

Voi

voi.



## Voi adds Carrier Billing for accessible and hassle-free micromobility trips

### Overview

Voi users in select cities in the United Kingdom can now pay for e-bike and e-scooter rides with their mobile phone using carrier billing. Adding an additional digital payment method makes it easier and more accessible for Voi users to take a ride, without the hassle of filling in lengthy payment details.

Voi is one of the fastest-growing mobility companies in the world. Born in Sweden, they drive innovation through micromobility solutions (e-scooters

and e-bikes), contributing to sustainable transportation and urban development. Voi operates in more than 100 towns and cities across 12 European countries, and their more than 10 million users have completed more than 260 million trips. In 2023, Voi had its strongest year-to-date with a record-high ridership and securing major contracts in cities such as London, Vienna, Oslo, and Marseille.

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### Testimonial



#### Gustaf Soldan

Chief Product Officer

"We want to provide micromobility for everyone and make our service easy to access, no matter what payment method users have available or prefer. Fonix's Pay By Mobile solution is a strong addition to the Voi experience and we have been impressed by the quality of service and responsiveness the Fonix team provides. From my experience with other carrier billing vendors, Fonix stands out as professional and reliable"

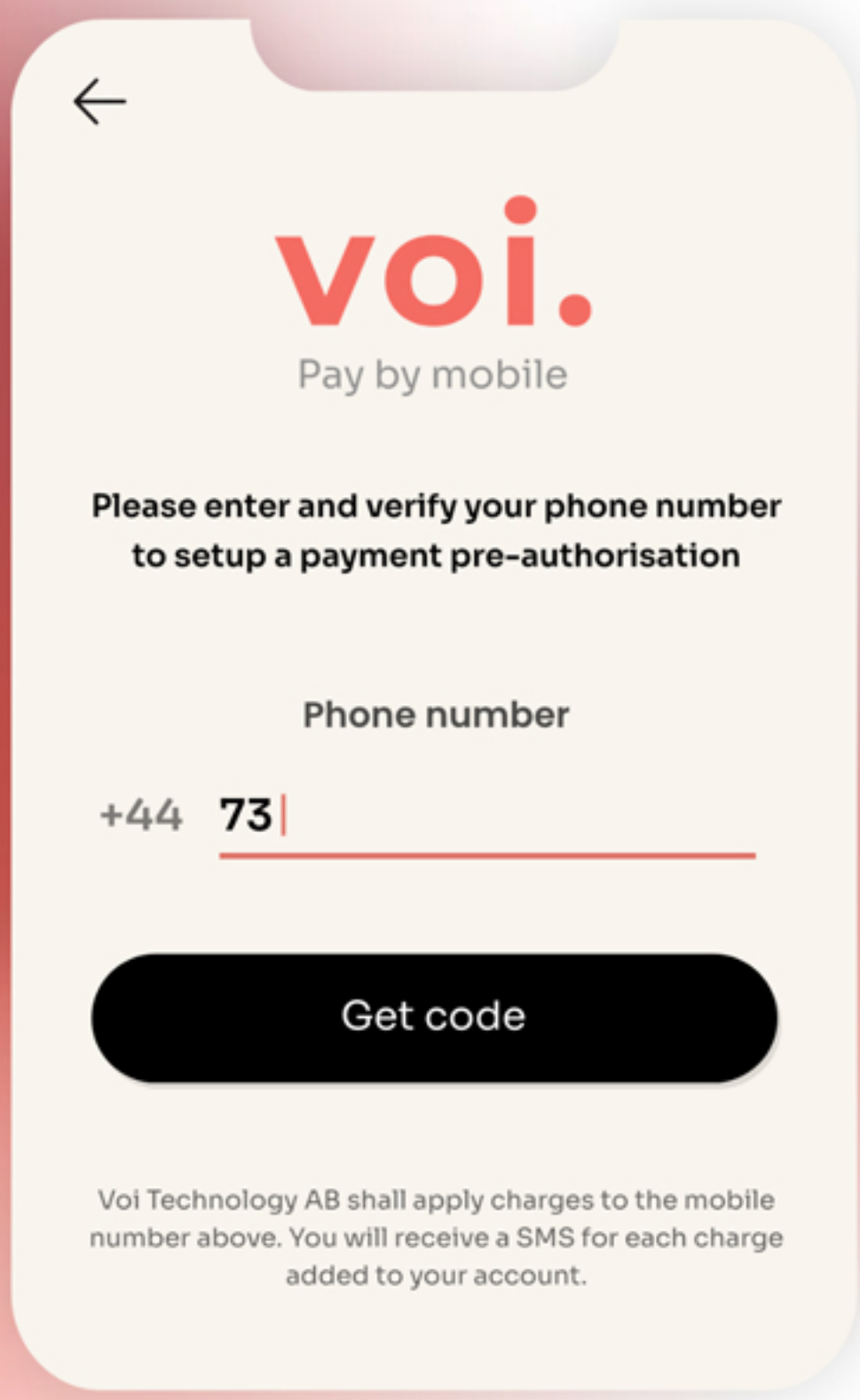
### The Challenge

#### The main challenges that Voi wanted to address:

- Enable broad and equitable access to the micromobility service, ensuring the 'un-banked' population can access affordable transportation.
- To further complement the payment options with quick and digital payment methods for people who are on the move and want to rent an e-vehicle easily.

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"quick and digital payment methods"



### The Solution

#### Finding the best way

Launched in select cities in the UK initially, Voi offers riders the ability to pay via carrier billing, to simplify transactions whilst broadening their reach to consumers.

Adding a mobile phone number to the wallet allows people who don't have a credit card or a bank account to make payments. This increases the potential reach of customers who can access Voi services and ensures all demographics have a way to pay.

Carrier billing offers accessibility, availability and speed creating an effortless user experience when on boarding new riders and is the main reason people choose to use it.

### The Results

- ✓ Increased trips through a wider range of payment methods
- ✓ Enhanced payment accessibility for a broader demographic
- ✓ Seamless access to Voi vehicles

### Interested in working with us?

Get in touch and start maximising your reach and revenue.

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