

# MOBILITY AS A SERVICE

DEVELOP  
GLOBAL & SHARED  
MOBILITY



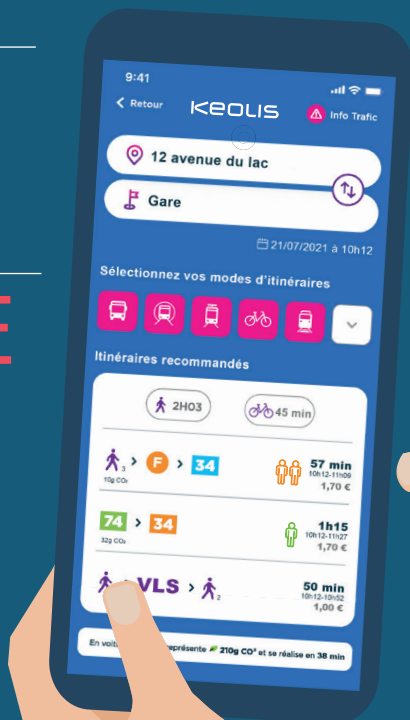
keolis

# SIMPLICITY

Research, Purchase, Validation,  
Single account, Contactless

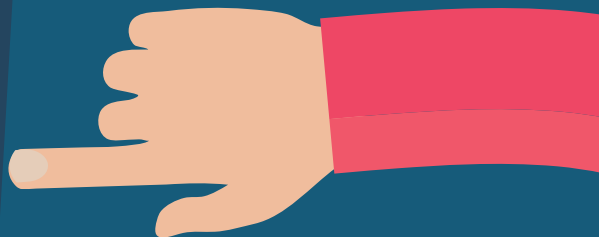
# CHOICE

CO<sub>2</sub>, Comfort,  
Duration, Price



# SERENITY

Guidance, Real time, Disruption &  
Alternative Route Alerts, Voice  
Assistance and Mobility Coach



# ACCESSIBILITY

Accessible to all, Multilingual,  
Open data





“As cities become more intelligent and inclusive, with a wider mobility offer, mobility players need to deliver and promote simple and complete solutions for a successful travel experience.

Today’s passengers have the opportunity of choosing between several options to get from points A to B, whether by bus, tram, bicycle, walking, car, carpooling or electric scooters. They have higher expectations, with needs for more connected, comfortable, inclusive and sustainable mobility. They expect to have real-time options, whether they are comfortable with digital tools or not.

**By bringing together all the mobility solutions of a territory, MaaS provides Public Transport Authorities (PTAs) with the possibility of offering an intelligent and personalised travel companion, and to promote sustainable and shared mobility.**

Thanks to its recognised expertise as a mobility integrator, Keolis helps PTAs develop tailor-made solutions adapted to the territories and their specificities and needs, so that MaaS becomes a real accelerator for modal shift.”

**Marie-Ange Debon,**  
President of Keolis



# MAAS: TOWARDS SIMPLER MOBILITY FOR TRAVELERS


**The multiplication of transport modes is a real opportunity to make regions more dynamic. It allows everyone to access a mobility solution adapted to their needs.**


**This is where Mobility-As-A-Service (MaaS) comes in.**


The goal is to provide passengers with a single interface, integrating all the offers and the necessary functions, from searching for an itinerary combining several modes of transport, to validating tickets, with a single customer account.


What's more, MaaS is becoming the companion for all journeys, providing the peace of mind we have all been waiting for when choosing the itinerary that suits us best, making sure that our bus will arrive or that the self-service bicycle will be available, and guiding us throughout our journey, whether it's for a connection or in the case of a disruption.

## MAAS, A TRUE TRAVEL COMPANION

 **I can travel “without borders”** by accessing all modes of transport – including regional trains, car parks and private or shared cars – and all their combinations and fares.

 **I personalise my preferences** with my unique account: setting of favourites and access to coaching features.

 **I have access to real-time information:** the next runs, availability of self-service bicycles or scooters, indication of comfort on board, or traffic updates. I am alerted in case of disruption and I have access to alternatives.

 **I always feel accompanied, with or without the app:** guidance, assistance in using the app, multi-channel customer support (website, social media, sales offices or helpdesks at stations, network ambassadors and customer service call centres).



# MAAS: A TOOL TO SUPPORT PTA'S INTEGRATED MOBILITY POLICY

Bringing together public and private transport options in a single app in the region or catchment area, the development of MaaS is a major challenge in terms of modal shift, accessibility and inclusion. PTAs are in the best position to propose this global transport offer that reflects their mobility policy and objectives.

## KEOLIS' 4 CONVICTIONS FOR A MAAS OFFER, USED BY THE GREATEST NUMBER OF PEOPLE

### 1 DESIGN AN ATTRACTIVE, INTEGRATED OFFER

Keolis helps PTAs deploy an efficient, global mobility offer that meets local mobility needs and specificities. Furthermore, Keolis supports the complete integration of mobility services to bring vitality and dynamism to the territories and encourage the use of shared and sustainable mobility solutions.

### 2 ENSURE GOVERNANCE & MULTI-STAKEHOLDER COORDINATION

As a pioneer of integrated and multimodal networks, with experience of successful partnerships in different regions of the world, Keolis provides the necessary coordination between public and private players to choose technical solutions, create new business models, and to set up and manage the appropriate governance over the long term.

### 3 BUILD A CUSTOMISED SOLUTION WITH THE BEST PARTNERS

With its extensive knowledge of the transport environment and technological tools available, Keolis helps PTAs define and deploy a customised solution and selects the best partners. Keolis favours technological solutions that guarantee users' sovereignty over their own digital data, such as Navitia, the passenger information platform – open source, open service and open data – developed by Kisio Digital, the Group's digital subsidiary.

### 4 DEPLOY A PERSONALISED AND INCLUSIVE SERVICE

Each MaaS offer designed by Keolis places the passenger at the centre of its considerations and responds to the overall mobility policy of the territory. Although MaaS is a complex and technical subject, with the right partners and the right positioning in a complete multi-channel marketing and customer relations system, it becomes a real asset to encourage shared mobility at a local level by simplifying the experience for all passengers.

# MAAS IN OUR NETWORKS

**1<sup>st</sup> global mobility contract** in France

**125,000**  
active users  
of the app

**13,000+**  
daily usage  
of the app

## In Dijon

Sharing the same vision of global mobility, Dijon Métropole and Keolis are building a mobility offer that grows to keep pace with the needs of residents. Under a strong umbrella brand - DiviaMobilités - Keolis operates all mobility solutions on the territory under the jurisdiction of the PTA: tram, bus, bicycle, carpooling and even parking (car parks and on road).

The complete integration of offers and services is delivered, from design to operation, as well as the multimodal customer experience, with one aim: to make the most of the entire mobility offer and facilitate access to it for the greatest number of passengers.

A service approach that naturally takes the form of a single sales office, a single application and a single website, incentive-based multimodal fare offers or a single customer account with post-payment for all modes.



Most importantly, having a single point of contact, regardless of the mode used, simplifies the lives of passengers: residents of the Dijon Metropolitan area, neighbouring communities, and tourists.

As a partner in the OnDijon project, a large-scale initiative involving national and international companies in public-private partnerships, Keolis offers its expertise to implement technological innovations to develop the mobility offers of the future, by using the most modern and efficient technological resources. For a city where it is easy and smooth to live in, where mobility is a true freedom.

## The DiviaMobilities app

- A single customer account
- Sales of Divia M-tickets
- Search for multimodal and intermodal itineraries, including parking availability
- Timetables and passenger information in real time
- Personalised settings (stops, stations, car parks)
- Vocal coach for a more accessible digital service

The app is part of a complete system of passenger information services, including in sales offices and remotely with the customer service call centre.





## In Rennes

### “STAR, THE APP”, THE BACKBONE OF THE RENNES MÉTROPOLÉ MAAS PROJECT

The Rennes Métropole MaaS project is based on “STAR, the app”, which allows users to prepare their itinerary and buy tickets and subscriptions on the STAR network. It also provides access to the territory’s mobility offers, such as self-service bicycle offers, carpooling and, very soon, regional trains and coaches entering the metropolitan area. From the start of the 2021 school year, passengers will benefit from attractive mobility passes – in terms of fare – but also in terms of simplicity for the passenger’s journey: a single subscription will allow access to all services. This will be followed by a Mobility Coach to provide personalised assistance to passengers.

**4,5** The rating given by users of the STAR app on the Android Play Store (with more than 1,000 reviews)

## In Lille

### ALL TRANSPORT SOLUTIONS WITHIN REACH

ilévia is changing the way people travel. The app brings together all available modes of transport including self-service bicycles, on-demand services and the regional trains offer, which passengers can use with their ilévia ticket. It also provides route search and real-time passenger information, as well as the ability to buy and validate M-Tickets directly through the app.

**300 M-Tickets per month**

downloaded  
since November 2020



## In the Netherlands

### THE NATIONAL MOBILITY APP FOR THE PROVINCES OF GELDERLAND AND OVERIJSEL

The app deployed by Keolis allows passengers to plan their itinerary, make bookings and pay for their travel ticket for various modes, including national and regional train, tram, metro, ferry, bus (operated by Keolis or not), on-demand transport and self-service bicycle. The app even suggests walking itineraries for short trips or routes by car. It also indicates the locations of car parks, bike and car-sharing stations.

**12,000 users** 1 month after the launch





## CONTACT

Keolis – 20 rue Le Peletier,  
75320 Paris Cedex 09 – France

Telephone: +33(0)1 71 32 90 00  
**[www.keolis.com](http://www.keolis.com)**