

SECURE AND FAST: FLIXBUS ELEVATES IT'S SERVICES IN TICKET SHOPS WITH CARD ACCEPTANCE

SumUp brings state-of-the-art card acceptance to all FlixBus Ticket Shops

The Goal

SIMPLIFIED CARD ACCEPTANCE AT THE POS TO IMPROVE SERVICE

FlixBus, Europe's number one long-distance mobility provider, has transported over 100 million customers to 1,400 destinations across 27 countries since launching in 2013. To make booking easier, FlixBus has partnered with SumUp to provide an easy-to-use card acceptance solutions at all shops.

FlixBus Ticket Shops can be found at central bus stops throughout Europe, allowing passengers to not only easily book or change tickets but also to reserve extra amenities such as additional luggage. In order to provide the highest level of customer service, FlixBus decided to require card acceptance at every FlixBus Ticket Shop counter. Additionally, FlixBus has added an interface which allows these shops to incorporate their own native software system, keeping the technical setup as simple as possible.

- ✓ **Fast and reliable card acceptance within all FlixBus Ticket Shops**
- ✓ **Customised software integration through Transaction API**
- ✓ **Highest service standards even before the journey starts**

“Our partnership with SumUp has allowed us to enhance our service even before a passenger starts their journey.”

Carina Wagner, Head of Shops and Stations

FlixBus is a young mobility provider, offering new alternatives for convenient, affordable and environmentally-friendly travel via the FlixBus and FlixBus brands. Thanks to a unique business model and innovative technology, the startup has quickly established Europe's largest long-distance bus network and launched the first green long-distance trains in 2018. Since 2013, FlixBus has changed the way over 100 million people have traveled throughout Europe and created thousands of new jobs in the mobility industry.



The Solution

CUSTOMISED INTEGRATION FOR A SEAMLESS PAYMENT PROCESS

Since 2013, SumUp has equipped FlixBus with its market-leading card terminals. SumUp reliably charges a customer's debit or credit card via chip and PIN as well as contactless payment methods and is integrated and controlled through the FlixBus employee interface at the physical point of sale.

The collaboration was achieved through an in-depth yet straightforward software integration in FlixBus' existing software and hardware environment by taking advantage of SumUp's comprehensive API and SDK ecosystem. The integration enables the FlixBus employee to select a customer's route and ticket price in their own software environment before the SumUp terminal is automatically activated to process the payment. FlixBus especially benefits from SumUp's Transaction History API that automatically matches any card transaction in its native backend system and therefore provides easy accounting of each payment.



The Result

BETTER SERVICE ALL ACROSS EUROPE

By offering integrated card acceptance with SumUp at ticket shops, FlixBus ensures that its promise of excellent service starts even before a passenger enters the bus. This innovative way of accepting card payments allows FlixBus to cater to spontaneous travelers who often do not carry the amount of cash required to purchase a ticket and allows passengers needing an extra ticket to purchase one on the spot. As an additional benefit, this partnership has reduced the amount of cash at ticket shops, thereby contributing to increased security and reduced operational cost of handling cash.

Carina Wagner, Head of Shops and Stations at FlixBus:

"Our partnership with SumUp has allowed us to enhance our service even before a passenger starts their journey. Thanks to the powerful and seamless integration of contactless card acceptance into our native booking system, the partnership with SumUp has been a major success for us."

Get in Touch

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