



SERVICES IN FRENCH STATIONS : NEW CHALLENGES

17-18 October 2013

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Session 1B - Innovations

OUR ROLE



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➤ ASSIGNMENTS

- Manage, improve and develop the 3,000 French railway stations
- Fair and transparent customer service for all TOCs

➤ TURNOVER €69 MILLION



➤ PRIORITIES

- Modernize and renovate railway stations
- Improve quality of service for all passengers
- Connect and open stations to cities and to other transport services

Regulated services

2/3 RDS of turnover:

€573 MILLION

in station access fees paid by transport operators

Non-regulated services

1/3 RDS of turnover:

€396 MILLION

in the competitive services and real estate sector (retailing, office space...)

➤ TEAMS

More than **3400** staff

- Design and construct station buildings (Arep subsidiary – 500 employees)
- Manage, promote and market railway stations' assets (A2C – 60 employees)
- Run stations, in particular reception and services, and manage sites and platforms

OUR TERRITORIAL ORGANIZATION

3



6 station agencies

- In their geographic area, they deploy the ambitions and strategy of the branch
- They carry out station improvement and development projects
 - **Channel-North:**
Philippe VERDURME
 - **Centre West:**
Emmanuel CLOCHET
 - **Southwest:**
Alice HANNART-DUBOSCQ
 - **East European:**
François HENRY
 - **Centre East Rhone Alpes:**
Franck LAFERTE
 - **Mediterranean:**
Gilles BALLERAT



A specific organization for the Ile-de-France region

- The Direction Déléguée des gares transiliennes (DDGT), set up in February 2012 and co-managed with Transilien, manages the 383 stations and stopping points in the Paris region
 - Manager: Jacques PEYNOT
- Gares & Connexions manages directly:
 - The 6 Paris stations: Paris-Austerlitz, Paris-Lyon/Paris-Bercy, Paris-Nord, Paris-Est, Montparnasse, Paris-Saint-Lazare
 - The 3 high-speed train interconnection stations: Massy TGV, Marne-La-Vallée TGV, Roissy-Charles de Gaulle TGV



39 station managers

- They are responsible for the running and satisfactory operation of their organization's stations with regard to transport operators (SNCF or new entrants, other TOCs) and tenants and franchise operators
- To perform their duties, they are supported by the station unit, based in the passenger organization



3 ESBEs

- The Building and Energy Services Organizations (ESBEs), set up in January 2013, pool building expertise for maintenance and work in stations, to improve the level of quality, responsiveness and traceability
 - **ESBE Grand Ouest:**
Yann KERIBIN
 - **ESBE Grand Est:**
Philippe RICCI
 - **ESBE Ile-de-France:**
Béatrice MILAN

KEY NOTES

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↗ 37 MILLION
Train departures from stations

↗ 2 MILLION Sqm
of passenger and sales
space, retail areas, offices...

↗ 3 029
passenger stations in the
French national rail network

↗ 2 BILLION
passengers transited through French railway stations

 **68%** in the Paris Region i.e. **1,443 million**
“Transilien” passengers
(source: annual traffic flow report)



50% of passengers
are **under 35**

30% of passengers
are **under 26**

 **15%** Business
travel

 **25%** Leisure
travel



Commuter
traffic **60%**



CREATING EXPERIENCE VALUE FOR OUR CUSTOMER TRAVELLERS

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OUR OBJECTIVES

- **To meet fundamental expectations** by facilitating the travel and movements of our passengers in the station through passenger information, accessibility, intermodality and cleanliness, by improving their on-site comfort and ensuring their safety
- **To create a new station experience**, richer and more modern, by proposing innovative services
- **To undertake a participatory approach** of innovation and improvement with our customers, supported by digital facilities
- **To strengthen the multimodal hub role**, offering choices and alternatives from a door-to-door approach



OUR LEVERS

- **Measurement of customer satisfaction:** more frequent and faster by open-loop system
- **A quality labelling approach** to stations: Caligare
- **The creation of new personalized services** with new partners
- **Regular tests on specific services** in the Ile-de-France region
- **The definition of passenger routes**, incorporated in station plans
- **National deployment of the service improvement programme:** passenger info, signage, waiting time-comfort, intermodality, etc.

IMPROVE QUALITY OF SERVICE AND CUSTOMER SATISFACTION

6

THE SERVICE PLAN: 5 SERVICE PROMISES



□ Station service levels and segmentation

- **Three types of station** have been defined: large stations, medium-sized stations and local stations
- To each type of station corresponds a **level of equipment and services**, to meet very different customer needs

IMPROVE QUALITY OF SERVICE AND CUSTOMER SATISFACTION

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P1

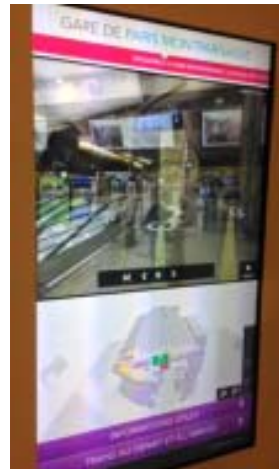
INFORMATION

Customers have access to information relating to trains and the station



Personalize and target information to customers through digital device

 Interactive information



 Audio Guiding



 Connected stations



In 2014, free WiFi in a 100 stations

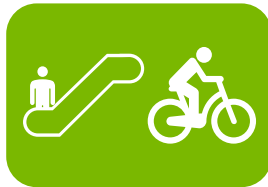
IMPROVE QUALITY OF SERVICE AND CUSTOMER SATISFACTION

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P2

MOVEMENT

Customer movements in the station and between their transport modes are fluid



New tools to improve day to day quality and be constantly connected to client's feedback

GARANTIE INFORMATION

GARANTIE DEPLACEMENT

GARANTIE PROPRETE

GARANTIE CONFORT

GARANTIE SERVICES



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IMPROVE QUALITY OF SERVICE AND CUSTOMER SATISFACTION

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Experience new concepts and tools to strengthen quality and reactivity

P3

CLEANLINESS AND SAFETY

The station space is clean and safe



➤ New models for toilet service



➤ Digital tools to be more reactive



IMPROVE QUALITY OF SERVICE AND CUSTOMER SATISFACTION

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Enrich the time spent in stations through comfortable waiting rooms and innovating solutions to spend time

P4

COMFORT

Customers have a pleasant time in the station



➤ **Playing wall** : Digital content to enrich travel journey



➤ **Waiting rooms**: modern, comfortable and personalized spaces



➤ **10 mn exercise** while charging my electronic device



➤ **Piano in main stations**



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Transform stations in hubs of daily and smart services...

P5

SERVICES

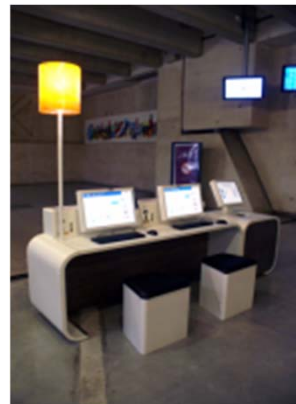
Customers have access to services to make good use of their time in the station



Kiala package withdrawal



My office on my way



Pharmacies and medical analysis laboratories: Paris Saint-Lazare, Marseille Saint-Charles, etc.



Day nurseries: The first one opened in Paris-Nord at end-2012, in partnership with "Babilou"



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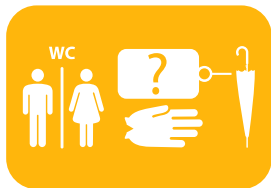
FOCUS ON "SMART" SERVICES

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P5

SERVICES

Customers have access to services to make good use of their time in the station



... such as modern retail shops and concepts to enriching the experience during station journeys

➤ Convenience food



➤ **La Boutique du Quotidien**, everyday shopping concept launched at end-2012. Eventually, 80 points of sale planned in French railway stations



➤ **Business centres**: in partnership with Regus, world leader in flexible workplaces. Opening soon: Le Mans



Project « I like »

Connectivity with customers : innovative way to learn from customers and and strengthen awareness



Cumuler des avis positifs



Mesurer l'appréciation

Apprendre de nos clients



Améliorer nos pratiques

Le faire savoir (interne + externe)



Changer les perceptions





...Thank you

for your kind attention