Keolis’ networks are designed with intermodality in mind:

- we develop itineraries and timetables based on in-depth analysis of passengers’ door-to-door transport needs, as well as modal usage and habits,
- we design our transit hubs and signage to make the customer experience simple and seamless and ensure better access for all,
- we provide multimodal passenger information at stops and transit hubs, as well as on our mobile applications and websites,
- we incorporate walking itineraries and new mobility solutions, such as car or bicycle-sharing. These key components in our transport offer help simplify passengers’ first and last-mile connections,
- we advocate the use of an integrated fare system and ticket supports that can be used on all local transport services, not just those operated by Keolis.

Keolis believes seamless regional intermodality is a prerequisite for the successful implementation of MaaS.

Collaboration between Public Transport Authorities (PTAs), public transport operators and private transportation providers is the key to creating impactful MaaS solutions: by working together, we can better address citizens’ daily needs and provide effective multimodal and intermodal transport services that serve the entire catchment area.

PTAs are in an ideal position to develop MaaS solutions for the local community and inhabitants of the neighbouring regions. National offers can be complimentary and are well placed to meet the mobility needs of visitors and tourists.

A MaaS application must include:

- a simple fare structure, to encourage new users to adopt shared transport solutions,
- a wide choice of public and private shared mobility options (cars, bikes, public transport, etc.), to encourage individual car users to change their habits,
- a User EXperience (UX) that highlights ease of payment and the variety of transport options available; MaaS is much more than just a multimodal itinerary search tool.

A successful MaaS service must incorporate B2C customer acquisition and loyalty standards, such as personalised customer relationships, proactive communication and the use of digital channels.

Integrating a network-branded MaaS solution into a pre-existing passenger information application allows PTAs to capitalise on awareness and reach an already-established customer-base, increasing the impact of their application.

MaaS technology must be modular, scalable and compatible with existing distribution systems.
THE ESSENTIALS

RELATED RESOURCES
> MaaS brochure – Towards shared mobility
> Transit hub intermodality audit
> Inter’Jonxion tool: harmonising timetables to enhance intermodality (FR)
> Encouraging walking kit
> Rennes Métropole and Keolis Rennes proposal for the ADEME MaaS project (FR)
> Project management specifications for Keolis Lille MaaS solution (FR)

CASE STUDIES
> Synchro
  Keolis Île-de-France
> HelloGo
  Keolis Nederland

PARTNERS AND PROVIDERS
> Kisio
> Instant System – MaaS solutions
> Niji – Project management support and MaaS solutions

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TRAINING
Consult relevant Group contacts

ASSOCIATED FACTSHEETS
3 – Designing the network and introducing new modes
8 – Innovating distribution and ticketing
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.