

Singapore's transit stations revolutionized

Citi and SMRT Corporation collaborate to retail opportunities for commuters

Case Study

The Challenge	<p>SMRT Corporation (SMRT), Singapore's multi-modal transport provider, wanted to improve the retail opportunities for citizens within its stations.</p> <p>A key aim was to add banking services in each transit location, while streamlining overall operations and improving the experience for commuters.</p>
The Solution	<p>Citi and SMRT developed a comprehensive dual-branded partnership that drove solutions in several areas.</p> <p>Citi is now the anchor tenant in prime SMRT locations, operating Transit Banking Centers. Retail and lifestyle shopping is enhanced in stations, with increased lease revenue for SMRT.</p> <p>In addition, Instant Banking Centers now operate at 51 other stations across Singapore.</p> <p>Citi has also launched credit and debit cards, co-branded with SMRT, which double as EZ-Link contactless travel cards. As well as the convenience of prepaid travel, passengers can enjoy up to 400 free rides a year by redeeming card rewards.</p>
The Result	<p>"Citi's presence complements our drive to transform our stations into lifestyle destinations of choice," said SMRT President and CEO Saw Phaik Hwa.</p> <p>The strategic co-branding has enhanced and expanded the ways in which commuters use SMRT stations, while at the same time increasing revenue opportunities.</p>