modernising metro ticketing with Vi Business RCS

App-less QR ticketing, Google Wallet integration, and 3x engagement

#ReadyForNext

Transforming Metro Travel: How a Renowned Urban Metro Modernised Ticketing with Vi Business RCS

This Metro Rail, a pioneer in urban transit innovation, operates the largest metro network to deliver seamless and efficient commuter experiences. To modernise ticketing and reduce friction, it implemented Vi Business RCS - transforming ticket purchases into a simple, app-less chat experience through seamless integration of QR codes, real-time interactions, and digital wallets.

Business Challenge

Traditional ticketing methods created several bottlenecks for Metro commuters:

- App fatigue and friction: Over-reliance on SMS, dedicated apps, and physical queues led to low adoption, delayed transactions, and commuter dissatisfaction.

- Limited interactivity: Static SMS and disjointed payment steps failed to engage users or replicate app-like convenience without downloads.

- Operational inefficiency: Manual processes hindered scalability, and the absence of integrated digital wallets slowed down boarding times.

They needed a future-ready solution to:

- Provide a hassle-free, app-less digital ticketing journey

- Create an engaging, interactive mobile experience

- Boost ticket sales through a frictionless digital channel

Our Solution

Vi Business, in collaboration with Google and Route Mobile's CPaaS platform, deployed an RCS Messaging-powered ticketing ecosystem:

- QR-driven onboarding: Commuters scanned station QR codes to trigger RCS chats in their default messaging app, eliminating the need for app downloads.

- Chat-first ticketing: A dynamic chat interface offered carousels, buttons, and real-time guidance for route selection and ticket purchase. The RCS chat opens in the default messaging app—just saying "Hi" initiates the ticketing journey.

- Interactive UI: Carousels and buttons guide users through ticket selection, route choice, and payment.

- UPI Integration: Payments are seamless and secure within the chat interface.

- Google Wallet integration: Tickets auto-sync to Google Wallet for one-tap access at gates, ensuring swift boarding.

- Cross-industry collaboration: Vi Business orchestrated network enablement, Google provided RCS technology, and Route Mobile's CPaaS platform ensured scalable delivery.

Business Impact

Vi Business RCS solution redefined this Metro's urban mobility experience:

- 3x higher engagement vs. SMS, driven by interactive menus and instant resolutions within the chat interface

- 100% app-less adoption: QR-based access eliminated download barriers, expanding reach across demographics

- Faster boarding: Google Wallet integration reduced gate entry time by 40%, significantly improving peak-hour efficiency

- Future-ready foundation: The solution positioned the Metro as an innovator in contactless transit, with positive commuter feedback on speed and simplicity

To find out how Vi Business RCS can help transform your customer interactions and other innovative technologies, get in touch with us today