

TrainPal makes online ticketing faster and easier with Google Pay and Google Wallet

What is TrainPal?

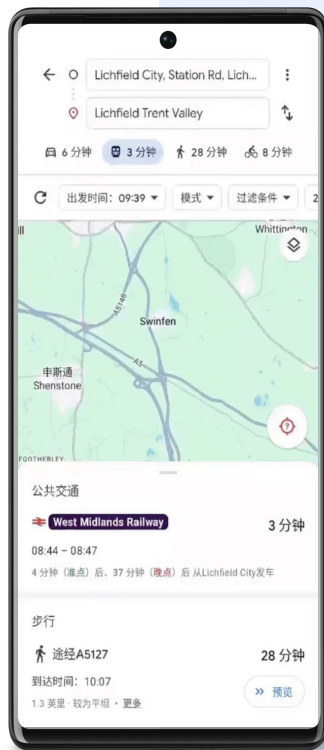
TrainPal is a Trip.com Group owned EU train ticket aggregator, dedicated to providing travellers with affordable and convenient rail journeys.

Through features such as split-ticketing, flexible search options, and access to a wide range of train providers, TrainPal is a traveller focused service provider.

The Problem

TrainPal faced challenges with inconsistent digitization of train tickets. The booking process involved too many steps & touchpoints, causing delays for users accessing their tickets at stations.

In addition, the requirement for manual card payments entry during checkout led to increased cart abandonment rates.



The Solution

TrainPal collaborated with the Google team to streamline their end-to-end train ticketing experience.

TrainPal integrated with Google Wallet to allow customers to easily save purchased tickets to their phone and added Google Pay as a checkout options on their app & website to speed up checkout.

With both Google Wallet & Google Pay deployments complete, TrainPal was identified as an eligible partner to be surfaced on Google Maps, allowing Maps users who are searching for train routes to discover TrainPal's services and complete their booking on TrainPal.



Tina Sun

Marketing Partnerships Director - TrainPal, Trip.com Group

“By partnering with Google Pay & Wallet, we're revolutionizing train travel, offering customers a seamless booking experience.”

The Results

Improvement: Google Pay delivered up to **+7%** increase in payment success rate across app & website

Traffic: TrainPal received new inbound traffic from Maps and saw a **9%** conversion rate from Maps users

Usage: On Android, **23%** of users checked out with Google Pay & **10%** of users saved train tickets to Google Wallet