At Keolis, we use all our communication channels to highlight the full range of available transport modes – whether we operate them or not – and drive the development of shared mobility solutions.

We strive to boost synergies and simplify connections between different transport modes. This is particularly important in transit hubs, where we incorporate real-time information and easy-to-understand signage to ensure passengers never feel lost or confused.

We provide coherent information to guide passengers at every step of their journey: from initial itinerary search, to time spent waiting at a stop, on board our vehicles, and even after their trip.

Highly-efficient, centralised information systems mean we can broadcast exclusive, reliable and consistent information across all channels, building passengers’ trust in our networks.

Our customer information is proactive to ensure our passengers can pursue their journeys, worry-free. We scale-up communications during network incidents, using a range of technologies such as audio announcements, SMS, social network sites and push notifications.

We believe “human” information remains fundamentally important. Combining human information sources with digital tools and traditional supports is crucial, especially during planned or unplanned service disruption.

At Keolis, we strive to meet the needs of our most vulnerable passengers. We develop simple, easy-to-understand messages and passenger information supports to ensure everyone can access our networks and take full advantage of our transport offers.

Every passenger is different: some may face challenges due to a disability or impairment, others may have difficulty using digital tools, and some may simply be unfamiliar with the network. We make it our priority to understand passengers’ information issues and needs: we address the form (audio announcement, written messages, language used, information support type, font size, etc.) as well as the content (type of disruption, waiting time, guidance on using digital tools, etc.) to ensure the messages we share are tailored to each channel and each step of the passenger journey.

Each information support is designed to address passengers’ specific needs at a precise place and time during their journey.
THE ESSENTIALS

RELATED RESOURCES
> Keolis passenger information guide (FR)
> Passenger information standards – chapters 0 to 4 (FR)
> Kartoo toolbox – developing more efficient maps and diagrams (FR)
> Kontinuity – Group passenger information contingency programme

CASE STUDIES
> Theoretical information
Keolis Caen, Keolis Rennes, Keolis Lille, Keolis Lyon, Keolis Bordeaux
> Real-time information
Keolis Besançon
> Signage and nudge information
Keolis Yarra Trams, Keolis Lyon
> Innovative information: E-paper, totem, eco-bench
Keolis Chambéry
> Innovative information
• e-paper, totem, eco-bench, Keolis Chambéry
• geolocated totem, Keolis Aix-en-Provence
• totem, chatbot, Keolis Bordeaux
• dynamic line map, Keolis Tours
> Beacons
Keolis Caen

PARTNERS AND PROVIDERS
> AREP – Signage (FR)
> Attoma – Signage (FR)
> Latitude-Cartagène – Maps (FR)

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TRAINING
> Defining and disseminating passenger information (FR)
> Managing customer service teams (FR)
> Developing communications in the event of service disruption (FR)
> Managing customer service relationships on our networks, including during service disruptions (FR)

ASSOCIATED FACTSHEET
15 – Managing the customer information during disruption

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.