Digital technologies provide us with a wealth of new ways to contact passengers and interact with a wider range of potential shared mobility users.

Digital tools are an indispensable addition to traditional customer contact channels. They can be hosted on websites or mobile applications, or even incorporated into display panels or street furniture, for example touch screens accessible at stops across the network.

Keolis believes it is crucial to combine the digital experience with a human touch. We train our customer-facing staff to use digital tools and provide them with access to social media and real-time information so they can effectively assist passengers at all times.

We boost the popularity of shared mobility services by developing solutions focused on customer needs. Our digital tools are accessible to everyone, including vulnerable passengers and those unfamiliar with digital technology.

Digital technologies evolve at a rapid pace. We constantly monitor User Experience (UX) and customer journeys to develop customisable solutions in line with new usage trends and passengers’ ever-evolving needs.

We implement a scalable, step-by-step digitalisation strategy, capitalising on existing elements to develop innovative solutions and optimise investments.

Keolis analyses the end-to-end customer journey to boost the use of digital tools. We use the data collected to continuously enhance the customer journey, in compliance with GDPR (General Data Protection Regulation) recommendations.

We believe mobility is a fundamental right and that mobility tools should be accessible to all citizens. Everyone can freely access our digital tools and users are not required to provide their personal data.

We implement rigorous cyber security standards to ensure our tools are reliable and safe to use.

Finally, we encourage regional mobility stakeholders to share information, via an open data policy. Our mission is to develop solutions and services that simplify citizens’ mobility.
THE ESSENTIALS

RELATED RESOURCES

Digital Solutions:
> Keolis Web Passenger (KWP)
Website, Group solution
> Mobility Assistant
Network application

Other Tools:
> IPWeb Website performance tracking tool
Tool for measuring the performance of digital tools

CASE STUDIES

> Multimodal mobile application
  Keolis Rennes
> Mobility Assistant, KWP
  Keolis Quimper
> Employee and service applications
  Keolis Boston

PARTNERS AND PROVIDERS

> Kisio – Mobility Assistant, Navitia, Traffic Report
> Group IT Department – KWP websites
> Actigraph – Websites (FR)
> Korredge – Websites and applications (FR)
> Instant System – Websites and applications
> Google Analytics – Digital tools performance tracking

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  CRM and Web Marketing Project Manager

NETWORK CONTACTS

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  Research, Development and Innovation Manager, Keolis Bordeaux
> Jeroen SUURMOND
  Commercial Manager, Keolis Nederland

TRAINING

Designing a digital customer experience: the lowdown (FR)

ASSOCIATED FACTSHEETS

8 – Innovating distribution and ticketing
9 – Designing multichannel customer information
10 – Ensuring accessible transport for all

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