For Keolis, an attractive multimodal network must combine all modes of transport to facilitate interconnections between them. **It is important to take into account the diversity of passengers and their expectations** right at the design stage of the network. At Keolis, we believe there’s no such thing as an “average customer.”

In addition to schoolchildren and employees who use our networks on a daily basis, occasional customers – who use public transport a few times a week or less – represent more than 70% of our customer base. We pay particular attention to all their mobility needs.

Our Keoscopie research programme allows us to contrast passenger flow analysis with an understanding of the individuals in the crowd. Thus, we strive to deliver mobility services that address the needs of a wide spectrum of passenger profiles:

• we examine all of each passenger’s journeys over a week or even a month to provide them with a transport offer that best meets all their needs,

• we maintain high levels of service on our principal routes – even during off-peak periods and school holidays – to minimise the risk of customers turning to other modes of transport.

We strive to provide the best possible transport network for our passengers, whilst taking our Public Transport Authority (PTAs) clients’ objectives and budgetary constraints into account.

We believe an efficient mobility offer should capitalise on the synergies between transport modes, including **individual modes** such as walking and cycling, **or new mobility solutions** such as car-sharing, carpooling or dynamic On-Demand Transport (ODT) services.

**Our approach Neolis** is founded on the following key principles:

• **a simple, well-structured network,**

• **frequency levels by on route and line type,**

• **easily-understandable** timetables and itineraries,

• **direct services**, helping citizens reach local facilities and amenities as quickly and easily as possible,

• **making intermodality easy.**

We take an iterative approach to transport offer design: our discussions with our PTA partners help foster new ideas, guide development and ensure the end result is in line with expectations.

Everyone’s opinion counts. **We involve the local community in our approach,** inviting citizens to share their ideas and concerns during face-to-face meetings or via digital channels.

**We constantly adapt our transport offer** to address local developments and evolving lifestyles.

Finally, we help our customers adapt to changes in the transport offer, via pro-active, didactic communication campaigns.

**DESIGNING THE NETWORK AND INTRODUCING NEW MODES**

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THE ESSENTIALS

RELATED RESOURCES

> Neolis
  Network design methodology
> Models
  Iquad, poca, dataviz, prekot, inter’jonxion
> Factsheets
  • Data collection and survey methods
  • Redesigning the transport offer
  • Products
  • Traffic forecasts

CASE STUDIES

> Transport offer redesign and impact on traffic and revenue
  Keolis Lyon, Keolis Bordeaux, Keolis Metz, Keolis Besançon, Keolis Newcastle

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TRAINING

> Neolis process:
  an introduction to offer design
> Neolis curriculum

ASSOCIATED FACTSHEETS

2 – Developing customer Intelligence
4 – Designing the mass transit experience
5 – Designing the micro transit experience
6 – Developing intermodality and MaaS

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