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One-stop ticketing system



(In dark suits from left) Markiman, John Yap, CEO of Access MyTicket Hub Sdn Bhd, and Salina.

TRAVELLERS can now look forward to a more convenient mode of purchasing intercity bus tickets with the one-stop Access Ezbuss system (Ezbuss) solution by Access MyTicket Hub Sdn Bhd.

The Ezbuss system, which will be launched in stages, is designed to provide intercity travellers with the convenience of checking bus schedules online, checking intercity availability and connectivity, purchasing tickets from the comfort of their own home and avoiding long queues and traffic jams.

Phase one of the Ezbuss system was announced recently at the signing ceremony between Access MyTicket Hub Sdn Bhd and bus operator representatives: Darul Naim Sdn Bhd, Damai Sdn Bhd and Mahligai Sdn Bhd. Commercial Vehicle Licensing Board chairman Datuk Markiman Kobiran witnessed the event.

The agreement with the bus operators marked the rollout of Ezbuss.

The three operators are amongst the first few to adopt the system, which is being tested at the bus operators' existing ticket counters located at major bus terminals.

"We have planned a three-month rollout plan to ensure a smooth transition towards full usage of the Ezbuss solution," said Salina Jaffar, executive director of Access MyTicket Hub Sdn Bhd.

"We are also in the midst testing the Ezbuss online portal, training appointed agents at higher learning institutes and also Access' existing phone room workers to handle the system, scheduled to be fully operational this May.

"Once our pilot testing is complete, we will extend the services of the Ezbuss to all bus operators throughout the country.

By having an online ticketing system to improve the ticketing process, this will definitely add value to the entire purchasing chain and in the long-term, make our bus transportation more integrated and convenient," she added.

Currently, there are over 180 registered bus operators in Malaysia, of which fewer than 50 have their own computerised ticketing system, while the majority still issue tickets manually.

In the Klang Valley, there are more than six different bus terminals selling tickets of various operators plying different routes, which often proves to be not only cumbersome to the traveller but confusing too.

"Our position is clear, we want intercity bus tickets to be easily accessible to all Malaysians.

"Having more bus operators adopt this system means travellers are better informed and have more choices, and that is a good thing," Salina quipped.

During the event, Access MyTicket Hub also signed a memorandum of understanding with several colleges including Koperasi Universiti Multimedia for MMU, Koperasi Kedaibuku Universiti Malaya Berhad for UM and Persatuan Alumni Universiti Pertanian Malaysia for UPM, to expand the availability of tickets using the Ezbuss system, especially to tertiary students.

Under this arrangement, Access MyTicket Hub, will have outlets located

at strategic points within campus to provide students with easy access to intercity bus tickets and information.

Once the roll-out has been completed, the Ezbuss online portal will allow traveller to key in the location, the preferred travelling time and date, leaving the system to do the rest.

Ezbuss will then search its database in real time to provide the best possible options for the traveller. The online ticket has individual system generated reference number.

A safety feature of Ezbuss is that travellers can get their tickets re-printed by quoting the reference number stated on the ticket.

As an additional security feature, tickets purchased via outlets or the Access phone room will have a serial number that too, can be easily traced.

Once the system is fully in place, travellers will have the opportunity to purchase tickets and pay using the following modes:

- Bus Ticketing Terminals and Access ticketing counter located at major shopping malls in the Klang Valley — cash.

- Online — credit cards (Visa and Mastercard) and debit cards, Maybank2U.

- Phone Room — credit cards (Visa and Mastercard)

"Millions of Malaysians use intercity buses to travel for leisure and work annually and this number is growing. Despite this, methods of purchasing tickets have remained relatively unchanged over the last 35 years, so this is a welcomed advancement," said Markiman.

"We are proud to see a fully-owned Malaysian company taking the initiative to revolutionise the bus ticketing process. The Ezbuss system as we see it has many benefits; firstly it offers the traveller a wider choice and convenience which we hope will increase bus travel.

"Many locals drive home for the holidays not by choice but out of convenience because purchasing a ticket itself can be daunting.

CVLB supports and encourages the use of Ezbuss by the bus operators to improve efficiency and provide a myriad of sales channels to travellers. Thus, encouraging more people to use intercity public transport, which in turn will reduce the number of cars on the highway, fuel consumption and maybe even fatalities which seem to be on the rise especially during the festive seasons," he said.

Another key attribute of Ezbuss is that it allows anyone from anywhere in the world to buy bus tickets online. Tourists planning to visit Malaysia can now plan their

journey with ease in advance.

"Bus operators should take its cue from the airlines industry, where online ticketing has proven to be an indispensable tool. Having a convenient ticketing system will encourage tourists to explore Malaysia by bus, allowing them to visit smaller towns to experience holistic Malaysian hospitality and culture," said Kobiran.

Access MyTicket Hub is technically linked to Access Consolidated, which has more than a decade of experience in the ticketing industry.