



Digital for everyone

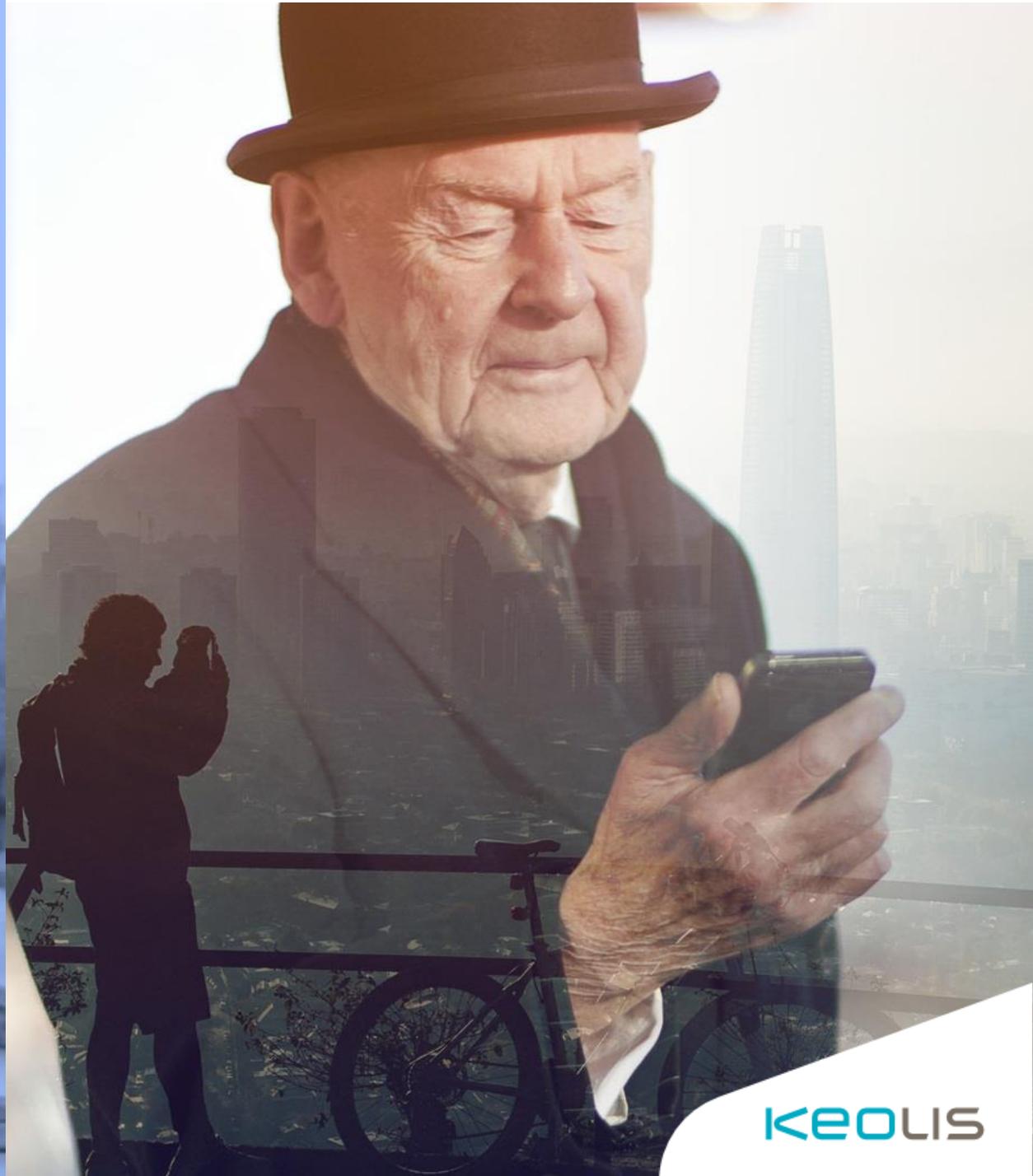
Polis Conference
Manchester - Friday 23 November

Bénédicte Guenot
Deputy Group Marketing Director
Keolis

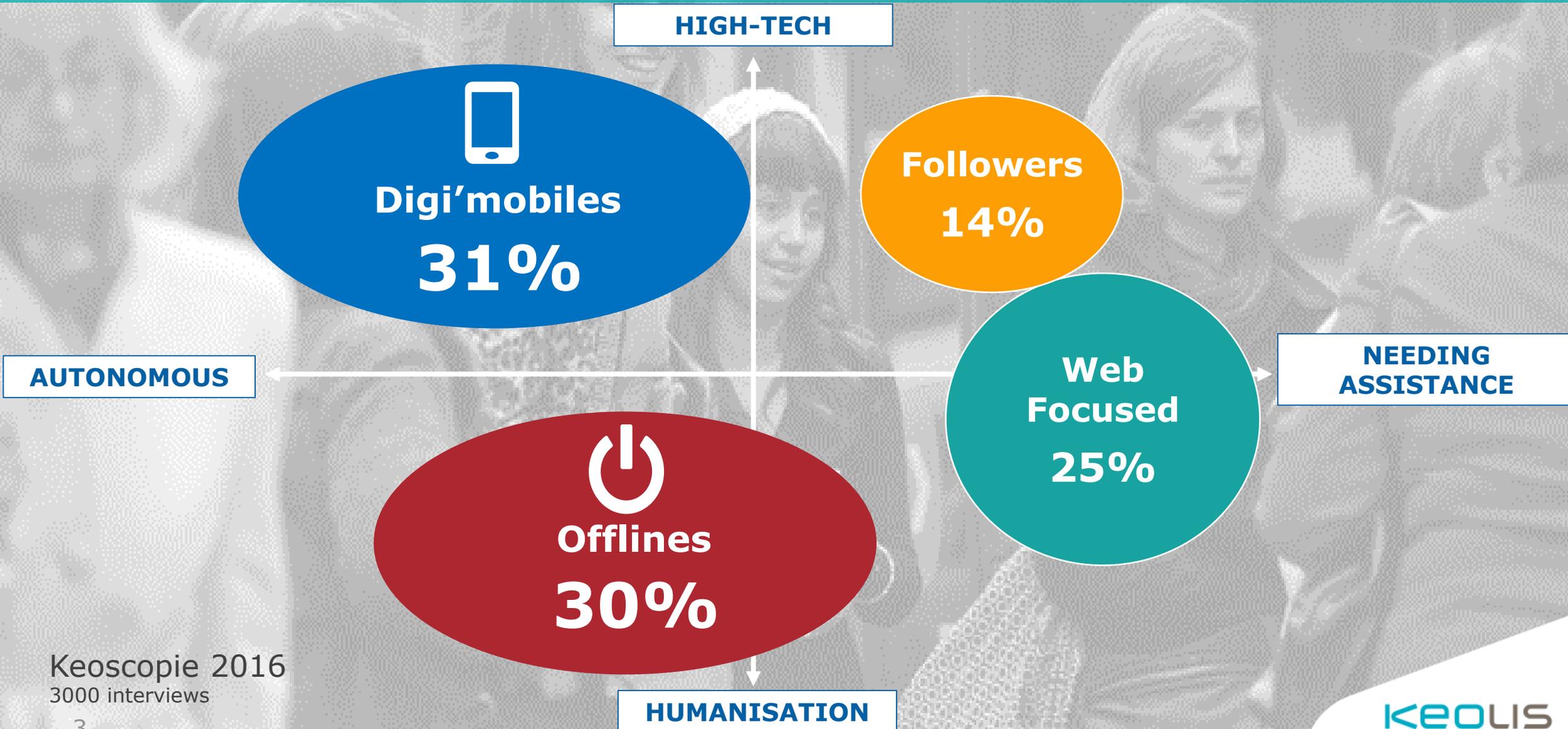
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#1

A range of digital users

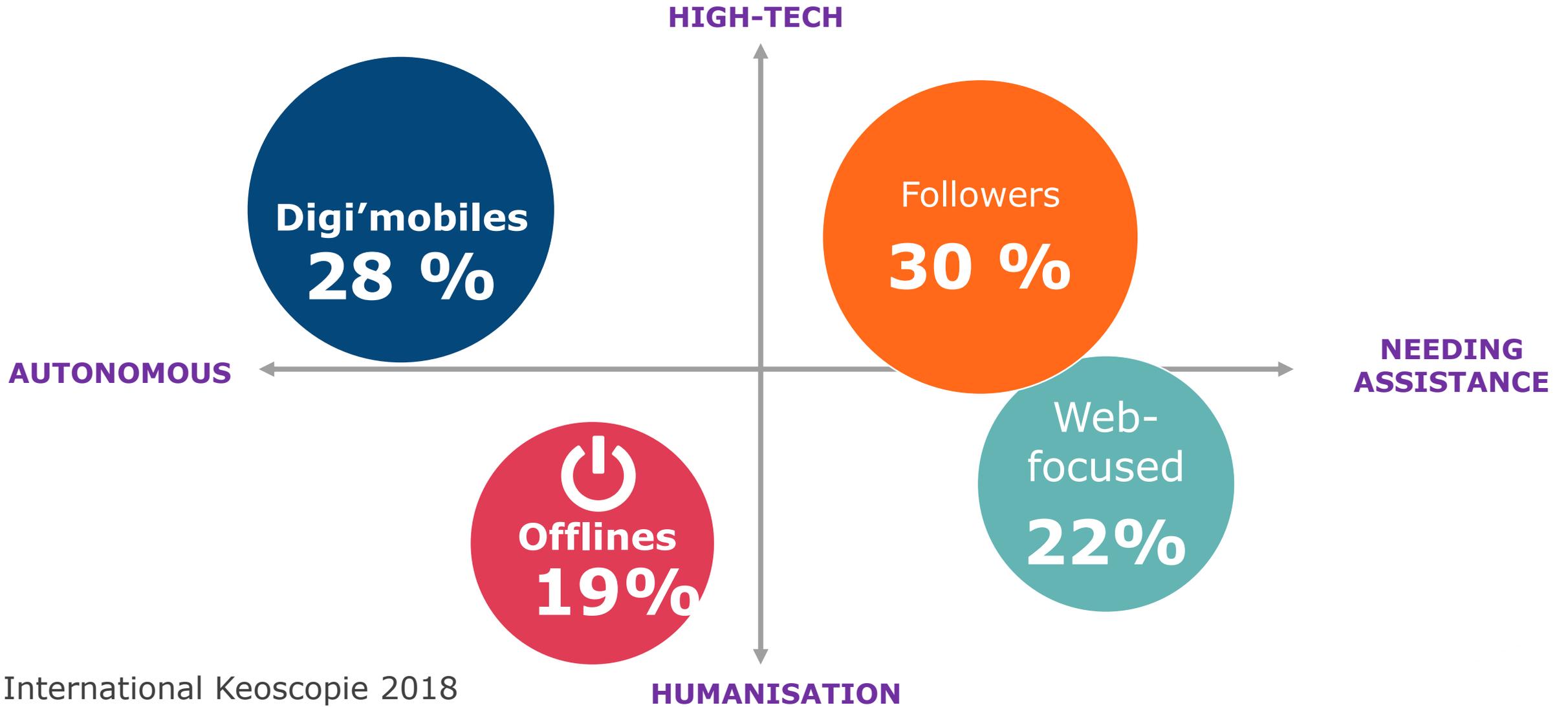


4 types of digital mobility in France



Keoscopie 2016
3000 interviews

....Same profiles for Europe



International Keoscopie 2018

4 groups of digital mobility in the largest cities of Europe – 68 % of survey respondents positioned in one group

Signals that aren't weak but strong...



70 %



50 %



50 %



vigilance sur les données personnelles qui transitent via WiFi public !

INTÉRÊTS

- préserve les données que vous entrez sur un site non https
- garantit la confidentialité de votre historique de navigation

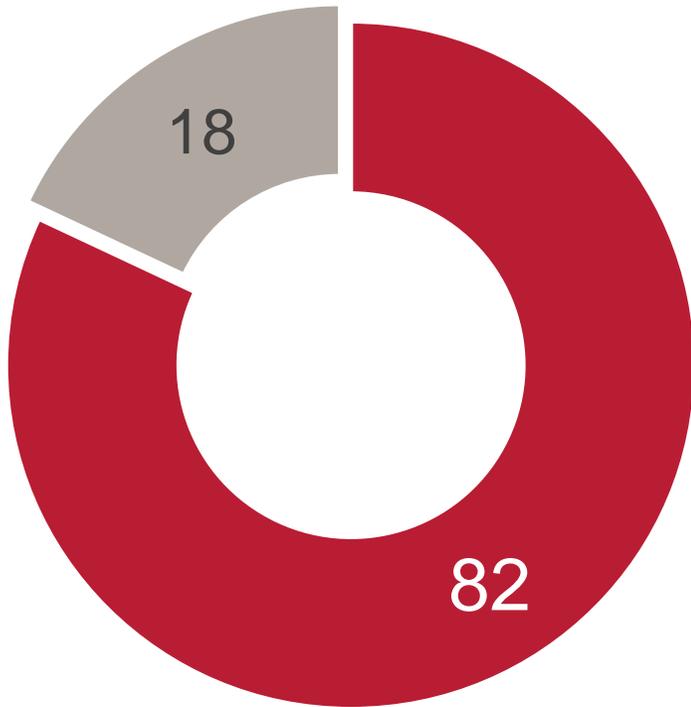
71 %



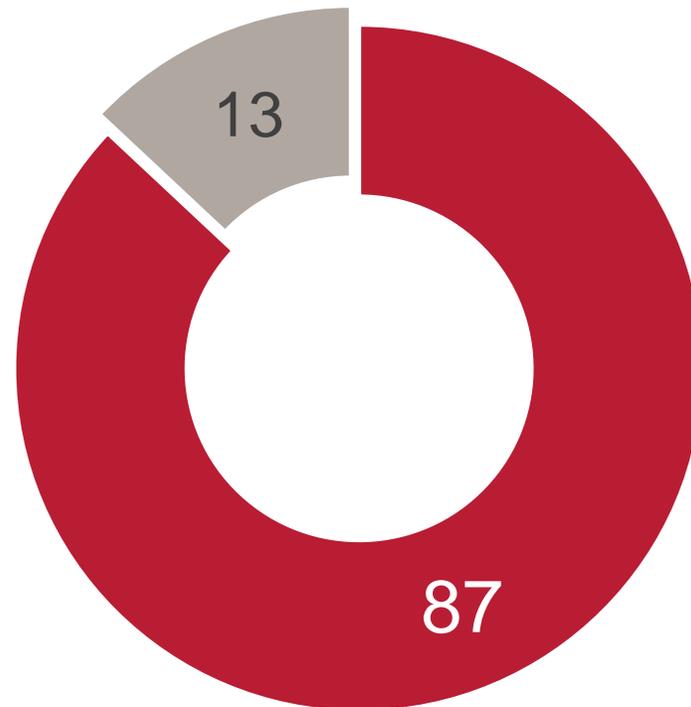
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Digital is great...

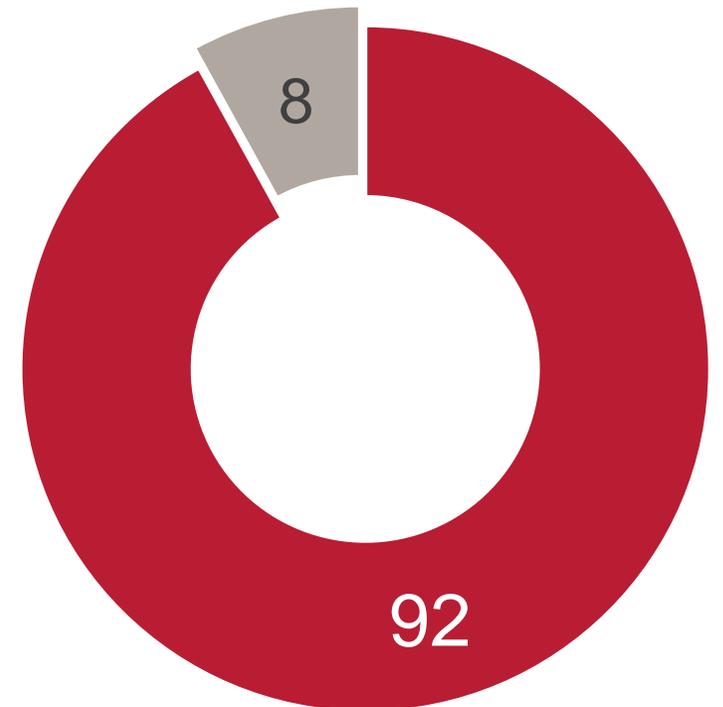
It helps me save time



It simplifies my life

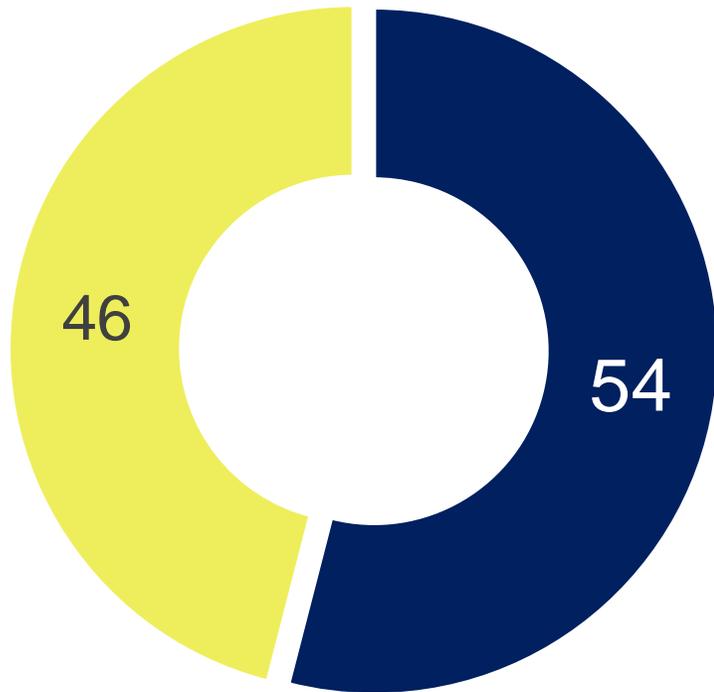


It gives me access to knowledge

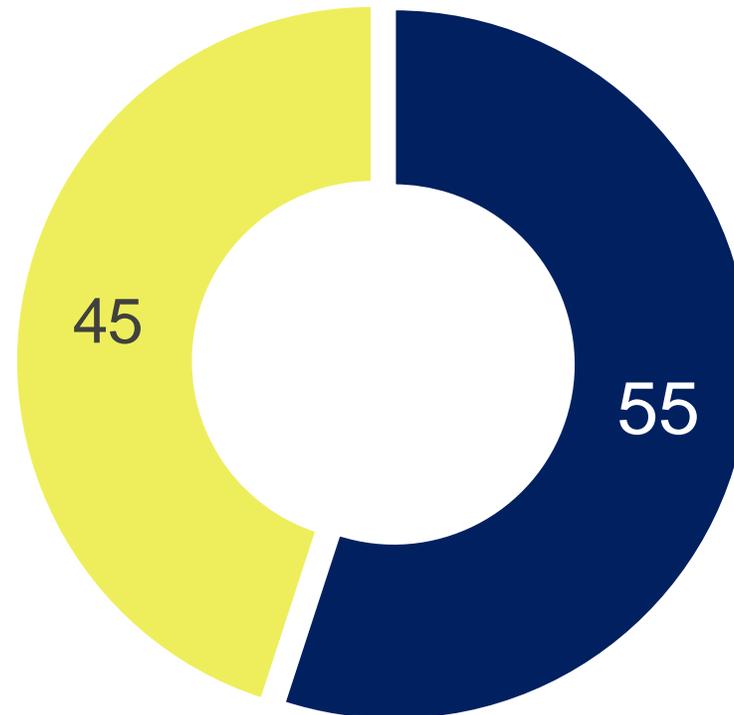


But at the rate it's going...

I'm afraid of not being able to keep up

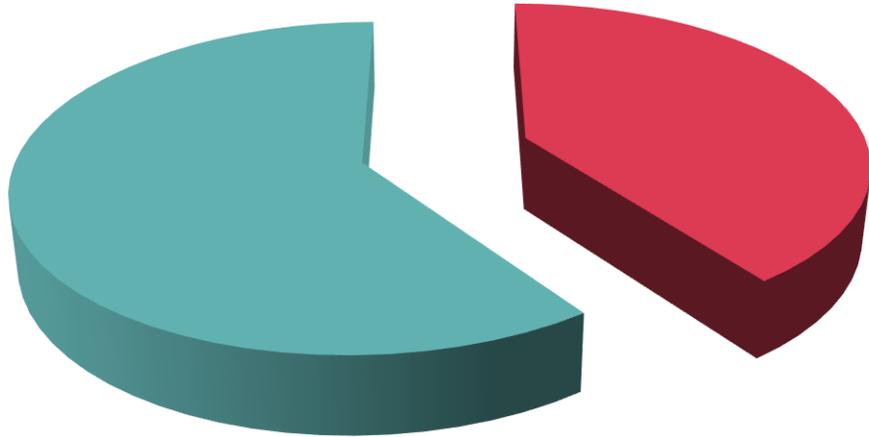


When I do something online it's very important to be able to count on someone by other means



An analysis of citizens planning their journey: not a great experience...

A 'nightmare'
6/10



4/10
Good website, good reflexes,
but 1/3 still have a lot of trouble



...with the discovery of an efficient call centre!



Our DNA: No one gets left by the wayside

Our motto: Serving all passengers, from the illiterate to the e-passenger



- **Key learning : possible digital answer for everybody**

Our DNA: No one gets left by the wayside

Our motto: Serving all passengers, from the illiterate to the e-passenger



- Pre-requisites: simplicity, step-by-step coaching and a high-level of personnalisation
- Intelligent infrastructure and not only mobile apps
- Digital creating links and promoting mutual aid
- Mobility services need to be accessible to everyone

Worldwide, technology is being questioned
The conflict between acceleration and digital accessibility

- A race to create the most high-tech solutions,
but it's still important to maintain low-tech simplicity
- A growing number of devices:
from personal digital to public digital, collective and free

#2

Smart analysis of data
is not always that easy

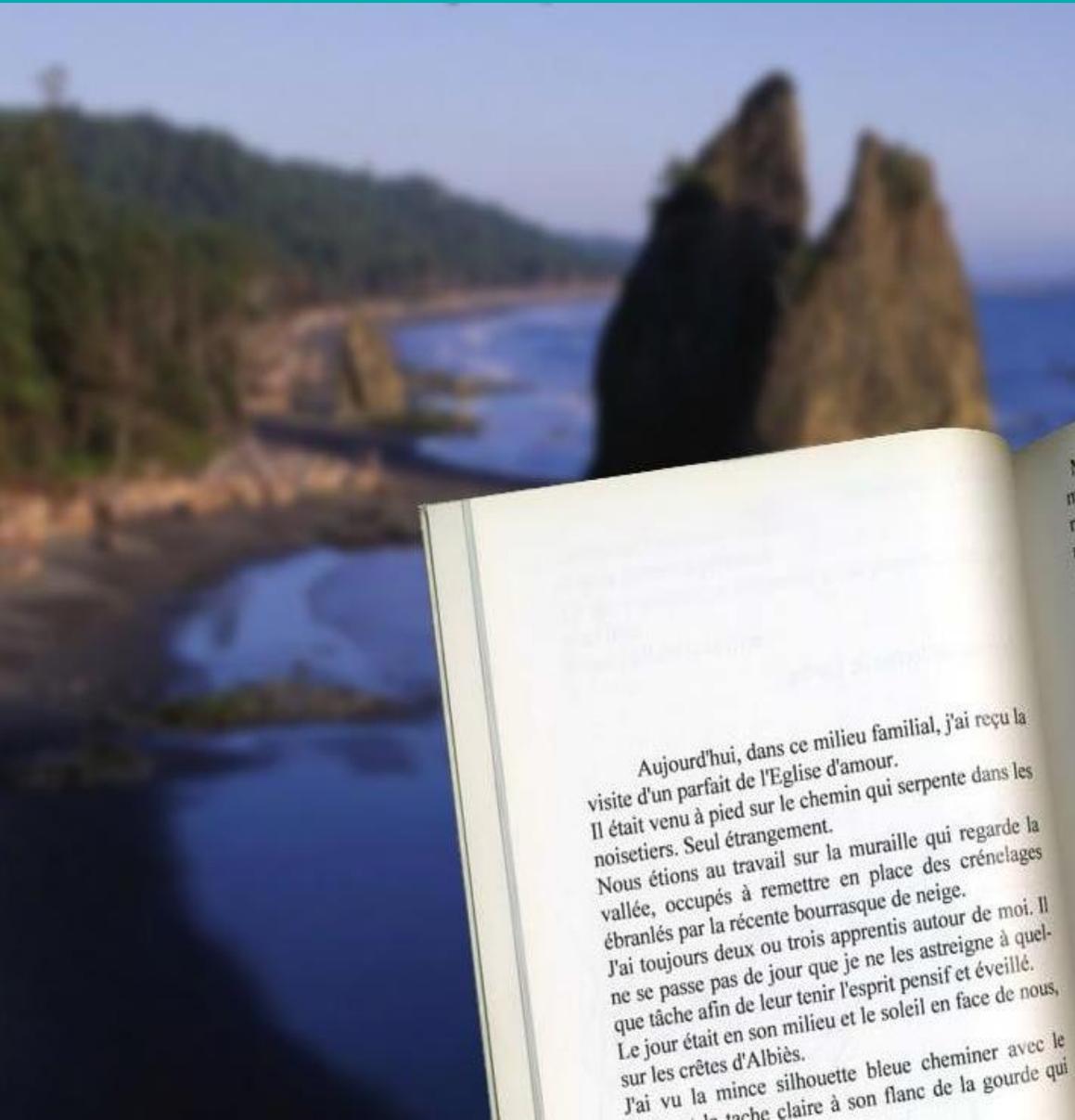


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Beware of being short-sighted Don't always believe what you see...



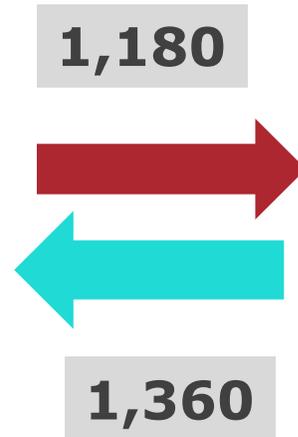
Aujourd'hui, dans ce milieu familial, j'ai reçu la visite d'un parfait de l'Eglise d'amour. Il était venu à pied sur le chemin qui serpente dans les noisetiers. Seul étrangement. Nous étions au travail sur la muraille qui regarde la vallée, occupés à remettre en place des crénelages ébranlés par la récente bourrasque de neige. J'ai toujours deux ou trois apprentis autour de moi. Il ne se passe pas de jour que je ne les astreigne à quelque tâche afin de leur tenir l'esprit pensif et éveillé. Le jour était en son milieu et le soleil en face de nous, sur les crêtes d'Albiès. J'ai vu la mince silhouette bleue cheminer avec le...



Congestion at the entrance of big cities is hiding traffic flows in the other direction



Molsheim
10 000 inhabitants



Strasbourg
300 000 inhabitants

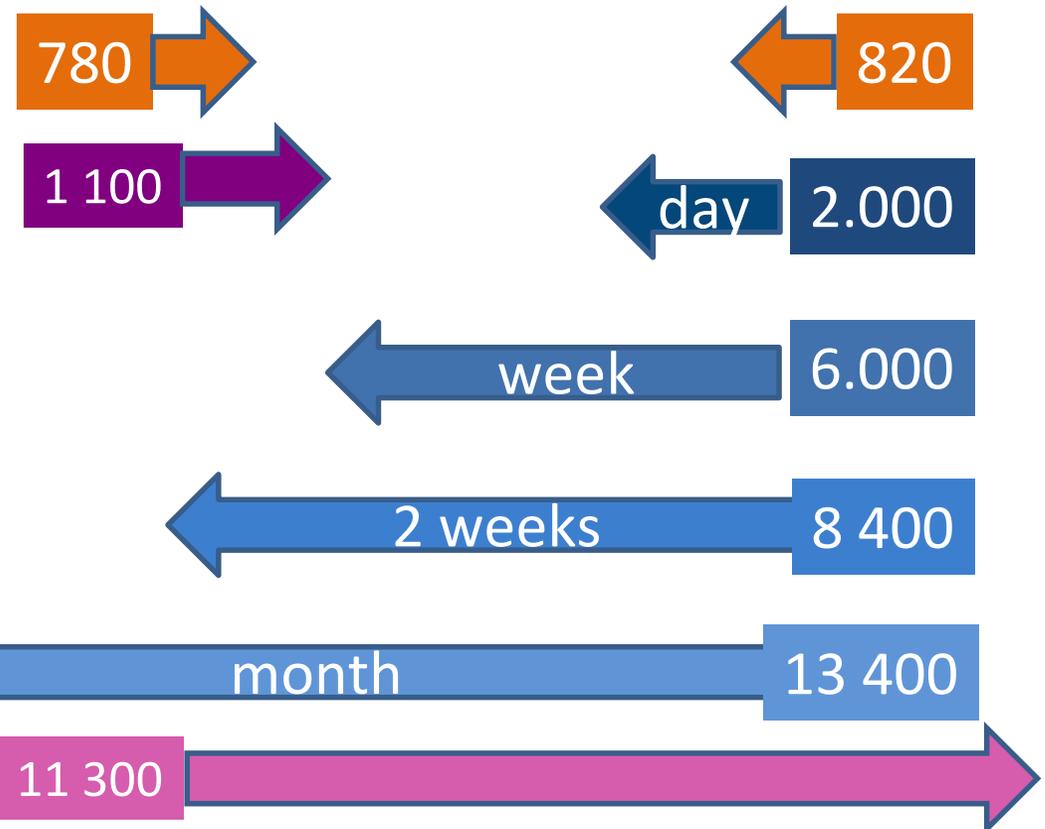


A lot of people travel during peak hours but they are not only travelling during these times.

Why are home-work commutes not sufficient for understanding the link between cities ?



450,000 residents



25,000 residents

Thank you.
Questions?