Keolis strives to provide passengers with a **wide choice of sales channels and payment methods**, maintaining a balance between human and digital solutions.

Unlike long-distance transport operators, **we don't want to restrict our sales channels**: our goal is to answer the needs of all citizens across a given territory.

**Our objective is to minimise the low added-value tasks** undertaken by sales agents, such as straightforward ticket sales. This means our employees can dedicate more time to their role as mobility advisors, addressing citizens’ needs and promoting shared transport solutions.

We encourage **customers to become more self-sufficient**, by helping those who wish to use automatic sales channels.

**We advocate dematerialisation**, and in particular direct debit, to help guarantee revenue and reduce ticket office queues.

We recommend payment methods such as Contactless Payment or Mobile-Ticketing. These innovative solutions make **ticket purchase and validation quick and convenient**, facilitating the acquisition of **occasionnal customers**.

We believe **visible validation gestures** play a key role in discouraging fare evasion. Validation terminals should therefore be compatible with a variety of supports to ensure validating a ticket is always simple and visible.

On-board cash sales can slow down network operations and mean drivers have less time to provide passengers with information. We recommend **keeping on-board sales to a minimum**, by proposing a wide variety of alternative channels, such as authorised third party sales points.

We are committed to facilitating mobility across the region. Wherever possible, we offer citizens the chance to **buy other operators’ tickets on our network or to purchase our tickets on another operator’s network**.

**We help Public Transport Authorities choose payment and distribution solutions that are tailored to their local needs.** We take factors such as transport modes, investment levels and customer profiles into account and ensure the selected solutions are technologically sound and simple to use.

We recommend a project-based approach and dedicated resources to ensure the successful implementation of a new sales channel or ticketing solution. This helps prevent potential malfunctions during roll-out that could greatly impact fare evasion rates.

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**Multichannel sales**

**Digital**

**Validation**

**Fighting Fare Evasion**

**Access for Everyone**

2020
THE ESSENTIALS

RELATED RESOURCES
> UX Open Payment Handbook (FR)
Description of Open Payment solutions
> Feedback: Dijon Open Payment solution (FR)
Qualitative and quantitative results from the first 18 months of operation
> M-Ticket technology and provider benchmark (FR)
> M-Ticket NFC specifications – Keolis Lille (FR)
> Open Payment factsheet
> MaaS Brochure – Towards shared mobility

CASE STUDIES
> Reducing on-board sales
Keolis Boston
> Implementing M-Ticketing solutions (FR)
Keolis Orléans, Keolis Montargis
> Implementing Open Payment (FR)
Keolis Dijon

PARTNERS AND PROVIDERS
> Kisio – M-Ticket
> Masabi – M-Ticket
> Wizway – M-Ticket (FR)
> Worldline – Open Payment
> Atsuke – SMS Ticket (FR)

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> Chris WILLIAMS
Head of Commercial Strategy, Keolis Wales and Border

TRAINING
Consult relevant Group contacts

ASSOCIATED FACTSHEETS
6 - Developing intermodality and MaaS
7 - Developing a pricing strategy
18 - Driving revenue protection

SMART CHOICES

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