

New EMR app and web features: Buying train tickets just got even easier

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Booking train tickets online has become easier than ever thanks to major upgrades to EMR's web and app ticketing systems.

Developed in partnership with Trainline, the new-look EMR app allows customers to buy their season ticket without being re-directed to its website to complete the purchase.

The app, which can be downloaded from the Google Play store or Apple's App Store, also offers a new barcode option which means customers can buy and store their weekly season ticket as a barcode on their mobile phone – with no need to collect a paper ticket.

EMR's website has also been upgraded, with new features to make buying tickets and travelling simpler than ever. These include a Price Calendar to give customers more flexibility and choice when selecting their tickets, and a QuickBuy function that fast-tracks through the purchase process for regular customers who know what ticket they want to buy.

The upgrade also gives EMR customers more control to manage their own account and provides them with

greater flexibility and freedom.

Neil Grabham, EMR customer services director, said: “These new features will provide our customers an easier and more convenient way to buy tickets, offering a faster and smoother booking experience.”

Champa Magesh, president of Trainline Partner Solutions, said: “We’re delighted to work in partnership with the team at EMR to upgrade their online ticketing systems, and bring them onboard with our latest technology.

“We firmly believe this will make it easier for passengers across the East Midlands to buy their tickets online, which will help attract more people back to travelling by rail.”