
ON-DEMAND TRANSPORT

→ .GO! TAILOR-MADE SOLUTIONS



KEOLIS

80

Keolis networks worldwide offer on-demand mobility services

2,5

million journeys per year made by on-demand transport (ODT) in Keolis subsidiaries

6 000

transport of people with reduced mobility trips per day in the French Keolis subsidiaries

SUMMARY

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- 6 Mobility solutions that citizens want
- 7 .GO! provides solutions adapted to regional priorities
- 10 .GO!, our approach to co-constructing tailor-made on-demand mobility

ON-DEMAND MOBILITY: ENHANCING THE VITALITY OF ALL REGIONS

Today, on-demand transport allows us to address a wide range of specific needs, providing tailor-made solutions where travel demand is low, inconsistent or scattered: extended operating hours, services for sparsely populated areas, dedicated shuttles for train stations, airports or employment zones, solutions for people with reduced mobility.

Keolis has leveraged initiatives in France and across the globe to develop .GO!, an approach that delivers on-demand mobility services that are adapted to the needs of individual regions. .GO! helps us to design solutions that focus on the customer experience and ensures everyone can access our services, whether they prefer to do so by phone, website or mobile app. Operations and economic performance are optimised thanks to powerful technology that matches routes and vehicles to passenger demand.

Meaning we can offer every passenger a personalised mobility experience that's both simple and stress free.



Annelise Avril

Marketing, Innovation and
New Mobilities Director, Keolis Group

A SEAMLESS MOBILITY EXPERIENCE FOR ALL WITH .GO!

Passengers surveyed by Keolis voiced the need for easy access to on-demand mobility services. They expect great flexibility in the management of their reservations and appreciate being reassured throughout their journey.

Public Transport Authorities are determined to better meet the travel needs expressed by citizens. .GO! services by Keolis are designed so as to offer a smooth and efficient mobility experience for all.

OUR ANSWER IN 3 WORDS:

SIMPLICITY

Mobile application, website or online agent... booking an on-demand journey has never been easier and more convenient.

FLEXIBILITY

Reserve 24/7 and up until the very last minute, modify or cancel a reservation... all it takes is a few clicks thanks to digital channels.

SERENITY

Vehicle tracking, notifications... real-time information ensures everyone can travel with peace of mind.



MOBILITY SOLUTIONS THAT CITIZENS WANT

Once a simple link in the mobility chain, on-demand transport is today taking centre stage and emerging as a mode in its own right.

Real-time solutions and simple in-app booking are testament to the flexibility and adaptability of ODT and fundamental to its growing popularity amongst passengers.

The agile nature of on-demand transport means



it is adapted to numerous uses: from extended operating hours and first/last mile solutions in suburban neighbourhoods, to dedicated connections to train stations and airports and specific services for business and retail parks.

These developments are driving the digitalisation of transport supervision and offer promising prospects for enhanced synergies between ODT and PRM services.

.GO! PROVIDES SOLUTIONS ADAPTED TO REGIONAL PRIORITIES

ENHANCING THE LOCAL MOBILITY OFFER

Flex'hop – Strasbourg

Bookable service providing a complementary transport solution across the Greater Strasbourg area from 04:45 to 00:15 all year round (except 1st May).

- **Flex'hop:** 10,000 journeys/month
- **Offer:** Zonal ODT
- **Tool:** PADAM
- **Booking:** Phone, website and mobile app
- **Almost 95% of bookings made via a digital channel** (app+ website)/85% of bookings made via app

SIMPLIFYING MOBILITY IN RESIDENTIAL NEIGHBOURHOODS

Newcastle On Demand – Australia

Facilitating mobility for suburban residents, in addition to regular bus services.

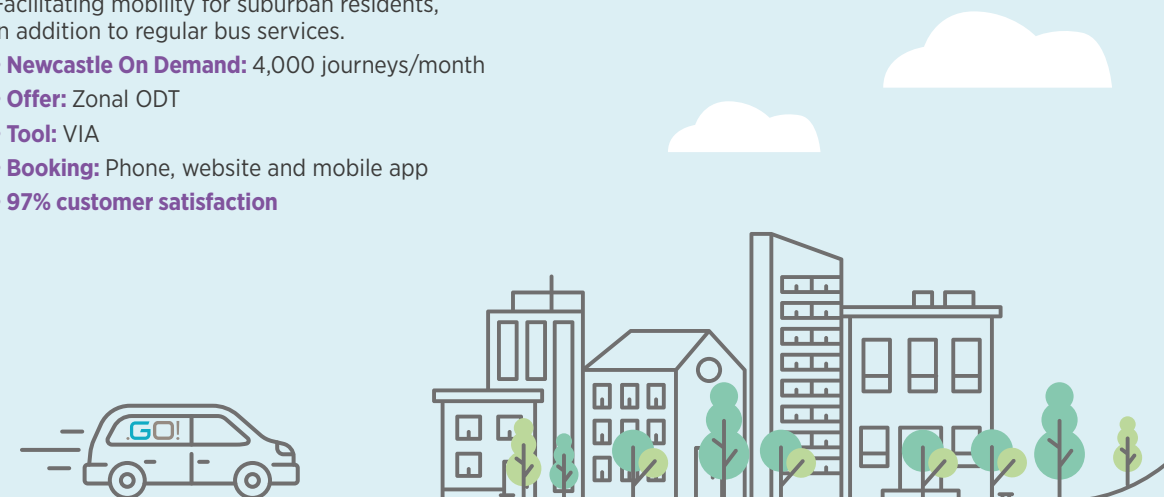
- **Newcastle On Demand:** 4,000 journeys/month
- **Offer:** Zonal ODT
- **Tool:** VIA
- **Booking:** Phone, website and mobile app
- **97% customer satisfaction**

PROVIDING FIRST/LAST MILE CONNECTIONS WITH KEY REGULAR SERVICES

Keoride Northern Beaches – New South Wales (Australia)

Providing quick connections to the BRT line (high-frequency bus service) linking Sydney's Northern Beaches residential neighbourhoods and the city centre. The tool's algorithm aggregates booking requests and identifies the shortest and most efficient route.

- **Keoride Northern Beaches:** 17,000 journeys/month
- **Offer:** Zonal service connecting to BRT line
- **Tool:** VIA
- **Booking:** Phone, website and mobile app
- **96% customer satisfaction**



INCREASING MOBILITY OPTIONS FOR SUBURBAN AND RURAL RESIDENTS

Filo'r – Rouen-Normandie Agglomeration

Service enabling residents in 37 suburban and rural communities across the agglomeration to get around locally or connect to Rouen's main transport network.

- **Filo'r:** Up to 29,000 journeys/month
- **Offer:** Dynamic zonal ODT with complementary virtual line
- **Tool:** Trapèze
- **Booking:** Phone, website and mobile app
- **600 stops served**

OFFERING A REAL-TIME SERVICE

Résa'TAO – Orléans

Passengers in 4 locations across Greater Orléans can book a journey, even at the last minute, every day from 06:00 to 21:00 (except 1st May).

- **Résa'TAO:** 50,000 journeys/month
- **Offer:** Zonal point-to-point service
- **Tool:** Padam Mobility
- **Booking:** Phone, website and mobile app
- **Satisfaction rate:** 4.7/5

ENSURING A MINIMUM SERVICE FOR COMMUNITIES ACROSS THE REGION

Rubis'Plus – Bourg-en-Bresse

74 communities across Greater Bourg-en-Bresse can access this service from Monday to Saturday all year round, except on public holidays.

- **Rubis'Plus:** Up to 3,600 journeys/month
- **Offer:** Zonal ODT across seven sectors with fixed schedule
- **Tool:** XE Mobility
- **Booking:** Phone and email

FACILITATING MOBILITY FOR PEOPLE WHO WORK AT NIGHT

Filéo – Roissy Airport Hub

Bus, midibus, minibus, taxi and private driver cab network serving businesses across the Roissy airport hub 7 nights per week

- **Filéo:** 23,000 journeys/month
- **Offer:** Zonal service and virtual lines
- **Tools:** 2 tools (Trapèze for zonal service and Flexago for virtual lines), 1 integrated booking solution
- **Booking:** Phone, website and mobile app

EXTENDING REGULAR OPERATING HOURS

Qub Mat and Qub Noz – Quimper

Providing a transport solution outside of regular operating hours: Qub Mat runs between 06:00 and 06:45 on weekdays and Qub Noz operates from 20:00 to midnight Monday to Saturday.

- **Qub Mat:** >200 passengers/month
- **Qub Noz:** Up to 500 passengers/month
- **Offer:** Virtual ODT lines and zonal point-to-point service
- **Tool:** VIA
- **Booking:** Phone and app

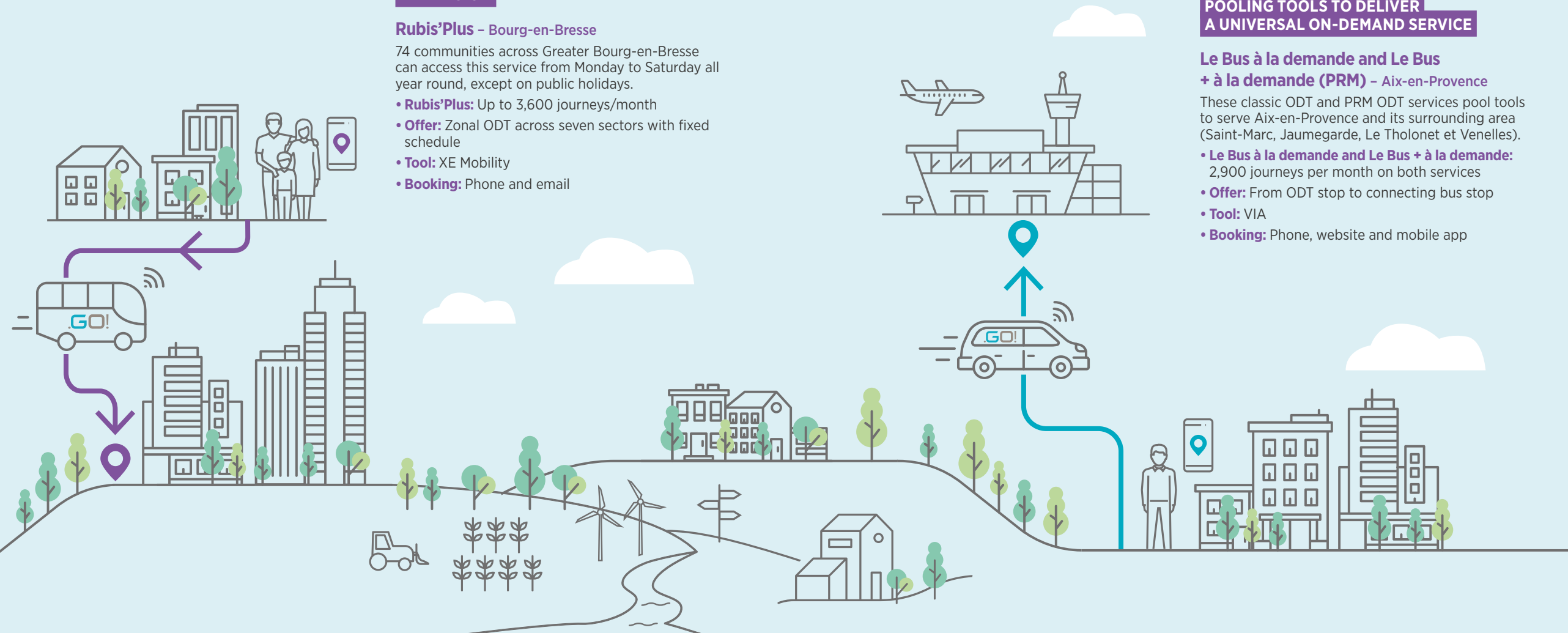
POOLING TOOLS TO DELIVER A UNIVERSAL ON-DEMAND SERVICE

Le Bus à la demande and Le Bus

+ à la demande (PRM) – Aix-en-Provence

These classic ODT and PRM ODT services pool tools to serve Aix-en-Provence and its surrounding area (Saint-Marc, Jaumegarde, Le Tholonet et Venelles).

- **Le Bus à la demande and Le Bus + à la demande:** 2,900 journeys per month on both services
- **Offer:** From ODT stop to connecting bus stop
- **Tool:** VIA
- **Booking:** Phone, website and mobile app



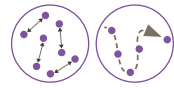
.GO!

OUR APPROACH TO CO-CONSTRUCTING TAILOR-MADE ON-DEMAND MOBILITY

With .GO!, we provide Public Transport Authorities with a unique co-construction approach. Thanks to a wide range of offers, operating models and technologies, our teams work with each region to develop a solution that best fits their local challenges.

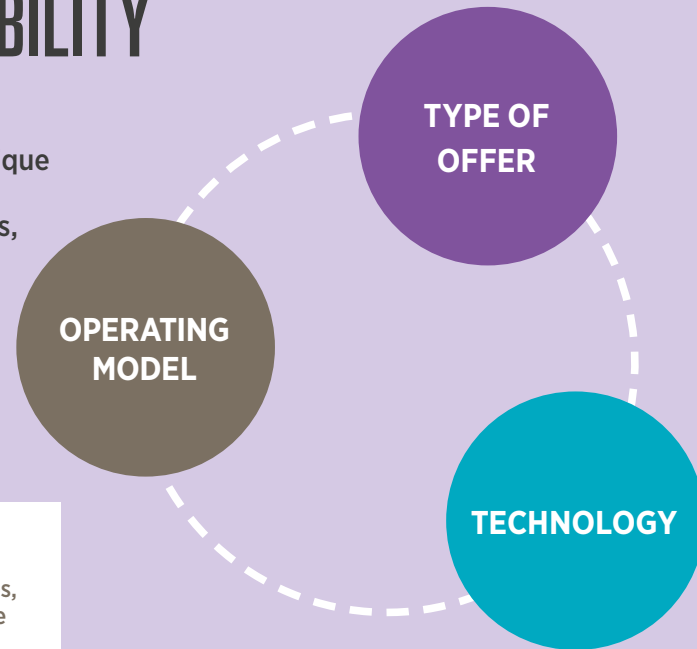


Buses, minibuses, use of PRM vehicles, rideshares, taxis, private cars (carpooling), etc. .GO! also has a wide range of operating methods, both owned and subcontracted, to meet each need in a cost-effective manner.



Virtual lines⁽¹⁾, zonal services⁽²⁾, converging or diverging services⁽³⁾, carpooling... to each

territory, its own mobility on demand. Depending on the geographical and/or schedule specificities of the service to be provided, .GO! offers multiple transportation solutions that can be combined with one another, and integrated to the regular transport network.



.GO! is able to use various technologies to operate on-demand mobility services, process reservations and inform passengers. From simple and efficient tools to powerful industry-leading algorithms, Keolis masters a wide array of technologies, and chooses the one best adapted to the offer and operating modal.

(1) Virtual lines: fixed routes and schedules with activation upon request
(2) Zonal services: from one point to another within an area
(3) Converging or diverging services: from an area to one or more fixed locations (e.g. hub, tramway stop) or vice versa

TESTIMONIAL



Bruno Tisserand,
Director of Mobility and Transport Operations of the Rouen Normandy Metropolitan Area

“FILO’R HAS BROUGHT MORE FLEXIBILITY, MORE RANGE AND MORE CONSISTENCY OF SERVICE”

“To best cover an urban transport perimeter (UTP) that was extended from 45 municipalities to 71 in 2010, with a highly urban area in its centre but very rural ones on its periphery, Keolis’ on-demand mobility solution seemed the most flexible and most suitable to us. In the portion of the territory already serviced, Filo’r has brought more flexibility, more range and more consistency of service throughout the year. In the new municipalities of the UTP, Filo’r has enabled real autonomy for all users, whether they are students, adults or seniors. One in three residents subscribed to Filo’r and 40% of users say they have been travelling more since the introduction of this new service.”

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