



SPOTLIGHT

Optimizing Efficiency While Enhancing Customers' E-ticketing Experience



Client
HMS Ferries, Inc.

Project
tickets.riverlinkferry.com

Industry
Travel & Transportation

Platform
 myCloudFare

Overview & Results

RiverLink Ferry, operated by HMS Ferries, bridges the gap between Philadelphia, Pennsylvania and Camden, New Jersey. Although the two cities are in different states, they are only separated by the Delaware River. The RiverLink Ferry provides convenient travel between the two cities. With the busy concert season approaching, HMS Ferries was looking to develop a ticketing solution for RiverLink Ferry that would help it manage large crowds and increase efficiency during hours of high customer volume. HMS Ferries turned to AmericanEagle.com as we had previously completed a ticketing project for Cross Bay Ferry, also operated by HMS Ferries.

For RiverLink, we developed iOS and Android mobile apps and a customer web portal to enable customers to purchase 2D barcode tickets to print or display on their devices, available for purchase on the go, at home, and on mobile devices. Customers are able to easily scan their credit card to enter payment information. We also

developed the counterpart app for the ticket inspector and the account based central system to which all elements of the system are connected. Customers can also purchase tickets at the ticket booths equipped with Star Micronics printers and cash registers, and Elo I-Series tablet-based retail point of sale terminals. This solution has streamlined RiverLink's ticketing process and we're discussing future integrations with other local businesses to further enhance efficiency.

"The new ticketing system has made ticket purchase and boarding streamlined, efficient and effortless for our passengers. Transportation Technology Partners is a highly professional and knowledgeable team, we would recommend them to anyone looking for a cutting edge ticketing solution."

RiverLink Ferry System / HMS-PHI