MaaS of the Month: Skipr

The all-inclusive mobility solution

December 2019
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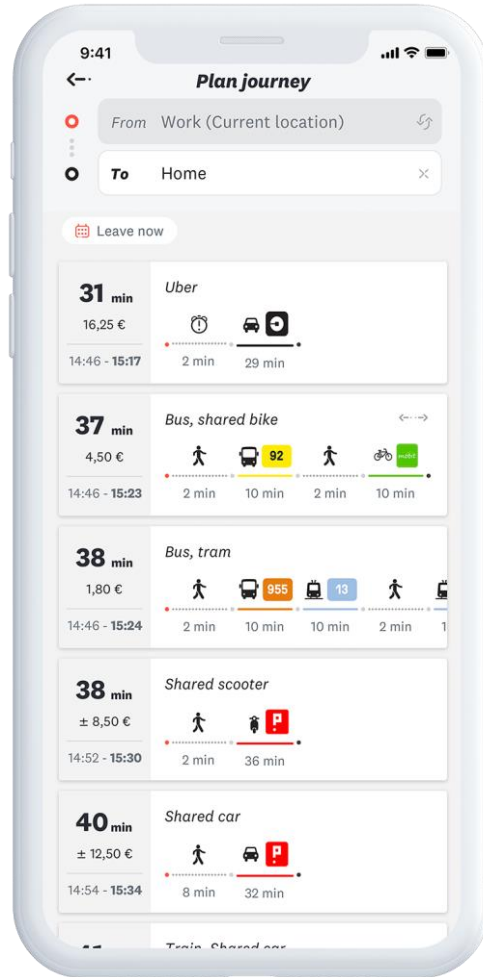
A one-stop mobility solution

Skipr provides a convenient mobility solution that includes an intermodal route planner and gives access to different mobility providers by offering tickets, bookings and payments - all of this is within **one single app.**

Skipr, both B2C and B2B oriented, has so far integrated all Belgian public transport operators (train, bus, tram & metro), as well as free-floating cars, scooters and bikes services.

Additionally, the solution offers a B2B **SaaS web dashboard**, giving employers the chance to fully manage their employees' consolidated mobility expenses (including the integration of the mobility budget).

Services integrated in Skipr

Partners	Services
NMBS-SNCB	National public transport operator (train)
De Lijn	Flemish public transport operator (bus and tram)
MIVB-STIB	Brussels' public transport operator (metro, tram, bus)
Poppy	Free-floating eco-friendly car and scooter sharing operator in Brussels and Antwerp
Uber	Ride-hailing service in Brussels
JUMP Bike	Free-floating electric bike sharing operator in Brussels
Circ	Free-floating e-step operator in Brussels, Ostend, Namur, Liège
Mobit	Free-floating bike sharing operator in Antwerp
Billy Bike	Free-floating electric bike sharing operator in Brussels (available soon)
Velo Antwerpen	Station-based bike sharing operator in Antwerp
Bird	Free-floating e-step operator in Antwerp
Husk	Corporate ride-hailing service in Brussels

MaaS & SaaS implementation through a start-up approach

In order to validate the MaaS value proposition as a solution to today's mobility, a lean start-up methodology was applied. The main lessons learned from the development of the up-and-running service can be categorised as follows:

B2C solution

After initial market and user research, a prototype MaaS application was built and tested by users in 2018. The prototype was further developed and fine-tuned with the closed group to then publicly launch in January 2019. Since June 2019, Skipr is publicly available and has been widely used all over Belgium. In order to ensure a successful retention, a strong emphasis has been placed on customer care, with a team prepared to give assistance when needed.

B2B solution

Starting mid 2019, various B2B pilot programs have been launched, each consisting of 15-20 employee participants. The successful course of these pilots demonstrated the needs of employers (incl. the absence of a one-stop solution for the mobility budget). This instigated the further development of a B2B web portal - now ready for usage - which simplifies the mobility management for all the employees.

Providers

The approach of Skipr is to provide users with access to any type of mobility provider through one single app. As a result of the development of the prototype and the launch, all Belgian public transport operators have been integrated, as well as providers of shared bikes, e-steps, cars, and scooters, and ride-hailing services.

Skipr is now one of the most diverse MaaS apps, maintaining an 'open door' policy to any other not yet integrated provider. These operators have access to a new market of users while the solution helps them with their customer care pain points, resulting in a faster customer onboarding.

Connecting with providers is a genuine challenge for Skipr, due to the different degrees of technical maturity. Skipr gained valuable experience in guiding these players to allow for any kind of provider integration. Regarding the technical stumbling blocks, the challenges mainly relate to the real-time data integration necessary for the realisation of certain use cases (e.g. speed warnings to drivers based on real-time analysis).

Authorities

In some cases, new legislations are of a great benefit to a MaaS platform. The regulatory support can appear on two fronts (at local, regional or national level): (1) legislative support to create a more open mobility landscape (e.g. a "license to operate" for mobility providers that includes a requirement to open up for MaaS connections) and an incentive for open APIs on the provider's side and (2) a push for users to adopt MaaS through supportive (fiscal) policies.

Results to Date (22/10/2019)	
B2C	The app soft-launched on 15 January 2019 and hard-launched on 25 June 2019. Around 20.000 users have signed up since the launch and can now plan and book their trips in a pay-as-you-go model.
B2B	Upon request, Skipr built a professional offer that currently involves various signed companies.

Providers	Skipr has integrated all existing types of mobility services. International player Uber is included, making Skipr a one-of-a-kind solution in Belgium.

Benefits

- **Reduce traffic by stimulating public/ alternative transport:** Skipr wishes to reduce traffic by essentially (1) giving the user direct access to all other mobility modes and (2) targeting employers & providing their employees with an alternative to company cars.

- **Offering intermodal transport as a whole:** Today, Skipr is one of the very few MaaS applications in the market that is able to bring public transport and any type of (free-floating) shared mobility service into one single platform. This allows users to easily combine traditional and alternative transport types within one single trip.

- **Helping public authorities by mobility insights:** With significant traction, insights can be shared with public authorities on mobility fluxes. Nowadays - in order to collect this type of information - heavy infrastructure investments or expensive user research is needed. With Skipr, this information is generated on a live and cost-efficient basis and can be shared fully anonymized on an aggregated level with public authorities to help improve policy decision-making.

- **Increasing cooperation in order to facilitate mobility provider access:** Skipr focuses on leveraging providers' technological maturity to an aggregated level, stimulating sustainable travel behaviour.

- **More sustainable business mobility:** The company car is often the only solution offered by the employer, although it doesn't always fit the employee's needs (especially for those living in the city). On top of that, personal employee mobility needs are considered difficult to be met by the employer, due to their unique nature. Creating a personal mobility package for every employee creates overhead and complexity (i.e. budget tracking, payroll integration, etc.). Solutions like Skipr remove said complexity and give employees more flexibility.

- **Stimulating eco-friendly mobility:** Many public/ private mobility operators offer "green" mobility solutions (e.g. shared e-steps, bikes, scooters, cars, etc.). Skipr incentivises users to move in a more sustainable and eco-friendly manner, by making them conscious of each transport mode's impact. MaaS can nudge people towards healthier and more eco-friendly choices, including active mobility. This follows the EU's strategy on low-emission mobility, in which an increase of the transport system's efficiency is brought about.

References

https://www.skipr.co/

"MaaS of the Month" is an initiative of the MaaS Alliance; it is a collaborative effort of the members of the Alliance's Working Group on Users & Rules and Working Group on Governance & Business Models.