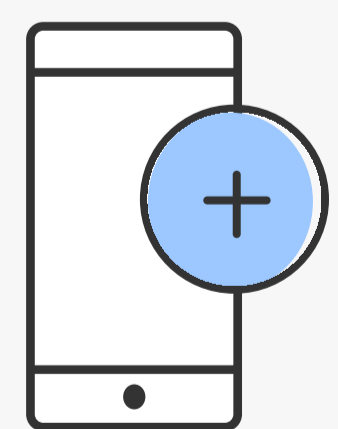




Case Study

MPT DriveHub Offers Seamless RFID Reloading with More Online Payment Options via Brankas

Success Story



Implemented a convenient way for customers to top up their RFID account.



Reduced the cost to top up versus other payment platforms.



More payment options for users to get their RFID load faster.



About MPT Mobility

MPT Mobility is the innovation arm of Metro Pacific Tollways Corporation (MPTC) and is focused on enabling Filipinos to travel more easily through its efficient, effective, and modern mobility solutions. MPT Mobility is vital to improving Filipinos' travel experiences with technology-driven products and services. MPT Mobility recently launched the MPT DriveHub mobile app. The mobile app empowers users to check their RFID balance and traffic updates in real-time, calculate toll fees ahead of time, request emergency assistance, and view rest stop locations. All these features make trips safer, more enjoyable, and more convenient for MPT users. It's an all-in-one app that gives users the power of mobility at their fingertips.

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Reduced transaction fees are part of the brand's commitment to improve the user experience within the app and make real-time reloading more accessible and convenient. We listen to our motorists' needs and act on what we can, harnessing our resources and the power of digital technology.

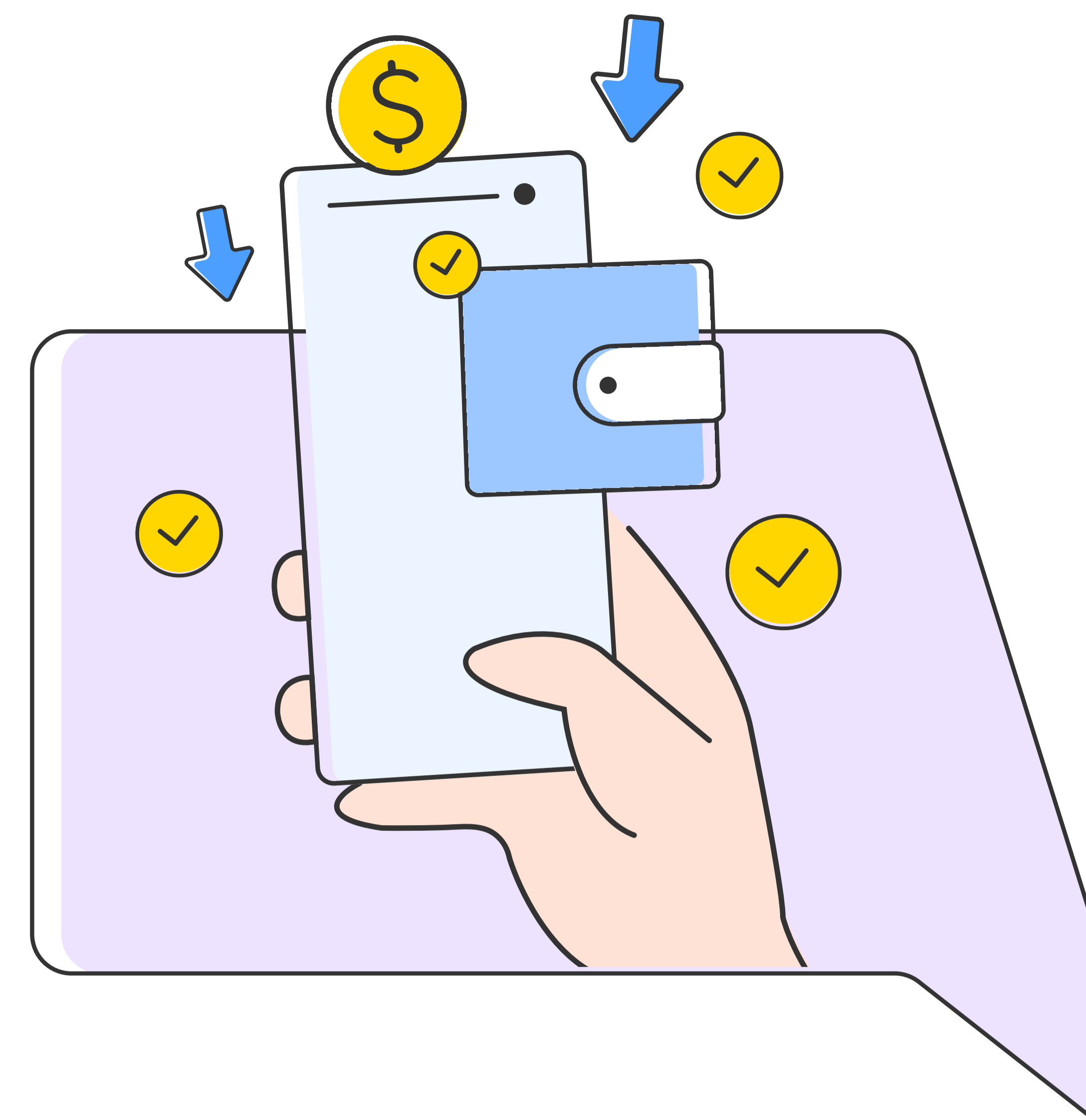
- Gines M. Barot, AVP for MPT DriveHub Operations

Goal of MPT Mobility

MPT Mobility wanted to provide a fast, low-cost, and convenient way for their users to top up their RFID account within the **MPT DriveHub** mobile app. MPT DriveHub is a travel companion app which lets motorists easily tap and track their Easytrip and CCLEX RFID, reload in real-time, and view their transaction balance and history. This would not only make things easier for their users, but would also give MPT another feature to market and attract new mobile app users.

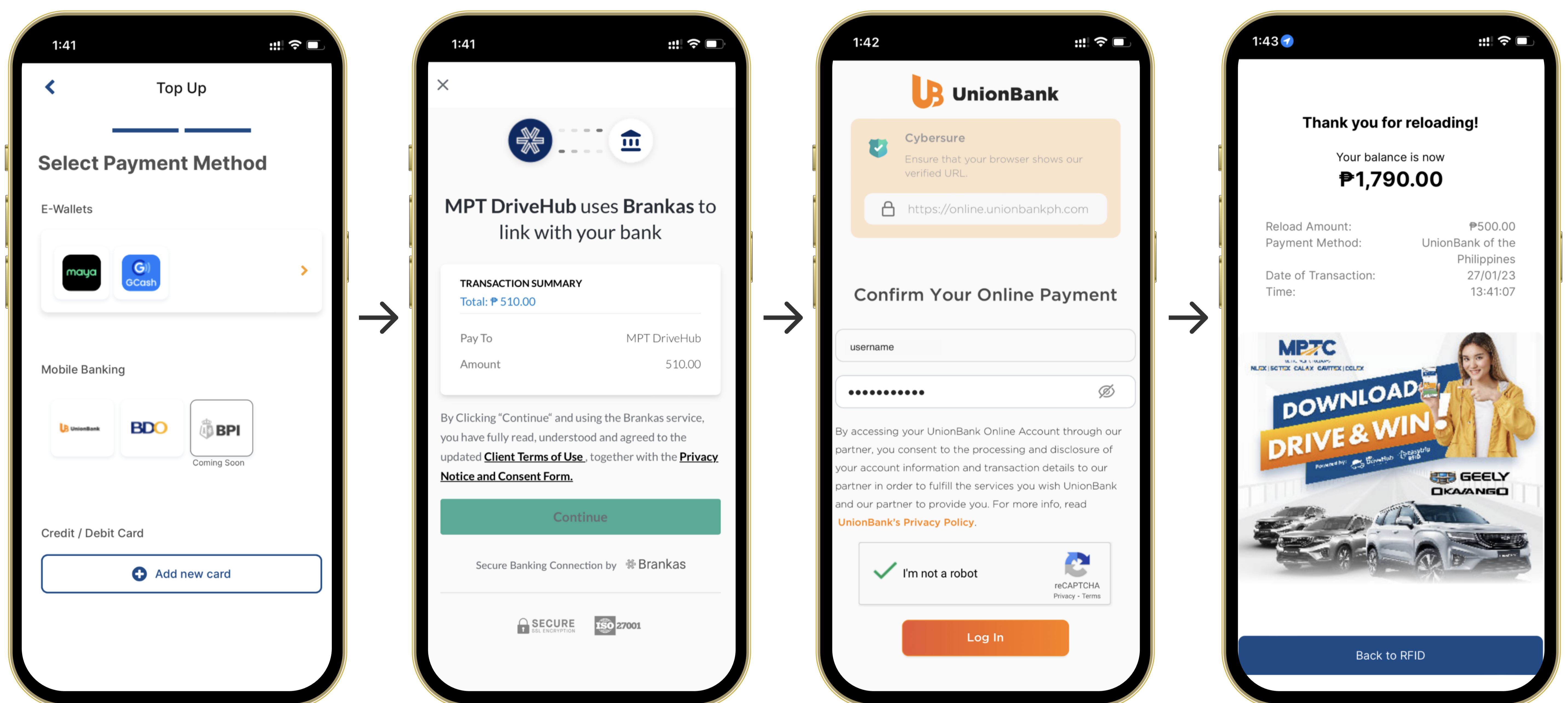
Problem they wanted to solve

Prior to Brankas getting involved, users were not able to top up their RFID in-app via online banking, the options were limited, and the transaction fees were quite high depending on which bank or loading partner users reloaded from outside the app. This made it difficult for users to reload while on the go, and fewer people were topping up digitally due to the high fees. MPT Mobility wanted to add more payment options in-app that would make it convenient for users to top up and receive the RFID load in real-time, make it more affordable for users, and add online banking as a new payment channel.



Solution that was implemented

After working with the MPT Mobility team and reviewing their requirements, Brankas provided the necessary workflows and processes for implementing the Direct API into their mobile app. The integration with MPT Mobility would allow BDO Unibank Inc. (BDO) and UnionBank of the Philippines account holders to reload their RFID account with just a few taps. And, with the Brankas Direct API, new online banking partners can be added faster and more efficiently as they become available to Brankas customers. With the Brankas integration, users of MPT DriveHub can reload using their BDO and Unionbank accounts for a service fee of PHP 10.00. Currently, the team is already working on enabling BPI, RCBC, and Metrobank, which would give users five (5) online banking options to choose from.



This solution has saved MPT Mobility users time and money while giving them a better top up experience within the DriveHub mobile app.

Give your users more payment options with **Brankas Direct.**

Join MPT Mobility and other businesses and provide a faster, better experience to your end-users.

