The Group’s expertise is rooted in a comprehensive range of customer research techniques. Our “Voice of the Customer” approach and passenger behaviour analysis mixes three expertises:

• **qualitative research** – such as “customer reporters” and “tracking the customer journey”– provide us with passenger feedback in real-time,

• **quantitative questionnaire analysis** – such as origin-destination, boarding and alighting stations and other field studies,

• **data analysis**, including ticket data, data from mobile phone operators and GPS tracking.

We employ a variety of **cutting-edge big data** research techniques: smart glasses, mobile phone tracking or geolocation analysis provide us with detailed results that closely reflect reality.

Our strength lies in our ability to acknowledge the individuals in the crowd. We mix traditional research techniques with more creative approaches: our Keoscopie digital mobility observatory uses innovative usage and behaviour classifications to provide in-depth insight into all passenger segments.

In a constantly changing world, anticipating market developments is crucial. Our forward-looking approach allows us to address current needs, as well as emerging trends.

We strive to provide the best advice to our partners with cost-effective methods and reliable results as part of tailor made research programmes.

Being part of a Group means we understand all types of territories – from highly populated economic centres such as the Greater Paris region, to large agglomerations, medium-sized towns, rural areas and suburban zones. Our extensive national and international knowledge base helps us to:

• compile a comprehensive range of conclusions for each specific territory type,

• compare several territories,

• adopt a segmented approach to territories.

What’s more, our presence across 16 countries means we are perfectly positioned to understand the similarities and differences in user behaviour between countries and provide comprehensive, tailor-made advice to Public Transport Authorities.

---

**Forward-looking**

---

**BIG DATA**

---

**CHANGING NEEDS**

---

**Innovation**

---

**BEHAVIOURAL ANALYSIS**

---

**2020**

---
THE ESSENTIALS

RELATED RESOURCES

> Keoscopie
A specifically-adapted, personalised research approach for each territory
keoscopie.keolis.com

> Keoscopie Brochure (FR)

> KeoPulse
Group passenger experience barometer

> 360° Survey
Analysis of individual journeys and mobility across a given territory

> Dataviz (FR)
Group datavisualisation tool that analyses transport offer performance, using ticketing and survey data

> Survey Kits (FR)
Customer Satisfaction, Origin-Destination, Fare Evasion

CASE STUDIES

> Dataviz (FR)
Keolis Besancon

> Customer Reporters (FR)
Keolis Rennes

PARTNERS AND PROVIDERS

> Kisio – Market research and consulting
> IPSOS – Market research and consulting
> Kantar – Market research and consulting
> Netexplo – Market research and consulting
> MV2 – Digital Think Tank

GROUP CONTACTS

> Romain ALBERA
Group Customer Knowledge and Big Data Manager

> Éric CHAREYRON
Market Research, Lifestyles and Mobility Director

> Vincent CADORET
Chief Data Officer

NETWORK CONTACTS

> Thierry ARROUVEL
Research, Development and Innovation Manager, Keolis Bordeaux

> Sébastien LEPAROUX
Customer Research and Listening Manager, Keolis Rennes

> Dave WALKER
Revenue and Marketing Director, Keolis Boston

TRAINING

Different survey types and their content (FR)

ASSOCIATED FACTSHEET

3 - Designing the network and introducing new modes

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