

In the world of mobility, data is at the heart of the traveler experience.

Personalization, simplicity, immediacy — the quality of the user experience is directly linked to the use of personal data.

The Keolis Innovation team identified four universal behaviors that depend on the level of trust, control and use of data, and translated them into four data profiles.

- The confident data users primarily see the benefits of usage. Early adopters, they enthusiastically test new services and are happy to share their data if it can make their experience easier.
- The secure data users prefer to retain control over their personal data and know what to do to protect themselves. Wary and protective, they only share their data when it is strictly necessary. They want to keep control and to know in detail how their data will be used.
- The constrained data users endure the use of their personal data. While they want to take advantage of innovative services, they generally adopt them after the confident data users. They lack technical knowledge or command of technological tools to protect their data.
- The paranoid data users prefer to forgo a service rather than share their data. They are distrustful, even anxious, and place little trust in companies. They prefer to avoid personalized services.

To improve everyone's experience, it is important to restore trust in the use of data by clearly communicating to travelers how their data is used and reassuring them about the security measures in place to protect it. Explain simply the experiential benefits of this sharing in terms of personalization, smoother transport services and the rollout of innovative offerings. Assist users so they retain full control of their data throughout their experience.

Communicating and rebuilding trust is now a priority to offer travelers a unique experience with complete peace of mind.