

Keolis Orléans is recruiting thanks to virtual reality

The Keolis team wanted to showcase mobility careers in an original and, above all, interactive way, without having to visit our industrial sites.

Virtual reality, or VR, appeared to us as an innovative and original solution to attract a new audience.

Wearing the headset, you become a tram driver, a bus driver, part of the maintenance team repairing a tram set from a workshop, or simply the operator piloting the entire TAO network from the central control room.

Today, mobility professions are recruiting heavily.

Just for Keolis Métropole Orléans, more than a dozen candidates are hired each year, and we need to differentiate ourselves to find good candidates at recruitment fairs and student forums.

The idea was to use VR gaming codes and new technologies to attract this younger audience or people who know nothing about our jobs.

With virtual reality, you gain an incredible immersion into the work of the men and women who make up Keolis — who has never dreamed of finding themselves driving a tram?

Moreover, the film was created by a team of young filmmakers who have created an amazing game-like universe: under-tram shots, drone footage, and the transformation of the central control room into a futuristic cockpit.

The VR headsets are already used by recruitment teams at fairs. In addition, our partner, the Centre Régional Information Jeunesse du Loiret, uses them during its field activities.

Finally, we can use this film during more formal professional visits, for elected officials wishing to discover our professions, or simply for the public during open-house events.