

80% of the respondents evaluated their experience as fluid for this customer journey
67% of the respondents evaluated the user interface as adequate to meet the objective for this customer journey

Help & Contact | Best Practices



RTA Dubai

- In-app / Chatbot easily accessible via Homepage, allowing for multiple communication methods, which redirects to relevant articles, ensuring faster issue resolution
- Easy access to customer feedback and issue reporting via Homepage, allowing to enhance the app and public transport service over time



S'hail

- Provide customer support across a wide range of channels
- Exhaustive FAQ section, with filters and drop-down, allowing for faster issue resolution

Interested to know more about Sia's Public Transport App benchmark?

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