At Keolis, service quality has three key objectives:

- **develop passenger loyalty**, via daily operational excellence,
- **strengthen partnerships with our Public Transport Authority (PTA) clients**, by adapting quality systems and practices to PTA objectives, respecting contractual commitments and improving service,
- **instil a “customer-centric culture”** and encourage employees to progress within the company.

Keolis is committed to:

- **co-constructing service quality performance measures with the PTA** and openly monitoring and sharing results and action plans,
- **simultaneously addressing PTA and passenger expectations,**
- **improving service levels** on all passenger journeys, throughout the contract duration.

We combine several customer-focused quantitative and qualitative methods to monitor service quality.

We do more than just comply with traditional service quality standards: we examine the entire customer journey from the passenger’s point of view. We measure **perceived quality at every step of the journey**, based on key customer satisfaction evaluation criteria. For example, in addition to tracking the number of accidents over a given period, we also analyse passengers’ feedback on how safe they feel at each step of their journey.

Our researchers use weighting methods to ensure results are as realistic as possible. For example, we classify journeys according to affluence and/or the vulnerability of passengers.

We regularly share analysis and Key Performance Indicators (KPI) tracking results with our employees and PTA partners.

We strive to continuously optimise the customer experience, **by identifying the most significant pain points and deploying concrete actions to address these issues and effectively improve service quality levels.**

As part of our **continuous improvement approach**, we regularly invite PTAs to update their service quality indicators.

We encourage our networks to implement **certification systems** covering the customer experience throughout the entire passenger journey. This approach helps **spread awareness of the importance of service quality across all business divisions.**

Keolis believes service quality must remain top-of-mind for all employees, every day. We implement a **financial incentive system** to encourage our staff to actively commit to improving customer satisfaction.

Belonging to a Group means we can **share the best practices and benchmarks that are regularly carried out by our different networks and capitalise on them to continuously improve our performance.**
THE ESSENTIALS

RELATED RESOURCES
> Cap 100% Qualité (FR) – Service Quality Accreditation Framework, Keolis Île-de-France

CASE STUDIES
> Quality of the Customer Journey
Keolis Rennes
> EFQM Evaluation Model (European Foundation for Quality Management)
Keolis Lyon
> Quality of Customer Experience
Keolis Yarra Trams

PARTNERS AND PROVIDERS
> Kisio – CAP 100% Qualité Accreditation, Keolis Île-de-France
> AFNOR (FR) – CAP 100% Qualité Accreditation, Keolis Île-de-France
> MV2 (FR) – Surveys and satisfaction barometers
> Ipsos – Surveys and satisfaction barometers
> Kantar – Surveys and satisfaction barometers

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TRAINING
Consult relevant Group contacts

ASSOCIATED FACTSHEETS
9 – Designing multichannel customer information
13 – Managing customer service in the field
14 - Managing customer service at a distance

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