

## **CX Awards – Keolis Dijon Multimodalités – Priority Seats**

For Charlotte, Grégoire, and Youssef, being able to sit in the tram's priority areas is not a luxury but a necessity.

So, to ensure these seats remain available, the Keolis Dijon Multimodalités teams found a solution:

Create highly visible signage for people with reduced mobility (PRM) to highlight these locations and encourage passengers who don't need them to avoid sitting there—without making them feel guilty.

After a trial phase and a successful evaluation with more than 200 passengers, this inclusive signage was rolled out to all trams, on every trainset, both inside and outside, allowing Charlotte, Grégoire, and Youssef to travel with complete peace of mind.