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**Metro de Sevilla**

# **Elevating Employee & Customer Experience at Metro de Sevilla.**

**Digital Transformation**

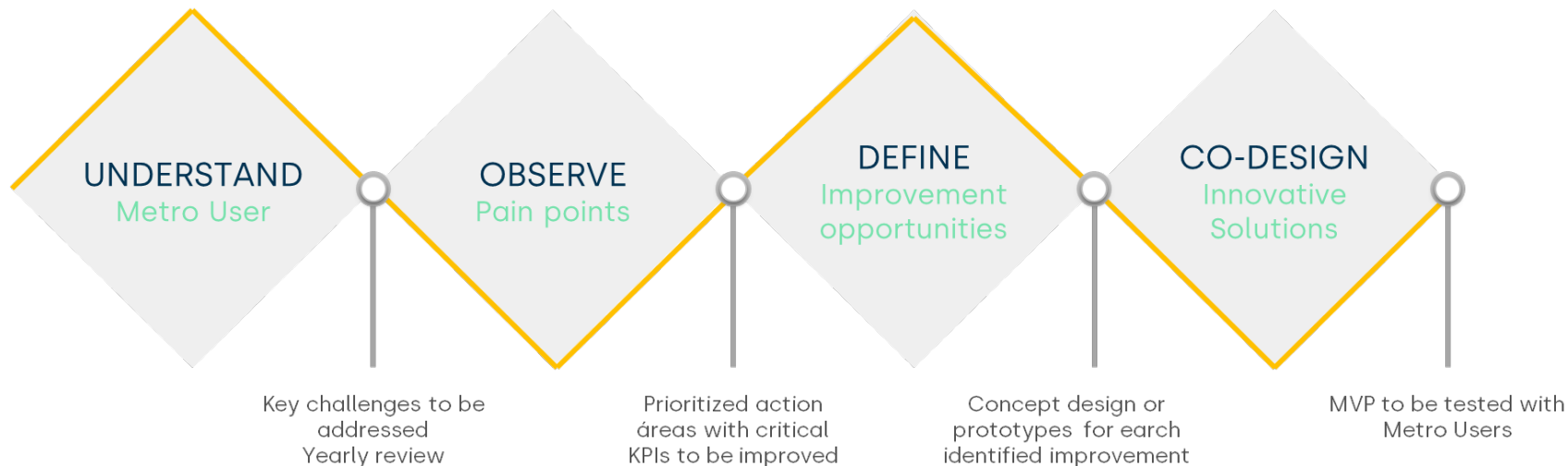
March 13th, 2024



## Customer orientation

## Customer Journey

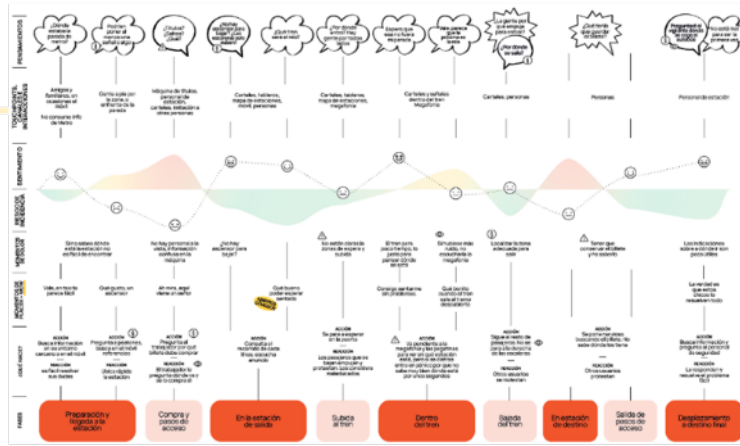
From the customer journey analysis, we identify their “pain points” to define opportunities for new developments and ways to improve their experience. And we do it with an innovative approach.



UNDERSTAND Metro User



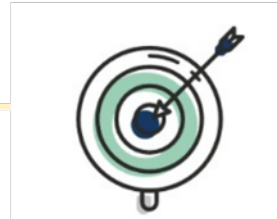
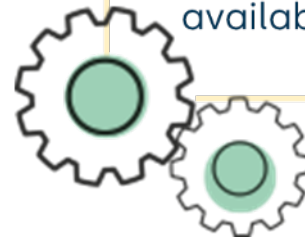
<b>Juan</b> 42 años, casado, padre de familia, arquitecto	<b>Julían</b> 37 años, soltero, de negocios, ingeniero
<b>María</b> 21 años, estudiante, hija de Obrero	<b>Kate</b> 19 años, estudiante
<b>Carla</b> 32 años, mujer administrativa	<b>Andrés</b> 33 años, marido



Customer Journey Pain points

Improvement opportunities

Technology available





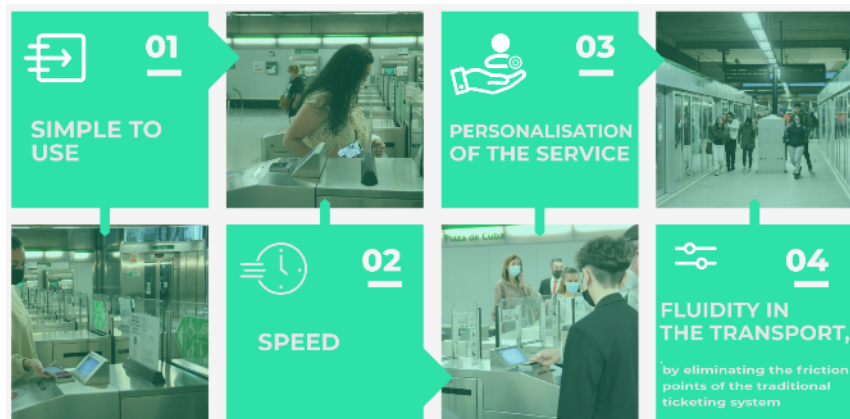
## Customer experience

## Background. Ticketing system in Metro de Sevilla

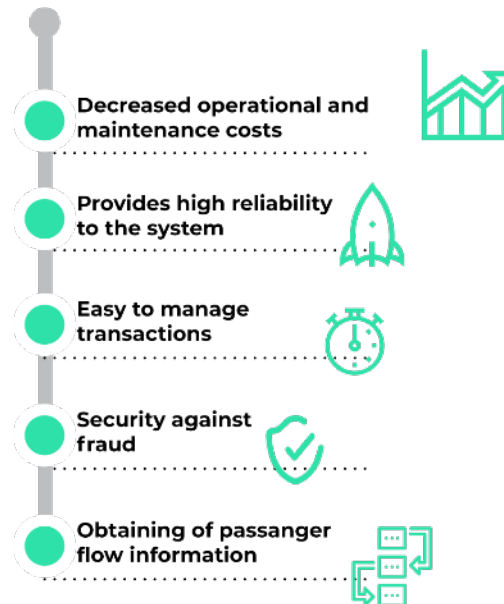


## Objectives of a payment and access system on metropolitan public transport.

### For the user



### For the Operator





September 2020

● **Commercial start-up in all Metro de Sevilla stations.**

The simplicity of validation and access with Tap&Go

**First subway in Spain with EMV validation**

Travel without buying a ticket from a vending machine.

September 2021

● **Implementation of a "smart post-payment" system.**

September 2022

● **The system is extended to accept Discover and Diners Club cards in addition to EMV cards.**

Other credit cards coming soon.

## Tap&Go: evolution from occasional user to registered user

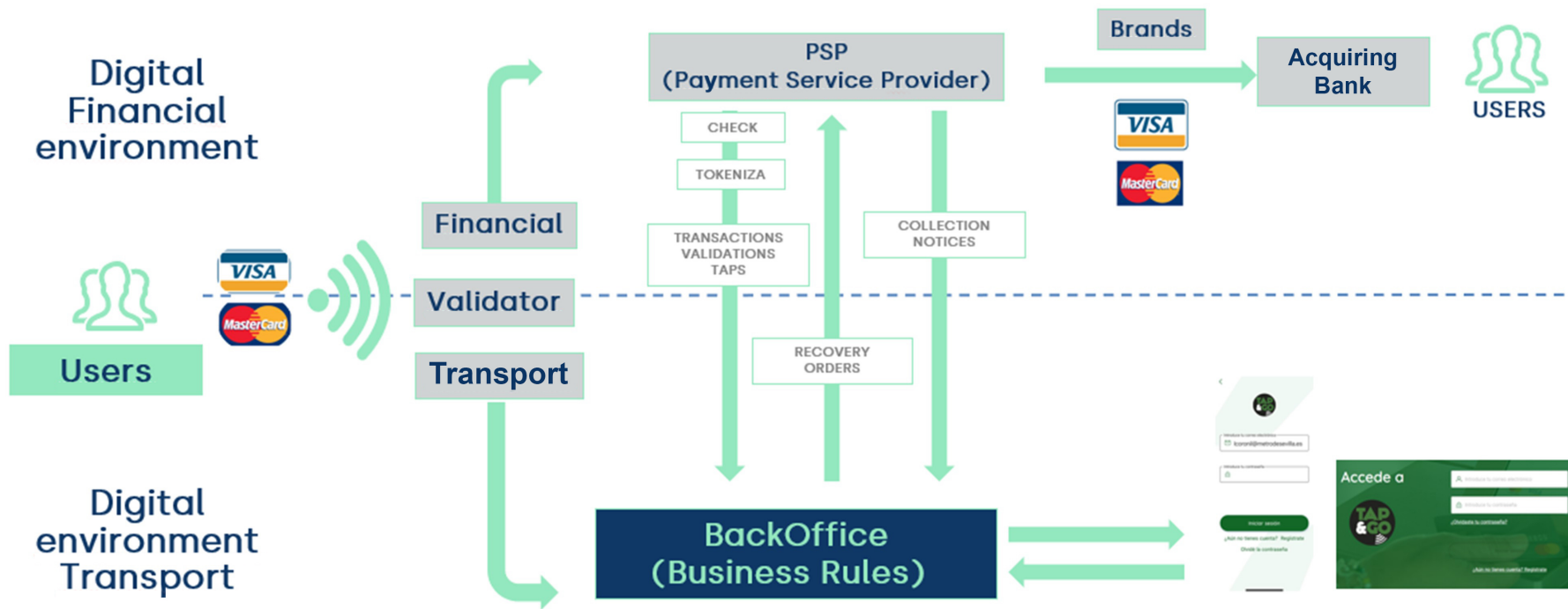


OCCASIONAL USER

- ✓ Anonymous user.
- ✓ No registration or sign-up required.
- ✓ Simply validate on entry and exit.
- ✓ You are charged on a daily basis.



## Backoffice: What is behind this apparently user-friendly system?

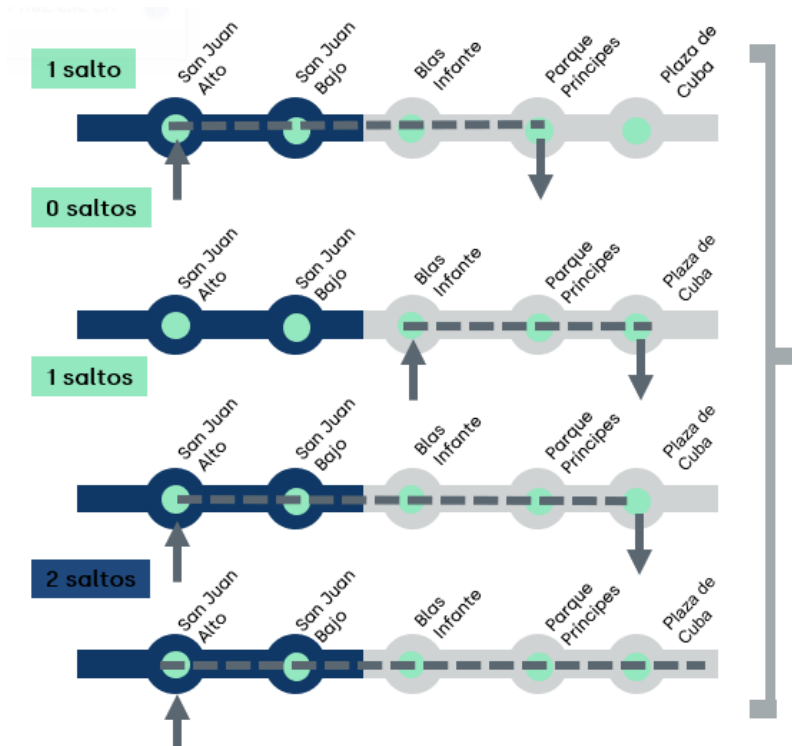


## Backoffice: the heart of the intelligent Postpayment system.

- 1 The greatest potential of our Tap&Go project is its backoffice and the algorithm implemented.
- 2 This is the heart of the system, designed for Metro de Sevilla with our business rules and which allows us to adapt them according to what the future holds.
- 3 Thanks to this backoffice, we have an account-based ticketing system (ABT) in which our passengers currently identify themselves with bank cards but which, in the future, could accept any other type of identification as a means of validation.



## How does smart post-payment guarantee the most profitable fare for the registered user?



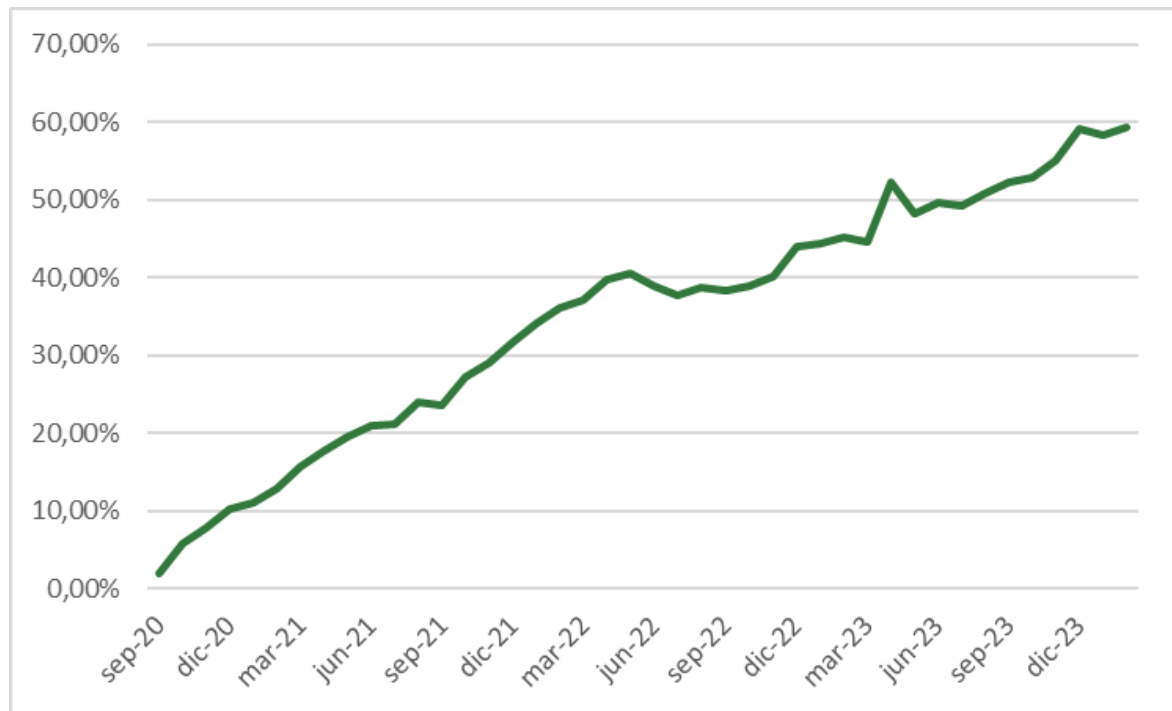
Customer experience

## REGISTERED USER

- The user must register in the web/app system.
- The user travels with his EMV bank card.
- An aggregation is made of all trips made in the period (end of month).
- The BackOffice calculates the optimal combination of the available tariffs:
  - ❖ 1 day voucher
  - ❖ Bonometer
  - ❖ Bonoplus 45

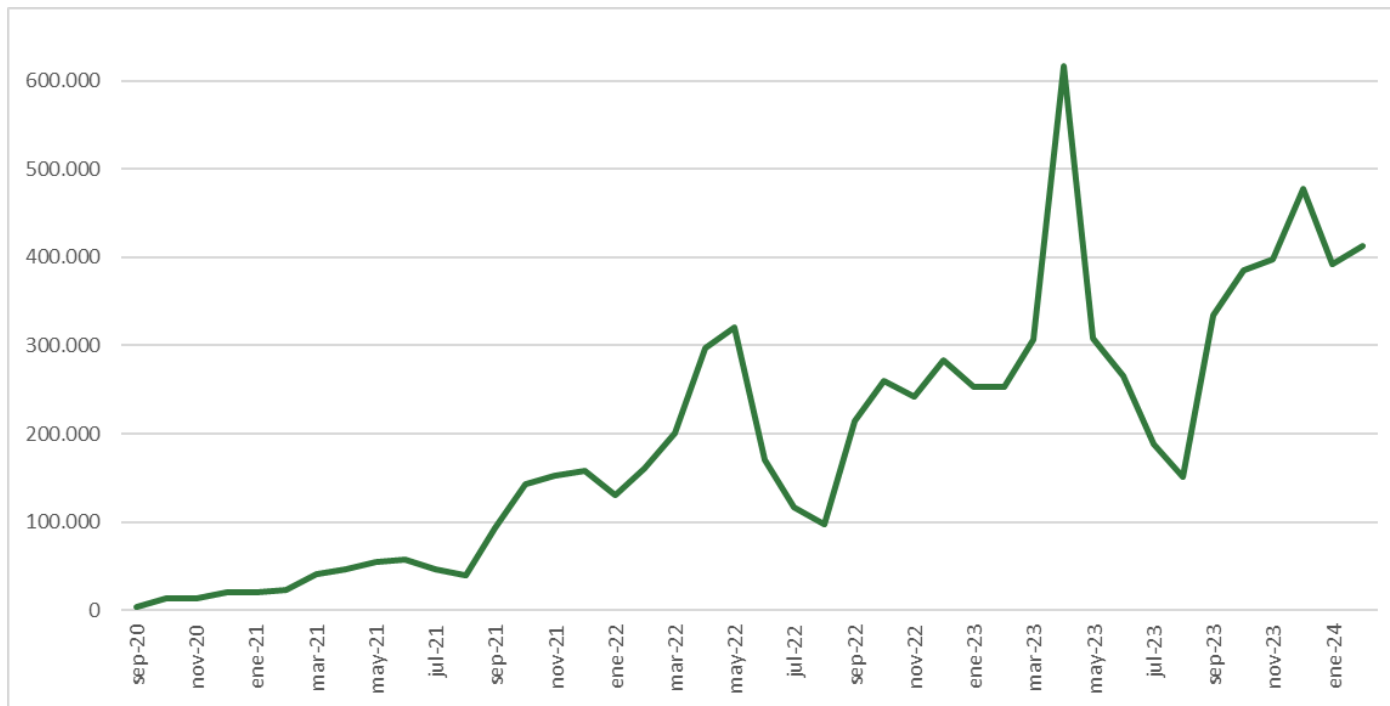
## Progressive increase in use of EMV validation

EMV payment developments



## Progressive increase in use of EMV validation

EMV payment developments





## Employee experience



## Why RPA to improve employee experience?

Automation improve operational **efficiency** and maintaining **competitiveness**.

Robotic Process Automation (**RPA**) has gained notable prominence.

RPA is transforming the way we work at Metro de Sevilla:  
**Technology & People.**

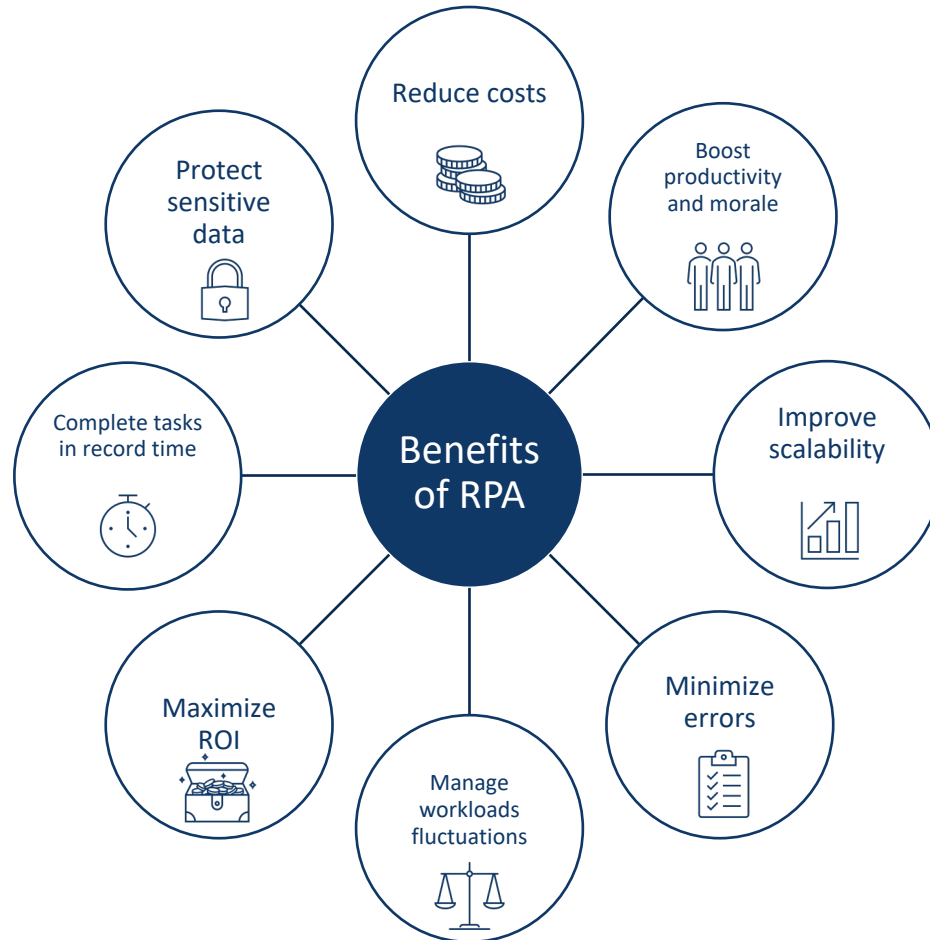
## Optimisation and efficiency



One of the main attractions of RPA is its ability to optimise business processes, with respect to administrative and operational tasks.



At Metro de Sevilla, we understand that certain routine and repetitive tasks that require a large amount of time can be carried out more quickly and accurately using RPA.



## 3AnA: Our RPA robot



3AnA support us in our backoffice processes since jun-22.



But what is the difference between a computer programme and 3AnA?

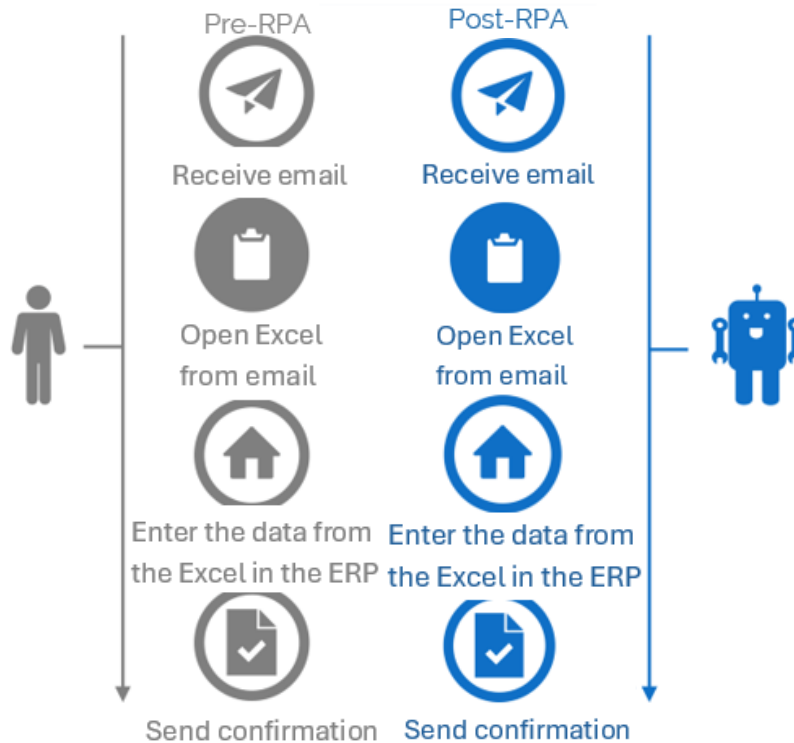


Ability to emulate human behaviour.

### Example: Data update process

#### Process discovery

- Everything that a human can do on a computer, can be automated using RPA, from entering an invoice to integrating systems.



## Process discovery

- Discovery sessions at different levels, from C-Levels to users.
- Some of the best automation ideas come directly from workers.
- Relying on their expertise is key.
- They know the bottlenecks in 'their' process. Possible re-engineering.
- Involve them early, awaken interest, feel valued and less resistant to change.

20 candidates  
use cases.

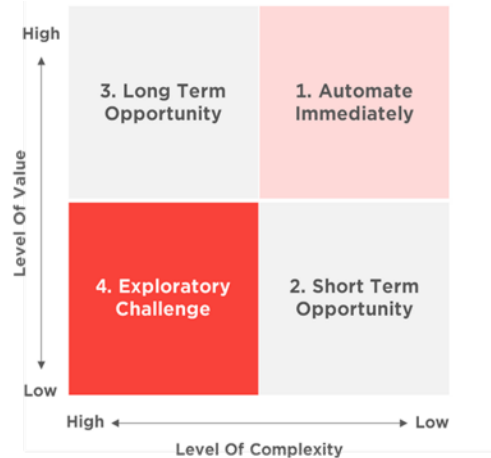
## Criteria for automation

### Requirements

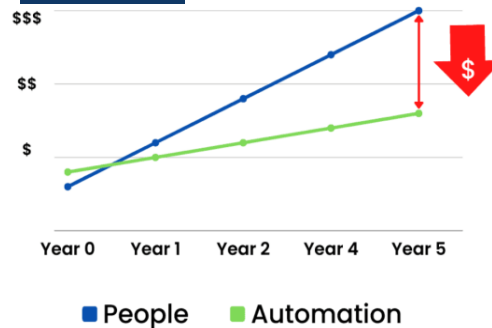
- Repetitive and rule based
- Intensive manual operations
- Low or no interaction with customer
- Low added value
- Several IS are involved
- Subject to human error



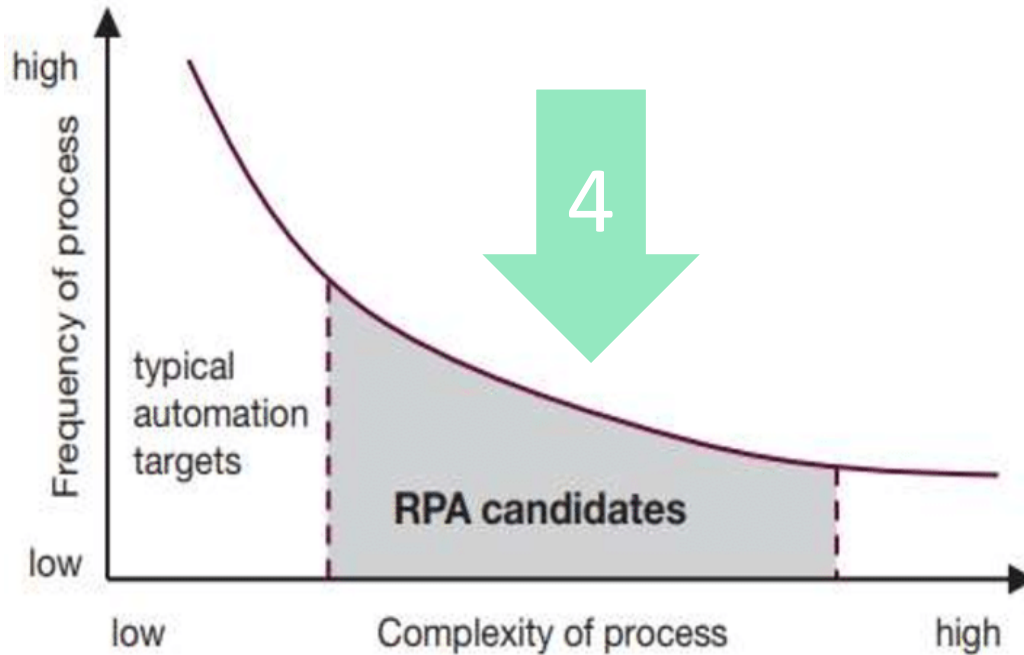
### Candidates



### Business Case



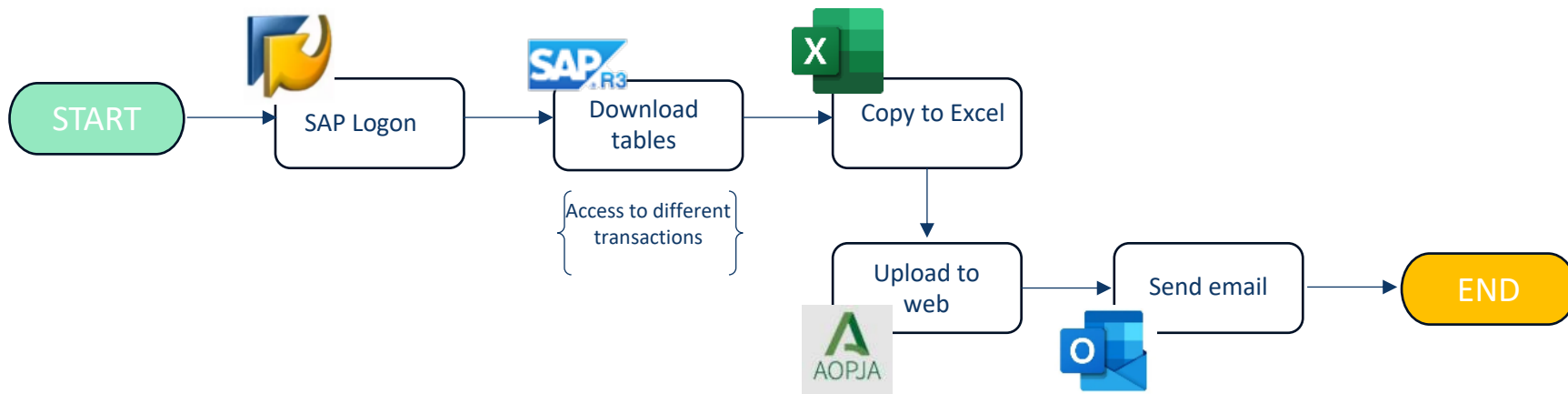
## First selected processes





## Example selected process

ID	Process	Description
MdS_01	Daily summary of SAP R3 notifications.	Daily generation of the Excel file "SAP SUMMARY" by consultation in SAP R3 and BW. Upload AOPJA's web.





## Scalability and flexibility

- Scalability is another key factor.
- 3AnA is an attended, on-premise robot designed for scheduled or on-demand execution.
- At its core is the UiPath technology.
- 3AnA is flexible, adapting quickly to changes in workload.
- Robot farms with UiPath Orchestrator.

Figure 1: Magic Quadrant for Robotic Process Automation



Source: Gartner (August 2023)

## Compliance and security

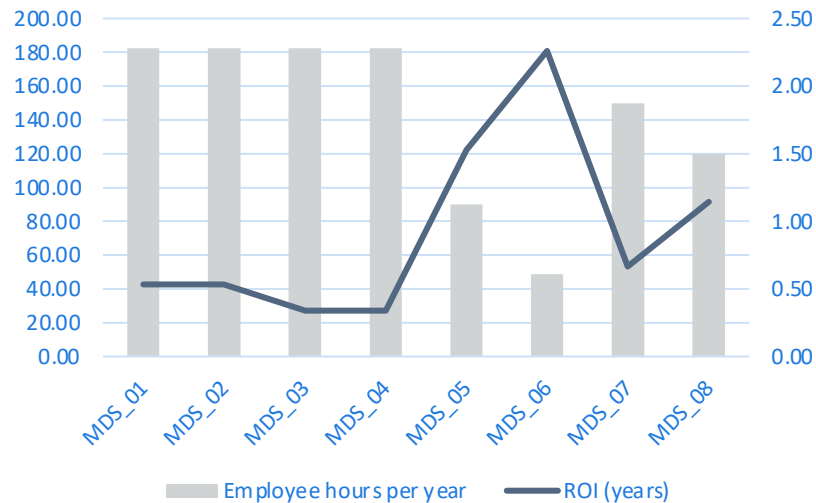
- Not only reduce or minimise human error, breaches or other security threats.
- Robots can follow established policies and regulations, ensuring compliance.

## Redefine tasks and train employee

- What will employees do with their newly 'free time'?
- New tasks and skills appear, bots do not manage themselves, authority over bots has to be delegated to frontline workers.
- Have a virtual worker as a colleague, empower employees, make them feel more valuable and valued.

## Competitive advantage

- 1 Improve employee satisfaction.
- 2 Improve customer satisfaction.
- 3 Positive impact on shareholders and society.



Today, 3AnA continues growing, taking on processes that are repetitive for us, but perfect for it.

Thank you

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