Fare evasion rates vary according to transport mode and local culture. It is however, crucial to monitor the impact of fare evasion and implement actions to drive revenue protection. In France, one-in-two customers admit to having used public transport services without a valid ticket. The most frequently cited reasons are: forgetting to validate their ticket, or not purchasing a ticket due to lack of time or available sales channels.

At Keolis, educating employees about revenue protection is a key component of our corporate culture. We actively manage and support our front-line employees, such as drivers or ticket inspectors; they play a central role in driving revenue protection across our networks.

Preventative action starts with a fare structure well suited to the local needs, simplifying payment for all our passengers. We support Public Transport Authorities by implementing “social” pricing initiatives (based on income for example), as well solutions encouraging users to buy tickets in advance (e.g. monthly or annual subscriptions, automatic renewal, direct debit, post payment, remote sales and ticket recharge). These measures help reduce the risk of fare evasion and boost customer retention. We also simplify ticket purchase, by installing an adequate number of highly-visible automatic ticket vending machines across our networks.

We also encourage passengers to respect ticket validation rules each time they access our services. Signage is used to highlight the importance of ticket validation on our networks. We ensure validation terminals are always operational and easy to access. We encourage validation by making it compulsory to board our buses using the front door.

We develop awareness campaigns and deploy mediation teams across our networks to educate passengers on the importance of ticket validation and the potential consequences of fare evasion. The goal is not to recover a maximum of fines, but to discourage bad habits and incite everyone to validate their ticket.

We implement customer-focused solutions to drive revenue protection. Our Trok’it initiative allows fare evaders to avoid paying a fine if they purchase a travel subscription and provides Keolis with a chance to win new subscribers and strengthen customer loyalty.

Our ticket inspectors are equipped with payment terminals to encourage offenders to pay flat-rate fines on the spot.

We also implement other technical solutions, such as online payment services, to increase the recovery of fines.
THE ESSENTIALS

RELATED RESOURCES

> Driving revenue protection brochure: Keolis’ commitments. Seven lines of action (FR)
> Bid Proposal factsheets (FR)
> Driving revenue protection
> Trok’it (FR)
> Group revenue protection initiative
> Kisio conference – Fare evasion on public transport (FR)
> Validation Survey: methodology (FR)
> Revenue protection communications campaigns (FR)

CASE STUDIES

> Driving revenue protection: Marketing workshop
  Keolis Besançon (FR)
> Trok’it development and implementation (FR)
> Fare evasion POC (FR)
  Keolis Lyon
> Securing the metro (FR)
  Keolis Lille
> Revenue Protection Plan
  • Keolis Yarra Trams
  • Keolis Manchester

PARTNERS AND PROVIDERS

> Kisio
> Epsilon Marketing - Fare evasion surveys

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TRAINING

Introduction to safety and revenue protection (FR)

ASSOCIATED FACTSHEETS

7 - Developing a pricing strategy
8 – Innovating distribution and ticketing

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