

# Concession Travel Card Application Development with Pega

## OVERVIEW

Our client, a prominent transportation authority, sought to modernize and digitize the application process for concession travel cards. These cards offer discounted fares to eligible travellers, including seniors, students, and individuals with disabilities. The client aimed to replace the cumbersome paper-based application process with a user-friendly digital solution to improve customer experience and operational efficiency.

## OBJECTIVE

In this case study, we delve into the successful development and deployment of a concession travel card application using Pega Platform. The project aimed to streamline the application process for concession travel cards, enhancing accessibility and efficiency for eligible travellers while optimising backend operations for the travel concession authority.

## CHALLENGES

**Complex Eligibility Criteria:** The concession travel card eligibility criteria were diverse and complex, requiring dynamic decisioning logic to determine applicant eligibility based on factors such as age, student status, disability status, and income level.

**Regulatory Compliance:** The application process needed to comply with strict regulatory requirements and data privacy regulations, ensuring the confidentiality and security of applicant information.

**Integration Requirements:** Seamless integration with existing backend systems, including CRM systems and fare collection systems, was essential to ensure data integrity and streamline card issuance and management processes.

## AT A GLANCE

### Challenges

- Complex Eligibility Criteria
- Regulatory Compliance
- Integration Requirements
- Scalability

### Benefits

- Improved Customer Experience
- Enhanced Operational Efficiency
- Scalability and Flexibility
- Compliance and Security



“Thanks to the team for seamless integration of our Concession Travel Card Application with Pega, we’ve experienced a remarkable boost in efficiency and customer satisfaction. Their expertise and dedication have been instrumental in simplifying our operations and delivering exceptional results”

## SOLUTION

The client engaged our team to develop a comprehensive solution leveraging the Pega Platform, a leading low-code application development platform known for its agility, scalability, and robust decisioning capabilities. The solution comprised the following key components:

### Dynamic Application Forms

We designed intuitive and adaptive application forms using Pega low-code development capabilities. The forms dynamically adjusted based on applicant inputs, guiding users through the application process and minimizing errors and omissions.

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### Automated Eligibility Determination

Leveraging Pega advanced decisioning capabilities, we implemented rules-based logic to automatically assess applicant eligibility in real-time. The system considered various eligibility criteria, including age, student status, disability status, and income level, to determine concession eligibility.

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### Secure Document Management

Pega document management features facilitated secure storage and retrieval of applicant documents, ensuring compliance with regulatory requirements and data privacy standards. Document uploads were seamlessly integrated into the application workflow, simplifying the submission process for applicants.

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### Integration with Backend Systems

Pega robust integration capabilities enabled seamless integration with existing backend systems, including CRM systems and fare collection systems. Real-time data synchronization ensured data consistency and accuracy across systems, enabling efficient card issuance and management.

## BENEFITS

**Improved Customer Experience:** The digitized application process significantly enhanced customer experience.

**Enhanced Operational Efficiency:** The automated eligibility determination and seamless integration with backend systems streamlined internal processes, reducing manual effort and administrative overhead.

**Compliance and Security:** The solution ensured compliance with regulatory requirements and data privacy standards, providing a secure environment for handling sensitive applicant information.

**Scalability and Flexibility:** Pega's scalable architecture and flexible design enabled the solution to accommodate future enhancements and scalability requirements.

## CONCLUSION

The successful development and deployment of the concession travel card application using Pega Platform have transformed the way travellers apply for and receive concession benefits. The solution has not only improved customer experience and operational efficiency but also demonstrated the power of low-code development and advanced decisioning capabilities in driving digital transformation within the transportation sector.