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# Customer Centric Mobility

3,000,000

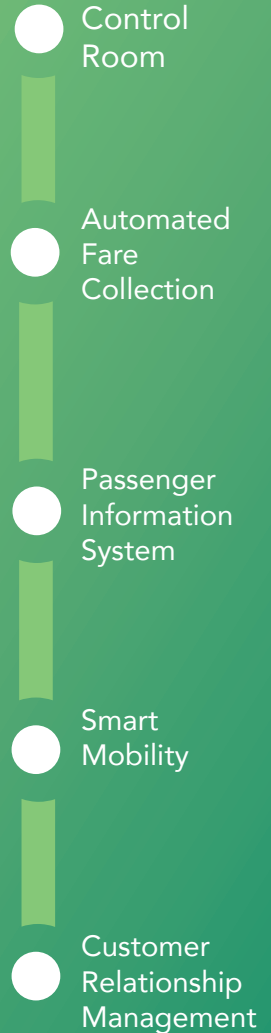
Nominal tickets issued a year on smart cards

2

Local public transport consortiums managed  
through the clearing house system

620

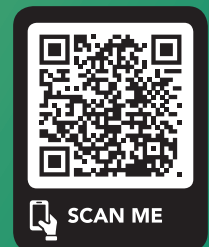
Station with Qr TICKETS and EMVproject



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MOOVA

ABSOLUTE MOBILITY



Public Transport is moving from being company driven to being a service centred on citizens' needs. MOOVA is built on a long term experience about needs, preferences and behaviours of people and businesses.

MOOVA Customer Centric baseline answers these needs shifting from traditional mobility information systems to smart mobility, from technology to customer-centric business models, turning data into valuable informations adopting advanced and integrated ticketing systems also using Intelligent algorithms.

The MOOVA Customer Centric baseline supports PTO stakeholders in order to turn occasional customers into returning guests via customer satisfaction and access to a new and sustainable mobility easier.