At Keolis, our partnerships with Public Transport Authorities (PTAs) are founded on mutual trust, listening, dialogue and transparency. We proactively share business insights and knowledge of the local environment on a regular basis.

We constantly monitor trends that affect passengers’ daily lives and mobility. By understanding their impact, we help PTAs develop attractive mobility solutions that enhance users’ comfort and wellbeing.

Being part of a Group allows us to map all stakeholders (including political, economic, or mobility players) within a given territory and to cultivate longstanding relationships with them on a national, as well as a local level.

Our global approach to the mobility ecosystem, combined with our in-depth knowledge of regional specificities, means we can offer tailor-made solutions to all our customers.

Our employees are committed to the community. Their involvement in economic, social and political affairs helps us consolidate our in-depth understanding of local issues.

Co-construction is central to everything we do. The active participation of local stakeholders, passengers and employees in all our projects ensures everyone is satisfied.

We drive the development of new ideas, via collaborations with start-ups and other influential market players. We introduce innovations and experimentations throughout the contract duration to continuously enhance network performance and attractiveness.

Passengers are at the heart of everything we do. Maintaining a close relationship with customers is a fundamental part of our daily practices. We focus on their needs to ensure passenger satisfaction and build customer loyalty.

Keolis optimises the economic performance of networks, keeping PTAs’ ever-increasing budgetary constraints top-of-mind. We employ innovative and complementary measures to boost network efficiency, whilst controlling costs and maximising revenue.

Keolis is a socially and environmentally responsible company. Our Human Resources policy is founded on equality and diversity and energy transition is a constant priority.

Our employees are dedicated, reactive and flexible, ensuring projects are always efficiently managed.

We encourage our subsidiaries to share their experiences, best practices and benchmarks to spread mutual benefits across the Group.
THE ESSENTIALS

RELATED RESOURCES

> Stakeholder mapping tool
> Acting Responsibly brochure (FR)
> Toolkit for external use:
  • Brochures
  • Videos
> Annual Report
> CSR Report
> Group Innovation Club
> Keoscopie International
  keoscopie.keolis.com

CASE STUDIES

> Stakeholder Activity Report
  Keolis Boston
> Ecosystem map
  Keolis Lyon

PARTNERS AND PROVIDERS

> Early Metrics – Innovation-tracking and start-up rating Agency
> Epoka – Communication supports
> Moonworks – Communication videos
> AMP Conseil, Alain TAULELLE – Qualitative studies, Focus Groups, Interviews with opinion leaders (FR)

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  Managing Director, Keolis Rennes
> Laurent VERSCHELDE
  Regional Director, Keolis South West France

TRAINING

> Keolis marketing convictions, E-learning module
> Building business relationships with PTAs (FR)
> Institutional relations and territorial marketing (FR)

ASSOCIATED FACTSHEETS

All factsheets

Unless marked (FR), all resources are available in French and English. Please contact the Group contacts if necessary for translations not already on KeoSphere.