



CLIENT STORY

Revolutionising Transit Payments: Amdaris, an Insight Company, Powers Public Transport with Stripe Integration

Story snapshot

Our client, a leading provider of digital solutions for the public transport sector, enhances the commuter experience with mobile ticketing, real-time travel updates, and a comprehensive cloud-based system for transit operators. With a platform designed to make public transport accessible and user-friendly, this company serves thousands of daily commuters, promoting sustainable transportation across several regions.

Partnering with Amdaris, an Insight company, they undertook a transformative migration to Stripe's Optimised Checkout Suite. This expertly executed integration not only streamlined transaction workflows but also enhanced security, scalability, and user experience across web and mobile. Through strategic planning and hands-on collaboration, Amdaris, an Insight company enabled the client to continue expanding their reach, supporting both their commitment to user satisfaction and their role in advancing sustainable urban transport.

Challenge

As the platform grew and attracted more users, it faced several significant challenges in payment infrastructure optimisation. First, they needed to migrate from Stripe's Legacy Card Element to the newer, Optimised Checkout Suite (OCS) to **deliver a faster and more flexible user experience across both web and mobile platforms**. This migration was essential to meet user expectations for speed and ease of use, enhancing overall satisfaction.

Ensuring consistency across multiple platforms was also critical. The client wanted a seamless, uniform payment experience on iOS, Android, and web applications, each with its unique design nuances, without sacrificing performance or brand identity. Furthermore, managing a high volume of transactions posed a challenge, with daily ticket purchases and renewals across various transit operators. **The platform needed flexible transaction management that could handle peak periods while offering convenient payment options, such as one-click payments with Stripe Link.**

Security was paramount, given the need to protect sensitive payment data and adhere to PCI compliance standards. As the client shifted to a more sophisticated payment setup, they required robust fraud protection to maintain user trust and safeguard revenue. Finally, **minimising downtime during this transition** was essential to prevent disruptions that could impact user experience and result in revenue loss.



Solution

Amdaris, an Insight company approached this project strategically, **using the full capabilities of Stripe's Optimised Checkout Suite** to enhance backend efficiency and create a seamless front-end experience.

Discovery and Planning:

We started with in-depth workshops, working closely with the client's technical and product teams to understand the existing payment setup. By mapping out migration paths, identifying design needs, and conducting risk assessments, Amdaris, an Insight company ensured a smooth transition with minimal user impact.

Seamless Stripe Optimised Checkout Suite Integration:

Amdaris, an Insight company migrated the platform from the Legacy Card Element to the feature-rich Optimised Checkout Suite, delivering a modern, fast, and intuitive payment experience. We integrated one-click payments, dynamic input fields, and mobile-responsive layouts to make the checkout process user-friendly. Custom styling ensured the payment flow matched the platform's branding, creating a consistent experience across web and mobile.

Unified Mobile and Web Experience:

Amdaris, an Insight company optimised the checkout interface for iOS, Android, and web, considering device-specific details like font scaling, touch-friendly elements, and adaptive layouts. This consistency reduced checkout times and minimised drop-off rates, making the payment process intuitive and seamless.

Backend Customisation for Resilience:

Our team customised API calls to sync ticketing and payment data across the client's 40+ websites and mobile apps. With optimised backend processes, the platform efficiently handled increased transaction volumes during peak hours.

Enhanced Security with Stripe Radar:

Leveraging Stripe Radar's real-time fraud detection, we built a safe payment experience for users. Machine learning capabilities allowed for instant analysis, flagging suspicious activity and reducing unauthorised transactions.

Iterative Testing and Quality Assurance:

Throughout the migration, Amdaris, an Insight company held regular stand-ups to address potential issues, ensuring the checkout process adhered to high standards. We collaborated closely with a product designer, conducted A/B testing, and refined the layout for different devices, guaranteeing an optimal user experience.



Results

The migration to Stripe's Optimised Checkout Suite, expertly managed by Amdaris, an Insight company, delivered impressive results:

- **Faster Checkout Process:**
Transaction times dropped, boosting completed purchases, minimising drop-offs, and encouraging repeat use.
- **Flexibility in Enabling Additional Payment Methods:**
With Stripe's payment surfaces, the platform can easily turn on additional payment methods directly from the Stripe Dashboard—no integration updates required. Stripe's machine learning filters eligible options and dynamically presents the most relevant payment methods, maximising conversion rates by aligning choices with user preferences.
- **Consistent, User-Friendly Interface:**
The cohesive payment experience across platforms received positive feedback, especially for the mobile-responsive, touch-friendly interface.
- **Scalability for Peak Demand:**
The platform efficiently handled high transaction volumes during events and promotions, ensuring reliability even in peak times.
- **Enhanced Fraud Protection:**
Stripe Radar reduced chargebacks and unauthorised transactions, protecting revenue and maintaining user trust.
- **Operational Efficiency and Cost Savings:**
Automating payment and subscription processes streamlined operations, allowing the client's team to focus on platform enhancements and support for transit operators.

Why Amdaris, an Insight company

Amdaris, an Insight company offers comprehensive and exceptional capabilities through its world-class teams. Our flexibility and horsepower enable us to quickly adapt and scale, meeting each client's unique needs. With strong day-to-day relationships, we bring close involvement and technical knowledge to every project, providing strategic support that drives high-impact results. Working with Amdaris, an Insight company means partnering with a team dedicated to innovation, collaboration, and delivering payment solutions that power growth and long-term success.