Even minor network disruptions can be a source of stress for customers. That's why we make it our priority to provide passengers with regular updates, ensuring they are always aware of the latest developments.

We cater to everyone's needs, by combining digital and traditional supports with a dedicated human touch.

We use a wide range of communication channels and a variety of audio, visual and textual supports to ensure everyone, including our most vulnerable passengers, can access and understand the information we share.

Digital channels help us broadcast up-to-date information to a wide audience. In addition, our specially-trained teams play a crucial role in assisting passengers on the network during major disruptions.

We do more than just inform passengers about incidents: we suggest personalised alternative itineraries, encompassing all transport modes, to ensure everyone can safely reach their destination.

Information must be specific and consistent, regardless of the broadcast channel used. That's why we recommend implementing a centralised passenger information management solution. The tool must be capable of transferring information simultaneously to customer service teams and digital channels, as well as information supports located at stops and on board vehicles.

We keep a close watch on issues that may potentially bother passengers during their journey; the risk of customers abandoning public transport and using their car is at its highest during service disruption.

We are committed to continuously improving our approach: we systematically solicit customer feedback after major disruptions in order to address any issues and ensure the on-going effectiveness of our actions.

Sharing our experiences across the Group means we are better prepared to address all kinds of planned or unplanned disruptions. It also helps us identify and implement internal processes to facilitate the exchange of information between our different business units.

Centralised management — MULTICHANNEL
REGULAR, UP-TO-DATE INFORMATION
Human & Digital
PROACTIVE
Alternative itineraries

RICHER EXPERIENCE
THE ESSENTIALS

RELATED RESOURCES
> Kontinuity – Group passenger information contingency solution
> Practical Factsheets database
  • Adverse weather
  • Service provisions during network strikes
  • Charter: passenger information during service disruption
> Benchmark of centralised passenger information contingency management tools (FR)

CASE STUDIES
> Passenger Information procedures
  Keolis Docklands Light Railway, Keolis Yarra Trams
> Communications Charter
  Keolis Lyon, Keolis Downer
> Works Charter
  Keolis Yarra Trams, Keolis Caen
> Chatbot
  Keolis Bordeaux
> Twitter feed – Keolis Aix-en-Provence
> Centralised management tool
  Keolis Lille, Keolis Besançon, Keolis Bordeaux
> Driver communication during service disruption – Keolis Docklands Light Railway
> Appeals for volunteers
  Keolis Rennes, Keolis Lyon, Keolis Yarra Trams
> Ambassador network
  Keolis Tours
> Organisation
  Keolis Besançon, Keolis Le Mans, Keolis Nottingham

PARTNERS AND PROVIDERS
> Qommut (FR)
> Diginext (FR)
> Kisio – Centralised Information Tools

GROUP CONTACTS
> Cédric TANG
  Customer Experience Project Manager
> Daniel COURCOL
  Customer Experience Director

NETWORK CONTACTS
> Marie BARILE
  Customer Relations and Sales Manager, Keolis Besançon
> Antoine KOLAR
  Area Manager, Keolis Lille
> Constantina SAMARA
  Customer Service Manager, Keolis Nottingham

TRAINING
> Developing communications in the event of service disruption (FR)
> Managing customer service relationships on our networks, including during service disruptions (FR)

ASSOCIATED FACTSHEET
9 – Designing multichannel customer information

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