

NEWSLETTER

Mobility & Ground Transportation

First Edition

Hello and Welcome

The world of Mobility & Ground Transportation is fast-paced by nature. The race towards digitalization, evolving consumer preferences and new innovations in technology are all shaping the future of the industry. Payments are a key piece of the puzzle; Ensuring your customers can make purchases seamlessly can be the difference between making or breaking a sale. We help you keep your finger on the pulse and show you how payments can pave the way to driving more revenue.

Quarterly Highlights

Electric vehicle charging (EVC) adoption continues to grow, backed by new charging innovations

EV
Charging

Public
Transport

"Tap-and-Ride" technology starts to gain traction in North America, whilst open-loop contactless payments systems show their benefits in the UK

EV CHARGING

The UK's Fastest EV Charger



Electric vehicle charging (EVC) pioneer, Gridserve, has released its latest innovation, the Terra 360kW charger, which can add 100 miles of range to an electric car's battery in only 5 minutes.

INSIGHT - This company is paving the way to highly reduced EV charging times. But with charging times dropping this low, it means having a clunky payment process could be the longest part of the service. Data published by the Department for Transport on EVC shows that payment method inconsistencies are another top customer pain point. Fixing these issues should be a priority for EVC suppliers if they want to retain customers. Worldpay offers over 300 alternative payment methods and can help EVC businesses create a quick and seamless payment experience for their customers.

TAKEAWAY - The EVC supplier who best alleviates pain points, such as long payment processing times and inconsistencies, will give themselves an edge in the industry and could benefit from substantial customer loyalty.

Company EVC Adoption Spreads



This quarter even more businesses have partnered with EVC companies to offer their customers charging solutions. Some of the bigger partnerships we've seen include Tesco and Pod Point, as well as Pilot and Volvo.

INSIGHT - EVC continues to spread into a variety of industries, particularly with companies that have a use case for charging such as parking or mobility services. Partnering with large multinational companies that already have an existing global reach presents a great opportunity for EVC suppliers to expand globally. One significant challenge with international expansion is the nuanced payment landscape of each country. Worldpay accepts 126 currencies worldwide and supports over 1 million merchants across 146 countries.

TAKEAWAY - Take your business anywhere with payment technology that drives commerce across borders. Eliminate the need for local acquiring contracts and offer customers in any market their preferred way to pay.

For a deeper look into EV charging trends and how payments are revolutionising the industry, read our insights [here](#)

**ELECTRIFYING
THE ROAD
AHEAD**

PUBLIC TRANSPORT

Tap On, Tap Off Ticketing



In the UK, Leicester's transport system has proven the benefits of their new fare capping scheme using contactless payments across multiple operators. This technology was launched by Littlepay and Ticketer.

INSIGHT - This innovation could be the future for ticketing and transit companies as it delivers better value for their riders whilst also bringing efficiency and cost reductions to the operators using it. This scheme specifically, saved users £53,000 over the past 6 months by making fare caps accessible to all its users, showing operators across the globe how contactless open-loop payments systems can greatly improve the customer experience. Contactless payment systems are on the rise as 91% of riders now expect transit operators to offer contactless payment methods. Worldpay has partnered with Vix to offer these benefits as a standard to our transit agency customers.

TAKEAWAY - Fare capping through contactless payments dramatically improves the customer experience which could result in increased ridership and customer loyalty in the future. It presents a great strategy to bring back travel demand after a slump during the global pandemic.

Global Ticketing Innovations



Masabi is a British company that has been bringing in Fare-Payments-as-a-Service (FPaaS) to public transit systems. They have recently been working with US company TransLoc to install a contactless account-based fare payment system across the Eau Claire Transit fleet. Alongside this innovation, TransLoc are also creating a navigational system with real-time trip planning and ride locations.

INSIGHT - "Tap-and-Ride" technology is becoming commonplace on many of the world's transport networks bringing with it the need for mobile and contactless payment solutions. As a global forward-thinking payments company, we are constantly looking at the latest payments trends to help our merchants keep up with demand and stay ahead of the curve. We serve over 1 million merchants worldwide, giving us the insight to leverage best practices across the globe.

TAKEAWAY - The ground transport industry is innovating at a fast pace. Transport operators now face an important decision; stick with slow, physical payment systems or switch to fast, cost-effective payment solutions.

Find out the latest trends impacting the future of ground transportation and how payments can boost revenue. Read our insights [here](#)

THE FUTURE OF
GROUND
TRANSPORTATION
PAYMENTS

MICROMOBILITY

Paris Tightens Restrictions



The three licensed micromobility operators in Paris, Tier, Dott and Lime, have proposed tightening safety legislation in their industry. These measures include ID checks to ensure all users are above 18, unique licensing plates allowing police to issue tickets to traffic rule-violators, and a joint 'Micromobility Observatory' initiative where operators would share data on safety statistics and sustainability measurements.

INSIGHT - Operating in the micromobility industry can be tough. Stiff competition and restrictions can make it hard for operators to turn a profit. The cost of payments can easily account for 1-4% of revenue for a mobility company. At Worldpay, we aim to deliver world-class payment solutions whilst also optimizing your payment flows to save you money. This could have a substantial impact on your company's bottom line, leaving you with cost-savings to be reinvested in other areas.

TAKEAWAY- In such a competitive new industry, extra cost-savings in payments could give your company a crucial edge over other operators. Reinvesting these savings could benefit your company two-fold to help bring in further demand for your business.

Micromobility Rides On



Micromobility riders in the UK have now topped 30 million rides since the country's shared mobility trial started in 2020. There are now 24,000 shared E-scooters across 45 fleets in the UK, whilst in Europe the shared mobility sector has seen a 20% YoY rise in 2022 Q3 ridership. Micromobility is becoming an increasingly important part of the sustainable mobility ecosystem.

INSIGHT - At the center of micromobility's growth story is innovation that satisfies an emerging customer need for convenient and sustainable mobility. Operators in this industry need a future-proof payments solution that caters to all their customers' needs. With over half a decade of experience, Worldpay's team of vertical experts can help to define a growth and optimization strategy tailored to your industry. From sales support to training and technical assistance, we help your business accelerate growth and realize sales potential.

TAKEAWAY - What works today may not fit the needs and expectations of tomorrow's customers. An acquirer that knows your industry and keeps up with the latest trends enables you to deliver the best value to your customers.

TALK TO OUR EXPERTS

Any questions? Speak to one of our team members:
mobility.groundtransportation.team@fisglobal.com



LAST MILE LOGISTICS

Rapid Delivery Consolidation



Online grocery start-up, Getir, has acquired their German rival, Gorillas, in a deal that values the new group at \$10bn. This deal brings together two major players in the rapid delivery app market and could be the catalyst for further consolidation in the industry.

INSIGHT - As consumers were forced to order online during the pandemic, operators in the rapid delivery market benefitted heavily and the number of delivery apps was reported to have more than doubled during this time. However, with this increased competition and consumers returning to shopping in-store, providers will need to streamline every element of their operation in order to survive. Worldpay helps to optimize your payment flows, saving your company money whilst creating a more seamless payment experience for your customers. By offering a consistently frictionless customer experience, operators can also create long-lasting customer loyalty.

TAKEAWAY - Rapid delivery businesses often find themselves operating on tight profit margins against tough competition. An effective payment strategy could save on costs, boost loyalty and keep your business thriving.

JustEat, Just Keeps Expanding



Through a new partnership, Getir will now list its services on the JustEat platform, granting Getir access to a wider customer base throughout Europe whilst adding another string to JustEat's bow. This follows a similar move by Getir's rival, Gopuff, partnering with Uber Eats.

INSIGHT - This follows a trend of many online grocers and delivery companies partnering up to reach wider markets. As the rapid delivery app market consolidates further, we expect to see an interesting shift towards super apps that cater to multiple services. To ease the complexity of scaling your business across multiple channels, Worldpay offers a single integration that gives you access to 145+ countries, 126+ currencies, and 300+ alternative payment methods.

TAKEAWAY - Take your business anywhere with payment technology that drives commerce across borders, channels, and around the world.

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THANK YOU

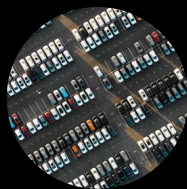
Read Our Insights

- [The Future of Ground Transportation Payments](#)
- [EV Charging](#)

Coming Up

Next quarter is shaping up to be interesting. The spread of tougher regulations in Europe and the US puts a squeeze on micromobility. We are seeing the potential for some large investments in ride hailing and sharing apps. Stay tuned for the next edition to find out more.

Thank you for reading this month's edition of our Mobility & Ground Transportation newsletter. If you're interested in learning more about the topics covered and how Worldpay can help you reach your goals, please contact our experts below. Finally, if there are any additional areas you would like to hear more about next month, please get in touch.



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