

## **Keobot**

In Île-de-France, the transport network is extensive but the fare system is complex.

It varies depending on the mode of travel and the passenger's profile.

Emma, for example, is a middle-school student; she wonders if she can benefit from a reduced fare.

John is English, visiting the Paris region twice, and he would like to know the appropriate ticket to use to visit Paris.

To answer their questions, Keolis's Île-de-France branch has developed Keobot, a WhatsApp app powered by AI that is accessible simply by scanning a QR code.

Ask your question in French or in one of the ten languages offered.

Keobot replies instantly.

John and Emma now know which ticket they should buy.

In the experimental phase, Keobot is intended to be rolled out across several Keolis subsidiaries in the Île-de-France branch.