

TOWARDS SHARED MOBILITY

→ MOBILITY AS A SERVICE



36%

of passengers have previously decided not to use public transport due to issues with first- and last-mile connections.

(The Habits and Aspiration of the French, IFOP, 2015)

A real-time mobile application and a unique multimodal travel subscription

are two key incentives for people to move away from personal cars (cited by 61% and 57% of respondents, respectively)

(2012 Sustainable Mobility Barometer, MACIF and French Ministry of Ecology)

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Keolis offers a bouquet of services available to PTAs embarking on MaaS



As cities get smarter and mobility becomes ever more multifaceted, our customer experience solutions have to step up and follow through. The current generation is the first to have the luxury of multiple choices when it comes to getting from point A to point B, from bikeshares and rideshares, to tramways and electric scooters. **By aggregating multimodal mobility solutions, MaaS provides an opportunity for PTAs to offer a new alternative to individual cars and promote sustainable, shared transport in their communities.**

With its recognised and longstanding expertise in multimodality, Keolis can assist authorities in building solutions suited to their regions, their specificities and needs, and establish MaaS as a genuine facilitator for local mobility.

Jean-Pierre Farandou,

President, Keolis

MAAS: USER-FRIENDLY MOBILITY

As transport choices expand, so does the opportunity to improve user experience. Passengers have increasingly steep expectations, so simultaneously enriching and simplifying the service offering is a key. This is where MaaS comes in.

What is MaaS?

In the simplest terms, MaaS is a centralised digital platform that aggregates public and private transport options in a single application. MaaS promotes simple and efficient shared mobility solutions to locals in a given region. It provides one booking and payment interface with itinerary search, real-time schedule updates and more.

What's at stake for PTAs?

Personal car usage is a key contributor to traffic congestion and pollution globally. So it is no surprise that PTAs want to encourage a behaviour shift by combining public transport and other shared mobility alternatives. PTAs have an interest in proposing

a MaaS offer since they are well positioned to present travel choices that reflect their mobility policies and objectives, rather than simply commercial considerations.

However, MaaS needs to be adapted to each region, and existing tools and modes of transport available. It requires coordination with many public and private actors, making choices on service offers, technical solutions and building business models. While MaaS is a complex and technical subject, with the right partners, it can provide promising improvements to local mobility.

As a pioneer of integrated multimodal networks with a long history of building successful partnerships in different regions, Keolis is well placed to offer all the services a PTA needs to build a successful MaaS service. From offer design, through pricing, branding, marketing and technology, Keolis has experience in each discipline. Using modular technology to combine existing infrastructure with high-functioning interfaces, Keolis helps public transport authorities deploy a cost-effective MaaS offer that brings vitality and dynamism to their regions, and encourages sustainable, shared mobility solutions.

A COMPLETE TRAVEL EXPERIENCE FROM A SINGLE APP

1. Plan your journey in real time

The combination of all public and private transport modes of the territory (train, metro, tram, bus, on-demand transport, carpooling, car sharing, taxi, self-service bike, walk, car, bike...) makes it possible to propose the most suitable itineraries for each situation. All information is presented to allow users to choose the most relevant options for their needs.



2. Book your trip & Pay

For all the stages of the journey, whatever the modes, only one payment is necessary. The payment methods offered are adapted to each territory (credit card, direct debit...)



3. M-ticket

The smartphone becomes the key to access all services, thanks to digital tickets: NFC, barcode, flashcode...

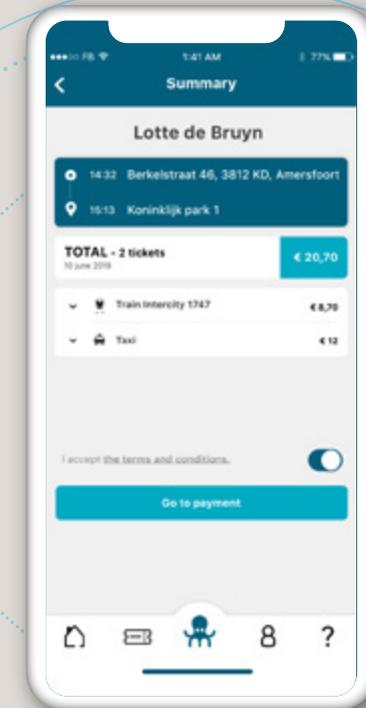
4. Single account

One account for all services, for the user and all the family.



5. Real time and customization

Personalized information in real time.



GOLDEN RULES FOR MAAS SUCCESS

MaaS is about much more than technology. Using the following core convictions as a guide, Keolis helps PTAs ideate, launch and run successful MaaS solutions.

PREPARING THE PROJECT

01 TARGET LOCALS FIRST

While tourists will usually opt for a national or global brand they recognise, digital-savvy users living in the city centre will be early adopters of a PTA MaaS app. However, to have real impact, the product must also target car users who have different needs and expectations.

02 COVER MOBILITY IN THE DAILY 'LIVING' CATCHMENT AREA

To reduce individual car usage, it's important to focus on mobility options that address daily needs. This often means focusing on a geographic area that extends beyond existing city transport boundaries.

03 BRING TOGETHER MULTIPLE PRIVATE & PUBLIC ACTORS

Capitalising on the expertise of various partners and stakeholders is a key to the success of a MaaS solution. Strong collaboration and project management skills are necessary, and various legal and contractual considerations must be addressed.

04

ENRICH OFFERING WITH NEW OPTIONS IN LESS DENSE AREAS

For users to reduce car usage the transport offer needs to address end to end needs. New rideshares, bikeshares, carshares and carpools can provide first- and last-mile options for less dense areas with fewer public transport options.

05

THE TRAVEL EXPERIENCE MUST BE SEAMLESS TOO, NOT JUST THE TICKET PURCHASING

From the initial ticket purchasing to service while on board, when evaluating quality, it's important to think of the rider journey holistically. The entire passenger experience must be positive end to end to encourage repeat usage.

06

GO BEYOND PUBLIC TRANSPORT AND INCLUDE CARSHARES AND TWO-WHEEL MOBILITY OPTIONS

Make a wide range of choices, from personal vehicles to electric scooters, available in a MaaS offer and partners with a strong local presence and existing client base should be prioritised. However, select partners wisely as too many options can lead to a confusing user experience.

09

THE LOCAL TRANSPORT BRAND IS BEST POSITIONED TO COMPETE WITH GAFAMS

A single, PTA-led MaaS offering is the best option for user adoption. However, the PTA brand should reposition itself from 'public transport provider' to 'shared mobility service provider' to gain recognition and entice the local audience.

LAUNCHING THE PROJECT

07

PRICING SHOULD BE SIMPLE & ATTRACTIVE TO CONVERT NON-USERS

A successful MaaS offer boasts a simple pricing structure and draws inspiration from promotional retail techniques to attract new users. At the end of the day, the total cost must be interesting when compared to the monthly cost of car ownership.

08

B2C DIGITAL ACQUISITION STRATEGIES ARE NECESSARY TO BUILD AUDIENCE

Being digital-first is a prerequisite to success when it comes to MaaS. A highly targeted and personalised B2C acquisition approach is necessary to attract non-public transport users to this new offer.

10

OFFER A ONE-STOP-SHOP WITH MODULAR, SCALABLE TECHNOLOGY

On the front end, the interface should be as attractive and userfriendly as those of GAFAMs, and back-end modules should integrate into existing technology as much as possible, allowing for phased development.

MAAS IN OPERATION IN OUR NETWORKS

A MaaS offering doesn't operate in a vacuum, and the most successful examples place the passenger at the centre of the solution. Keolis has a proud track record of integrating local solutions, as well as adapting its advanced technologies to specific local contexts.

GLOBAL MOBILITY SOLUTIONS, IN DIJON

In Dijon, DiviaMobilités is transforming the way locals travel. The app aggregates available modes of transport—bus, tram, bikeshares, carshares, street parking and car parks—and uses predictive intelligence for ease of travel planning. Passengers can also add lines, stations, and car parks to their favourites for easy access on future journeys. And tickets are a thing of the past thanks to DiviaMobilités. In nine months, **more than 74,000 passengers used the open payment system**—a technology that allows riders to simply use their credit card as a ticket—and in December 2018, **upwards of 3,200 validations per day were observed.**



There's also a feature to make a suggestion or report a problem, and even pay a fine directly via the app.

A REAL MULTIMODAL APP, IN LILLE

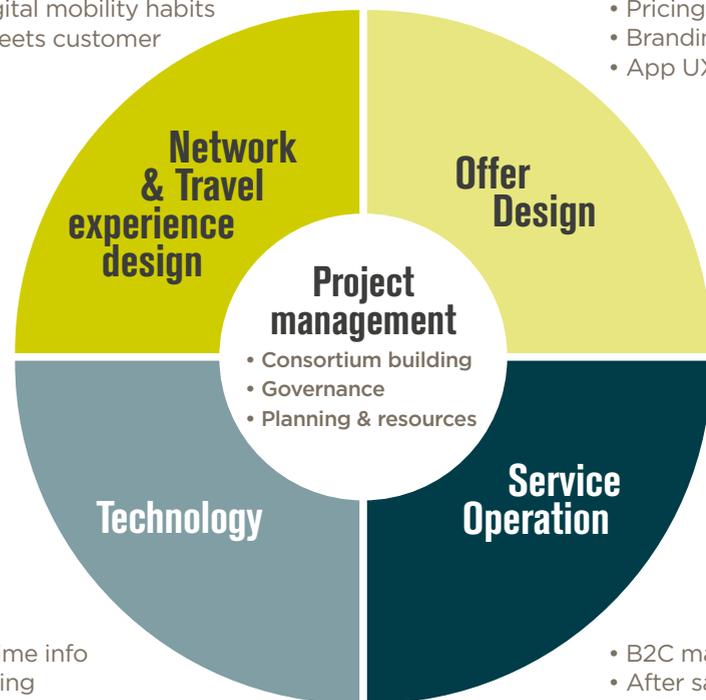
In 2019, Keolis helped Lille Metropole PTA launch a new multimodal MaaS offer. The Ilévia app allows users to find the best routes for their trips by combining various transport options, from public metro, buses and tram to on-demand rideshares, carpools and more. Beyond assembling modes of transport,

the app also offers other friendly features such as waiting times, connection options, walking distances and traffic conditions—all geolocalised and in real time. From March to April 2019, the app had already garnered **more than 90,000 active sessions and more than 400 new downloads.**



KEOLIS OFFERS A BOUQUET OF SERVICES AVAILABLE TO PTAS EMBARKING ON MAAS

- Keoscopie International: a worldwide observatory of digital mobility habits to ensure MaaS meets customer expectations.
- Diagnostic
- Route re-design
- Integrating new mobilities
- Customer info upgrade
- Station & infrastructure recommendations



- Selecting partners
- Building packages
- Pricing options
- Branding
- App UX & functionality

- Real time info
- Ticketing
- Billing
- Navitia Mobility Platform: a modular MaaS platform, from our digital subsidiary Kisio Digital, that integrates all public and private modes and different technologies (ticketing, payment...)

- B2C marketing
- After sales service
- Billing & contract management



Thierry FALCONNET,
Vice President,
Dijon Métropole
FRANCE.

In Dijon, we provide a comprehensive offer that encompasses all modes of transport and mobility in the metropolitan area (tram, bus, bicycle, carpooling, parking). For this public service delegation, we have chosen a distinctive and strong mobility brand, Divia Mobilités, and a dedicated partner, Keolis.

We wanted to transfer the various modes to a single actor for consistency. With one partner, things are much simpler. It is also a way of ensuring that our mobility offer grows in line with the needs of our fellow citizens by addressing the challenges of tomorrow together, and by sharing our vision of global mobility.

Most importantly, having a single point of contact regardless of the mode used allows us to simplify the lives of travellers (residents of Dijon Métropole, neighbouring communities and tourists). The region must be well serviced by the public transport network, **but users must also be able to switch from one mode to another in a seamless fashion.**

In Dijon, we also have a major smart city project: OnDijon. This is a large-scale initiative involving national and international companies as part of public-private partnerships, a first both in France and Europe. **Keolis will be providing us with its research, development and innovation capabilities to develop tomorrow's mobility offers, harnessing the most modern and efficient technological resources.**



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