

# REFRESHING THE CUSTOMER EXPERIENCE WITH KEOLIS



REVIEW OF 2022 INITIATIVES

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The 2022 awards recognise the Keolis customer experience



Keolis delivers mobility that is attentive to everyone's needs, bringing local areas closer together all over the world.

Since the pandemic **all our subsidiaries have applied their efforts, originality, and sometimes audacity, to attracting passengers**, providing an alternative to solo car use, and promoting shared mobility. This translates as: listening to passengers; accessibility; women's safety; digitalisation; and the environment, etc.

**In partnership with each transport authority, and with the constant involvement of our staff**, we dedicate ourselves to a wide variety of initiatives. Conceived and tested in real-life situations, several of the achievements presented in this document have won Keolis Customer Experience Awards in 2022 and been recognised by national and international bodies.

**Inspiring and useful, they all contribute to a positive customer experience, generating satisfaction and attracting loyalty!**



## BUILDING SERVICES WITH PASSENGERS TO BETTER SERVE THEIR NEEDS

### With Fabrique STAR, citizens design their own network

#### KEOLIS RENNES

Before the second metro line entered service in Rennes in September 2022, passengers were asked for their views on the new STAR network. Almost 700 contributions were received via the [fabrique.star.fr](https://fabrique.star.fr) website. Around 20 requests for changes to the network were examined... and 15 or so were taken forward (new lines, new stops)! Supported by Rennes Métropole, this initiative is the first of its kind in France and is supported by Rennes Métropole. It prepared the ground for the new network and boosted STAR's image. It will now be put on a long-term footing to maintain the link with citizens.



### A unique, inclusive Signature Service constructed jointly with passengers and staff

#### KEOLIS DOWNER ADELAIDE

In Australia, Adelaide's new rail network has defined its "Signature Service". This is a Keolis approach that involves defining service standards jointly with all stakeholders, paying equal attention to passengers and staff. A specially-developed local training module can now be shared with all the networks in the Keolis

Group. Its key themes include the welcome and information given to vulnerable people. A tool has been specially designed for this purpose – the Communication Access Symbol. Each member of staff has a tablet with pictograms to enable easy communication with anyone.



### The ACCEV label for a 100% accessible office



#### KEOLIS TOURS

The Fil Bleu sales office, the transport network in the city of Tours, has been awarded the ACCEV quality label which recognises "true quality of use for all". As well as adapting its rolling stock, network and passenger information, which are essential for accessibility, Fil Bleu wants to continue welcoming all visitors under the best

possible conditions. The friendly reception staff are trained in dealing with vulnerabilities. Following enriching exchanges with disability associations, the label was awarded for three years. This achievement is symbolic of the UniK accessibility approach used throughout the Keolis Group.



### The customer's voice, heard immediately and continuously

#### KEOLIS BORDEAUX MÉTROPOLE

To stay up to date with passengers' views without having to wait for the results of annual surveys, Keolis Bordeaux Métropole has deployed a solution for collecting passengers' opinions on the spot. Arriving via multiple channels, nearly 20,000 customer viewpoints have been shared with the relevant teams in real time. The result is a faster, more accurate response to passengers' needs.

### The best ambassadors will always be the passengers

#### KEOLIS ARMOR

At the end of 2021, 52 customers took part in a huge casting call at Rennes bus station. Entering into the spirit of the photo session, they shared their experience of the BreizhGo network. Ten profiles were selected: one child, two students, five workers and two senior citizens. Their faces and quotes now adorn the network's communications campaigns (coaches, posters, press, Waze etc.)! The operation was a partnership with the other BreizhGo transport operators in Ille-et-Vilaine, Ilévia and Transdev Bretagne.







## COMBATING HARASSMENT FOR GREATER PEACE OF MIND

### Alliance between staff and social workers for an active, visible presence on the ground

#### KEOLIS AMEY METROLINK

Keolis Amey Metrolink is committed to ensuring safety for everyone. Young social workers from the voluntary organisation Manchester YouthZone have been deployed across the Metrolink network. Their goal is to create links with young people to prevent antisocial behaviour and fraud. A global action plan to improve women's safety has also been developed jointly with passengers. Actions include a poster campaign, strengthened video surveillance, staff training, and reporting solutions. Thanks to this initiative, satisfaction and the feeling of safety increased by 18% during the day and 5% at night.



### The “Ask for Angela” network, much more than a password

#### KEOLIS BORDEAUX MÉTROPOLE

To fight against harassment and provide support for anyone feeling unsafe, the City of Bordeaux, Keolis Bordeaux, and over 20 private establishments have activated the “Ask for Angela” network. Public transport security teams share a password that can be used for immediate assistance. When talking to a staff member or using a call terminal, anyone can ask for Angela if they need help, regardless of their age, gender or condition. Over 135 people have been trained to provide support for victims or witnesses to abuse.



### From reporting to victim support

#### KEOLIS LYON

Fighting sexist harassment is a priority for Keolis Lyon! Anyone who suffers or witnesses unsafe circumstances and/or sexist aggression or sexual assault is encouraged to report it. This can be done via the network's website, app and social media accounts or by talking to the driver. As well as communications campaigns to dissuade attackers and surveillance and alert systems (cameras, intercom, TCL staff, police etc.), victims are offered immediate, personalised support to help them with the steps to be taken following an attack.

### Together against sexist violence

#### GROUPE KEOLIS

Keolis does not tolerate sexism and sexual harassment on public transport. In 2021 and 2022, 16 subsidiaries deployed a multi-channel campaign (posters, stickers, website and social media banners) to mark the International Day for the Elimination of Violence Against Women. The campaign made it clear that “wandering hands” and sexist insults are prohibited on public transport.



### Women's safety audits as the starting point

#### KEOLIS LILLE MÉTROPOLE

To ensure everyone feels safe on the Ilévia network, Keolis Lille Métropole is pushing back against sexist behaviour. Following proposals arising from women's safety audits, Keolis Lille has defined a comprehensive action plan: training for customer-facing staff, a new look for emergency call points, organising events on the network and making on-demand stops available to all in the evening. Most of the subsidiary's staffing roles were involved.



## MAKING THE MOST OF DIGITAL TO SIMPLIFY AND STREAMLINE THE EXPERIENCE

### A virtual office with a very human touch

#### KEOLIS GRAND NANCY

STAN, the transport network for the Nancy urban area, launched a “virtual office” to improve online ticket sales on 18 July 2022. Using video conferencing, the customer talks to a real employee, who guides them in their choice of

season ticket, explains how the network operates, and demonstrates how to sign up for traffic information, etc. It’s just as good as a real office! Much better than a chatbot, video conferencing is more reassuring and human.

### QR codes for travel and information

#### KEOLIS HYDERABAD + KEOLIS PAYS D’AIX

Digital technology is everywhere on the Hyderabad metro in India. Customers buy tickets from their phones using the TSavaari app, which centralises all the information required (network map, station facilities, train times, journey history, credit available etc.). Customers who do not have the app can still buy their tickets at stations. Starting in 2022, they can now receive them as a QR code via WhatsApp! QR codes are also spreading in the area of passenger information, like on the Aixenbus network in Aix-en-Provence: at every stop, passengers can scan a QR code to find out when the next bus is due, or whether there are disruptions, etc.



### Information on passenger numbers to enable a more comfortable choice

#### KEOLIS LYON + KEOLIS BESANÇON MOBILITÉS + KEOLIS ÎLE-DE-FRANCE

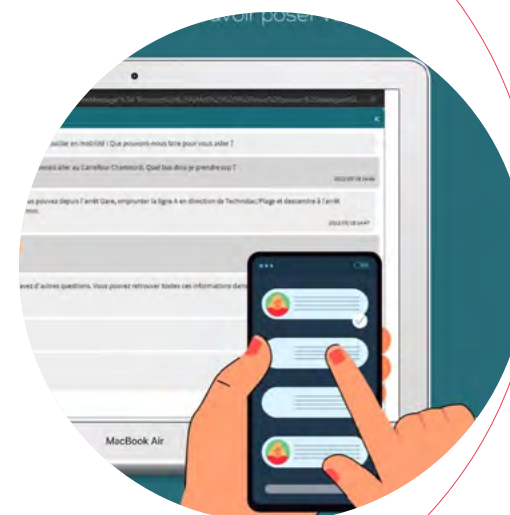
Passengers don’t like travelling on crowded public transport, and even less since the pandemic. On three lines in Lyon, the TCL Live app displays the icon for the approaching vehicle in one of three colours – green, yellow or red – depending on how many passengers are on board. In Vélizy, near Paris, passenger levels on two bus lines are reported in real time by measuring the Wi-Fi signals emitted by passengers’ phones. And in Besançon, past passenger numbers are used to tell customers in advance about the levels expected at specific times on specific lines, supplementing the real-time bus and tram occupancy information.



### Web chat the new communications channel

#### KEOLIS CHAMBÉRY

Customers on Chambéry’s Synchro network have been able to communicate directly with mobility advisors via a web chat system on the synchro.grandchambery.fr website since June 2022. This new channel gives passengers a choice about how to interact with advisors according to their preferences and habits. This written mode of communication is also well suited to passengers with hearing impairments. The web chat feature reduces call centre congestion, especially at the end of the summer holidays.







## INCREASINGLY ACTIVIST MULTI-CHANNEL COMMUNICATION CAMPAIGNS



### In Bordeaux, buses are faster than cars!

#### KEOLIS BORDEAUX MÉTROPOLE

A YouTube video proves it. Two friends set off from university at the Arts-et-Métiers stop in Talence. Their goal is to reach the Pellegrin hospital in Bordeaux. One takes his car, parked nearby. The other takes a Liane (a Bordeaux bus on line 8). It's a tight contest. But at the end of the three-kilometre journey, the student who took the bus arrives first. The car was held up by traffic, and then the driver had to find a parking space. A high-impact, convincing, viral video (with over 40,000 views on YouTube)!



### In Boston, trains show their true colours

#### KEOLIS COMMUTER SERVICES

In 2022, to protect the planet (and regain customers lost during the pandemic), Keolis Commuter Services encouraged Boston residents to choose to travel on suburban trains. On the radio, in stations, on the trains and on social media, the “Go Green with Purple” campaign

reminded users that trains emit 700 times less CO<sub>2</sub> per passenger. Meanwhile, the “Greener, Faster, Smarter” campaign promoted the same message while highlighting the fact that trains are now more frequent. A key boost to the service to motivate travellers to leave their cars at home!



### In Stockholm, leaving the car behind saves money

#### KEOLIS SWEDEN

As soon as you leave the centre of Stockholm, cars take over once again, despite the presence of a good public transport network. With its “Turn off the ignition, park the car” campaign, Keolis Sweden is encouraging residents to prioritise the metro, bus, tram or train. By declaring their car as “parked and

not used”, they can save on taxes and insurance costs for each day the car is unused. With rising energy costs, this is a great time to give up driving. Promoted on social media, targeting certain social groups and geographical areas, the campaign will resume in 2023.

### In Metz, you can do a lot with almost nothing

#### KEOLIS TROIS FRONTIÈRES

On Tuesday 20 September 2022, as part of France's national public transport week, Metz residents could benefit from unlimited travel throughout the MET' network (trams and buses)... for just one euro. The successful operation was combined with a campaign on social media and a newsletter. “When you take public transport, you can do a lot with almost nothing,” the slogan proclaimed. Taking the bus rather than the car is always better for the planet.



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