

SUCCESS CASE

Increasing Hop.City's revenue with Direct Carrier Billing

Location | Poland



SECTOR

Transport & Urban Convenience

Hop.City, scooter provider in Poland, is looking for innovative ways to expand its user access ...

- ▶ HOW TO increase the number of users?
- ▶ HOW TO smooth the user experience?
- ▶ HOW TO facilitate the access to the service?
- ▶ HOW TO increase its revenue?

A global Digital Growth Strategy

We involved multiple ecosystems to fit Hop.City's expectations: Transport, Urban Convenience, Digital Services and Mobile Payment. With the combination of all these specificities, we worked on a global strategy based on ...

A Sustainable Technological Solution

An API directly integrated into Hop.City mobile App to fit our client's environment.

A Smooth User Experience

A fast authorization process using a code sent via SMS. An easy way to confirm the transaction and access the service.

The connection to PLAY

Connecting to the Telecom Operator PLAY, giving the opportunity for Hop.City to offer Mobile Billing to the 15 Million PLAY's subscribers.



Direct Carrier Billing



Optimized User Experience



API Connection



No Credit Card Needed

To support our Partners in achieving their goals we deploy a global strategy by interconnecting our expertises.



DV Ticketing provides innovative turn-key solutions for urban mobility ecosystem. Digitizing Merchants' products with Telecom Payment & Digital Marketing.



DV PASS connects Merchants to Mobile Network Operators. A fast and simple integration to boost the revenues with Direct Carrier Billing (DCB).

The Achievement

From now on, hop.city's users don't need to have a Credit Card to rent a scooter. They only need their mobile phone and a subscription to the carrier PLAY. The renting amount is simply added to the user on its PLAY's phone bill.

An easy,
fast & simple way to
access the service.

Project Contact

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Step by step... The action plan

01. User Experience Focus

The main goal of the operation is to support and accommodate hop.city in creation of the best user experience, especially during the transaction process.

02. API integrated in hop.city App

A direct connection between the mobile application and the billing process. An integration managed by DV Pass, Digital Virgo's Telecom payment platform.

03. Fast and secure transaction

A fast authorization process using a code sent via SMS. An easy way to confirm the transaction and access the service.

04. User Acquisition

During this collaboration, our Team worked with hop.city to maximize the traffic on its mobile app. The more efficient way to engage new customers in using the service.

