

PASSENGER INFORMATION

Making each journey a positive, managed and
organized experience by communicating
the right information.





Making each journey a positive, managed and organized experience by communicating the right information.



Xavier Aymonod
Customer & Innovation Director
Group and France

By thoroughly reflecting on our customers' expectations with regard to passenger information and the areas for improvement in that respect, we become **our passengers' transport partner**, bringing them a sense of calm and comfort during all their journeys. Passenger information is the showcase through which the quality of our service is assessed. In this respect, our **commitment** to our passengers and Public Transport Authorities is to:

- › **Improve** the experience offered to passengers
- › **Enhance** our passenger information solutions, particularly during disruptions
- › **Provide** quality passenger information
- › **Promote intermodality** and a local approach.

To produce **passenger information accessible to all**, we use **real-time, geolocalised and interactive** data across our networks. We provide new online solutions to improve **user autonomy**, offer new services across **all of our channels**, to enhance how routes are controlled based on **correct information**: contextualised, coherent and responsive to the immediate needs of our passengers. We develop our **teams' know-how** to promote proactiveness, particularly in case of disruption, to increase our **proximity to** each passenger.

We carry this ambition through the program:

Arr'iv 



ARR'IV is the programme that embodies Transdev's vision for passenger information serving our users, our teams and our Public Transport Authority.

The added value of this programme is based on:

- › **Repositioning the passenger to be** at the heart of our passenger information projects, based on the needs they have expressed themselves;
- › Supporting and empowering our networks by **defining standards**, supplying tools and engaging in continuous improvement;
- › **Making our passenger information accessible** to all passengers for the development of multimodal services
- › **Promoting the local area** through every piece of passenger information shared

This white paper summarises aspects of the vision and strategy of this programme, supported by a customer survey and a field assessment*, addressed to our Public Transport Authority partners as well as to the Transdev teams within the network and at headquarters.

* On french transport networks



Autonomy



Enhanced passenger **autonomy** with a multimodal, easy-to-use application

Resolution



Resolution of disruptions, using new tools and practices

Robustness



A commitment to system **robustness**, by developing skills, standards and a customer-oriented culture

Impact



Increased **impact** of passenger information adapted to our customers' behaviour and expectations

Value



Value the local area, multimodal transport, and new services to improve experience and accessibility

INFLUENCES ON THE PASSENGER INFORMATION MARKET

EXPECTATIONS OF OUR PASSENGERS AND PUBLIC TRANSPORT AUTHORITIES, SUPPLIER AND TECHNOLOGICAL CHALLENGES

**Study, interviews and analyses carried out in France*



Our passenger expectations decoded: reassurance, digitalisation and personalisation.

The Transdev Customer & Innovation Department conducted a dual qualitative and quantitative study (focus group, triads) to enable us to gain in depth insight into our customers' expectations of passenger information. This study (on french transport networks), from which a great deal was learned about passengers' preferred information channels or about the use of passenger information whatever the situation and type of journey, allows the Transdev teams to respond to the needs of passengers based on precise data.

Based on this study, all Transdev teams are now involved in the ARR'IV programme to design and implement relevant and accessible passenger information for its users.

What does passenger information mean to our customers? What are their perceptions of it?

Transport, by its very nature is **not a stress-free experience**: even on familiar journeys and in normal situations, nearly three out of four passengers **continuously check** passenger information. This mindset of "**being on alert**" is heightened in the event of disruptions creating additional stress. 59% of respondents say they quickly become stressed in the event of **disruptions**.

This is why passenger information, defined by users as being "**useful, visible, communicated information** that reaches passengers **in real time** and accompanies them **throughout their journeys**" is key to the **customer experience**. Passenger information plays the role of a guide and **reassures** users throughout their journey and in all situations.

There is therefore a legitimate expectation from public transport users with regard to passenger information. When it works, in other words when it

is **reliable** and **delivered in real time**, it provides **tangible reassurance** on a journey and represents the **basis for satisfaction** when travelling: arriving on-time arrival with no unexpected surprises. In contrast, when it is defective (lack of – or incorrect information), passenger information can be a source of **worry and dissatisfaction**.

Although 87% of passengers are satisfied overall with the passenger information on their network, 73% state that a lack of information in case of disruptions can **discourage** them from using public transport. That's why it is necessary to adapt passenger information to users' **new expectations**.

"On regular or everyday journeys, routine is the order of the day and guides the habits and behavior of passengers."

What information do our passengers need at each stage of their journey, depending on the situation?

On regular or everyday journeys, routine is the order of the day and guides the habits and behavior of passengers. These passengers expect what might be considered to be the 'basics' of passenger information:

› **At the stop:** the network map, the name of the stop, the number and destination of the line, dynamic information such as the time of arrival at the next stop, and waiting time before the next departure;

› **On board:** the next stop.

In normal situations, **digital tools** are widely used – 1 out of 2 passengers use these exclusively to prepare for a journey, and **a mixture** (combined with paper media, enquiries to agents or call centres) in the same proportion.

In the case of unusual **irregular** or disrupted journeys, passengers attempt to regain control over their journey by **checking** the information on all available channels to **ensure the key points** of their journey. In addition to the «basics» (next departures, timetable, direction etc.), passengers expect **specific** information about disruptions to be delivered **proactively** in order for them to regain their sense of **autonomy**: duration of the disruption, time for the service to resume, alternative options and impact on times, and reasons.

In the case of a **disruption**, one in two passengers (48%) **mistrusts** the information provided. In this type of situation, users adopt a **strategy of checking multiple channels** and express high expectations in terms of **inter-channel** capabilities (links to other channels), **uniformity, consistency** between sources, and the

targeted nature of information (e.g. per line).

Here, online tools **take pride of place** with 83% of passengers consulting **digital tools** and 43% **complementing** these with non-digital channels, announcements, **dynamic visual** displays (screens, information panels) and **agent speaking** (e.g. the conductor) being considered the most **effective**.

It should be noted that for unusual and connecting journeys, high expectations are expressed in terms of signage and help with routing.

The ideal passenger information for users: what are their main expectations for the future?

Passengers above all express expectations regarding **real-time** information (91% of correspondents), information concerning the **other modes of transport** used during the journey (88% of correspondents) and the exact **geolocation** of vehicles (87% of correspondents). Other information concerning **ticketing sales** (e.g. the closest point of sale), **comfort** and **accessibility** (e.g. passenger numbers), the **availability** of alternative modes of transport or numbers at park-and-ride facilities could be of interest in the longer term.



« Passenger information at the heart of the customer experience : Priorities for the future », the results of the 2022 survey (on french transport networks) launched by Transdev's Customer and Innovation Department are available at www.transdev.com.

75%

of passengers **continuously check** passenger information

87%

of passengers **are satisfied with** passenger information

73%

of passengers state that a **lack of information** in the event of disruptions may **discourage** them from using public transport

47%

of passengers **exclusively** use digital tools

48%

of passengers **mistrust** passenger information in case of disruptions

91%

of passengers are interested in having **real-time** information on upcoming departures

The expectations of our Public Transport Authorities: modern, inclusive, personal and multi-modal transport

Passenger information is one **component** of journeys that is subject to close scrutiny by Public Transport Authorities. Any dissatisfaction on the part of passengers with this indispensable service **resonates greatly** with our partners, who expect **consistently accurate** and **accessible** passenger information from the operator that projects an image of a **modern and dynamic local** authority.

The acceleration of **transport integration** at a regional level or in some larger urban communities, in line with MaaS ('Mobility as a Service'), **raises increasingly high expectations** regarding the availability of **transport data**.

The Public Transport Authorities are otherwise keen on maintaining a **proactive human presence**, especially among the less independently-minded (people with reduced mobility, people with a disability, older people, younger people, tourists); and on promoting **multimodal services**, particularly when these represent an alternative transport solution in case of disruption or are part of a **strategy to lower carbon emissions** by interfacing with means of transport referred to as «alternative».

Technological challenges and associated stakeholders: breaking new ground for passenger information scoped through to 2027

Largely associated with the evolution of digital technology and practices, passenger information of the future relies on the **quality of the data, intermodal services, predictive models and highly personalised information**.

In the short-term and driven by the French Mobility Orientation Law (LOM), the **quality standards** for data (such as the frequency of updates or the reliability of content) will be **increased; real time** is no longer just an option and new uses of data (measuring passenger numbers, monitoring by the operator) are on the way to becoming **the norm**.

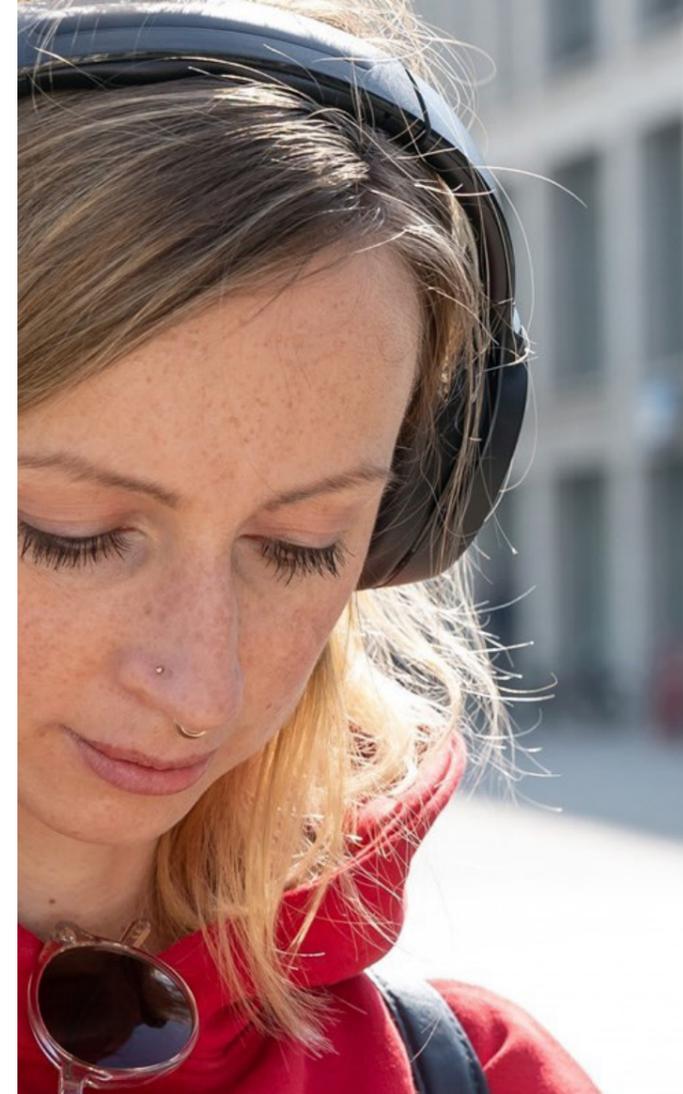
Geolocation and passenger **guidance** solutions are becoming more common. Little by little, the **level of trust** that users have of these functions is growing, and passenger information will integrate into the management of our schedules (e.g. proactive display of journey times from timetables).

MaaS solutions, acquired on the market or developed by our Public Transport Authorities are increasingly **stable** in their passenger information and transactional components. Generating the aforementioned data and increasing its quality allow the progressive integration of the growing numbers of Transport Service Providers' (TSPs) traffic flows into these solutions, thereby facilitating the **modal shift** : car park operators, parking entities excluding P+R, alternative transport operators etc. Over time, data coming from other local authority services could be integrated (e.g. tourist landmarks, municipal services) to benefit the **inclusiveness and attractiveness of local areas**. It is worth noting too that guidance and geolocation solutions are of benefit to intermodal services by directing passengers in their connections between different modes of transport.

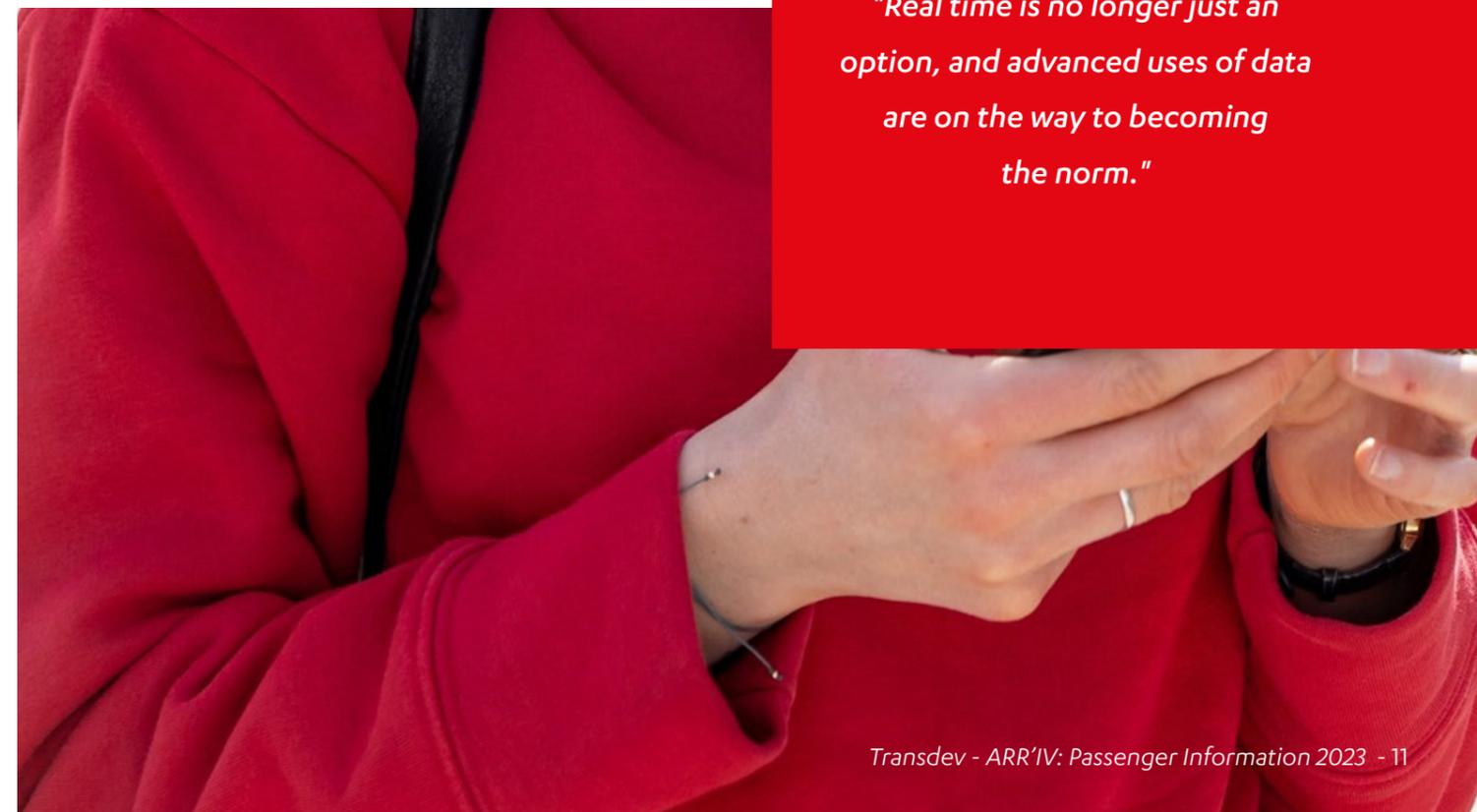
Disruption management is also set to evolve rapidly. New analytical tools, **artificial intelligence**, centralised and **collaborative** management systems for passenger information already allow incidents to be predicted and scenarios to be set for their resolution to produce gains in response times and **minimise the inconvenience** suffered by passengers. In the short-term, an **individual understanding** of passengers (personalisation functions, provision of profile and preference information in apps) enables highly **personalised** and more **effective** traffic information to be shared: disruptions on their commuting route, targeted notifications etc.

Alongside digital tools, **static** tools and, in particular, contextual tools are adapting to provide an understanding of the range of transport options and to give guidance to passengers. The distribution of **timetables** on demand (from a machine), inter-channel capabilities (e.g. QR code on static tools), more widespread use of **3D maps** and **Nudge** navigation systems are all trends that we support.

Thanks to the resources that we are ploughing into **innovation** (Open Innovation or expression of need by local authorities) and because of our constant adaptation to the needs of our passengers, we aspire to position ourselves as a **key player** on these issues by 2027, the goal being to create a transport experience that is increasingly **stress-free and positive**.



"Real time is no longer just an option, and advanced uses of data are on the way to becoming the norm."

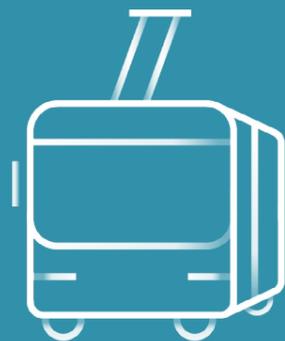


THE STRENGTHS OF OUR NETWORKS AND HOW TRANSDEV MAKES A DIFFERENCE.

PROXIMITY, INNOVATION, GETTING THE BASICS RIGHT AND A RELATIONSHIP OF TRUST...

The ARR'IV programme capitalises on the best practices of the Transdev networks in terms of passenger information to make them the norm and improve both the perceived and actual quality of passenger information throughout France.

A field survey, conducted within 10 Transdev networks in 2022, allowed us to identify some of these practices.



STATIC INFORMATION: THE ESSENTIALS COVERED, AND PERMANENTLY SEEKING A SIMPLIFIED APPROACH

Across our networks, we ensure the **continuity** and **quality** of the **fundamental** static passenger information (in particular timetables and up-to-date maps), in addition to information that allows passengers to fine-tune their journey **preparation** (journey time, 3D illustrations, alternative pedestrian itineraries etc.).

Our Group marketing teams, at regional and network level, are constantly seeking **ways to optimise** content to make tools **easier to read** for passengers.

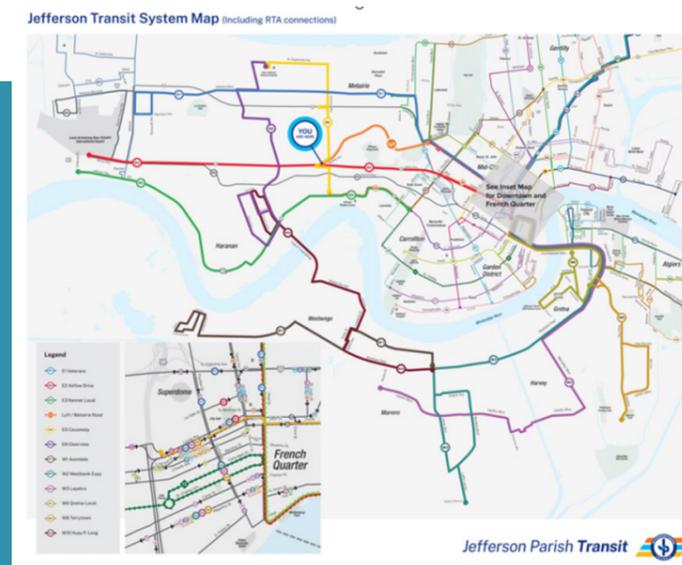
We rely on our international experience as well our **excellent relationship** with efficient and innovative print solution designers to increase the **impact** and understanding of static passenger information.

We suggest new ideas to our Public Transport Authorities to assist them in their **paperless** passenger information strategies.



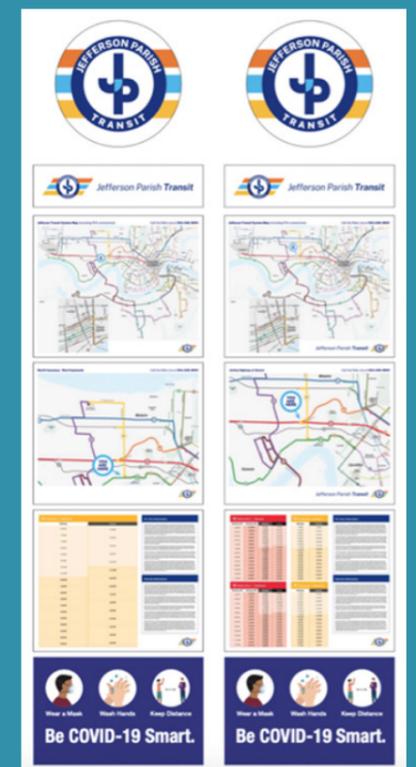
STAS Network - Metropolitan Area of Saint-Etienne, France

The information display panel in St Etienne station, with a representation of the multimodal hub through a 3D map, has been designed to simplify how passengers are guided to the various modes of transport.



Jefferson Parish Transit Network – New Orleans, United States

The Jefferson Parish Transit network covers the outskirts of New Orleans (Jefferson Eastbank and Westbank, Louisiana). Given the vastness of this region, reading a map to obtain comprehensive orientation and details about service points can be challenging. In response to this challenge, Transdev suggests presenting a map that depicts the entire area, featuring a «you are here» marker. Additionally, a zoomed-in neighborhood map tailored to each stop is displayed. This approach allows users to focus on nearby service points.



IN THE SHOES OF THE PASSENGER

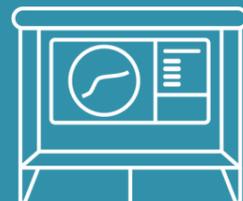
How passenger information enriches the experience throughout the whole journey.

"All the channels provided give **consistent and complete information**"

"I choose **how I want to be informed** by the network to organise my trips: alerts through a notification from the mobile app, or an SMS being sent to me for example"



"From my home, I **prepare my journey from start to finish**, I plan my connections and the different modes of transport to take. **Getting full information on the entire journey reassures me**"



"To reach my stop, I am already **guided by clear, visual information** to easily identify the station"

"The **timetables displayed** at the stop allow me to quickly find the time of the next departure..."

"I have not downloaded the network app but there are several tools provided to **inform me about the traffic conditions in real-time**: either with a **dynamic panel**, or a **QR code** that immediately sends me to a page containing all the information"

"For my **convenience**, I already know **how busy** the next bus or train is, and the one after that. I have the freedom to choose whether to take it or wait for the next one"



"On board, **the geolocated signage** allows me to see how the journey is progressing and also to discover any **places of interest** close to the stations on my line"

"Despite **the disruption** following a **change in journey**, I am immediately directed to a **replacement service** with full information about the location of my new stop, just a few minutes away..."



"**Connections** can be stressful. Thankfully, **the markings on the floor** and the many **visual indications** make it much easier to get around the very busy station. My **journey** is made a lot easier and I will never miss my connection!"

"There seem to be **difficulties** on different lines. Unfortunately, I missed the **last announcement**... Thankfully, several alternative channels repeat the most important message : **dynamic signage** on the screens but also **drivers who have been informed of the situation** and are perfectly able to guide you"

"Thanks to the **all-in-one mobile app**, I was able to see the amount of spaces available in the park-and-ride and **calmly** take public transport to arrive in the centre of town"



"**On arrival**, I can share my experience with the other passengers : **sharing information** allows me to find my way around and **reassures** me when **choosing my modes of transport**"

"**The after-sales and after-travel experience is well managed** : I can easily contact a service to handle **my complaints** or to find **lost property**"



PROXIMITY TO PASSENGERS COMMENDED

Empathy, listening and giving tailored responses to our passengers are the cornerstones of the **culture** of Transdev customer relation centres and agencies. In medium-sized urban and inter-city networks, Transdev drivers also show great **proximity** to the regular customers, whom they know well.

Many networks have in fact made it a priority to improve customer relations with the development of **specific training**, in particular to allow drivers to **address customers** of their own accord in the case of disruptions to inform and reassure their passengers, or in a normal situation to make the journey **a more pleasant experience**.

Multiple **initiatives** have been led as further markers in developing a relationship of trust with our clients, to inform and support passengers and **raise awareness** about the use of modes of transport: making travel fun, involvement in schools, mobile stands etc. Some of these initiatives target specific populations (people with reduced mobility, people with a disability, older people, young people, tourists), with a view to inclusion and appeal.

A TRUSTED OPERATOR FOR OUR PUBLIC TRANSPORT AUTHORITIES

Across our networks, we have **close relationships** with our Transport Authorities. At their request, we assume the role of **coordinating and orchestrating the local area's transport services**, increasingly introducing alternative transport services and relevant customer relations-related activities.

the **responsible transport service** (calculating the carbon footprint): we actively work with stakeholders to respond to new requirements whilst fulfilling our ambition of readability and accessibility.

Moreover, the passenger information channels used are an opportunity to **share new information that promotes the local areas** (highlighting landmarks, showcasing the economic and cultural fabric) and



Baïa Network - Metropolitan Area of Arcachon, France

The Baïa Adventure forms part of Sustainable Development Week and a range of awareness-raising initiatives among the younger population. through a series of fun activities, this is an opportunity to remind people of and present transport-related safety rules and to explain the good practice that should be adopted.



TAN Network - Metropolitan Area Urban Community of Nantes, France

The tourist plan put in place in the TAN network allows occasional passengers to find places to visit served by the tram, bus, Navibus and the airport shuttle in a simplified map: historical sites, cultural outings, parks and gardens etc.

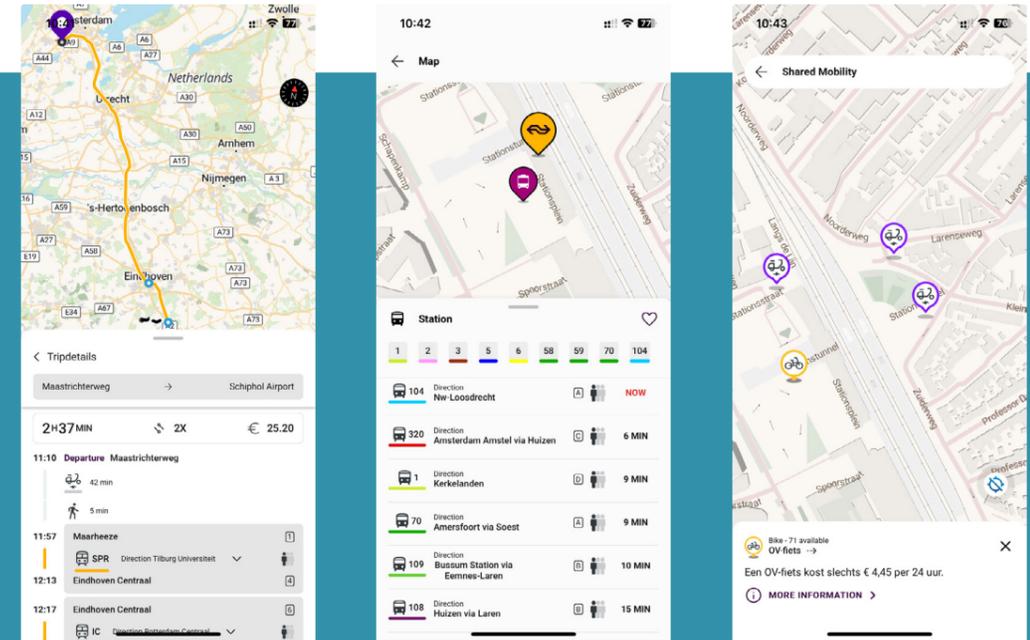
AN INNOVATIVE KEY PLAYER, AND GROUNDBREAKING SOLUTIONS FOR THE DIGITALISATION OF TRANSPORT

All the qualities of the Transdev Group in terms of **innovation and digitalisation** benefit passenger information.

Our collaborative innovation strategy allows us to reveal and test, through **internal initiatives** or in **partnership** with the Transport Authorities (LEMON), **concepts** that in particular fulfil the aim of “reassuring passengers in their use of shared transport services”.

We have at our disposal internal expertise that gives our largest networks a leading edge in developing **transport as a service**.

Finally, our policy of partnerships allows us to adapt our **digital strategy** to the context (sizing, passenger information resources, choice of the Transport Authority) of each of our networks and to benefit from the latest technology on the market (MaaS, customer interfaces, accessible transport control and passenger information systems, collaborative management of disruptions etc.).



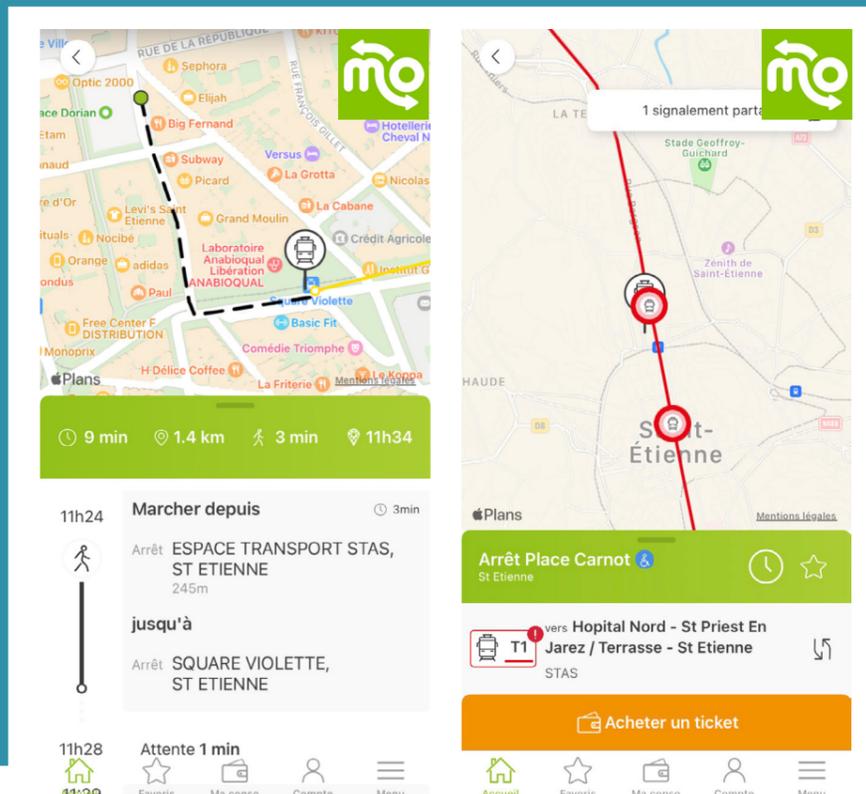
Connexion Network – Pays Bas

The Transdev Netherlands app provides comprehensive traveler information for your journey: travel time by mode, upcoming real-time arrivals, bus location on the route, fare, crowd levels, and the location of other nearby modes. Buses, trains, and shared bikes or scooters, all options are included in this app. For purchasing tickets or reserving another mode of transportation, the traveler is redirected to the dedicated application.

STAS Network - Metropolitan Area of Saint-Étienne, France

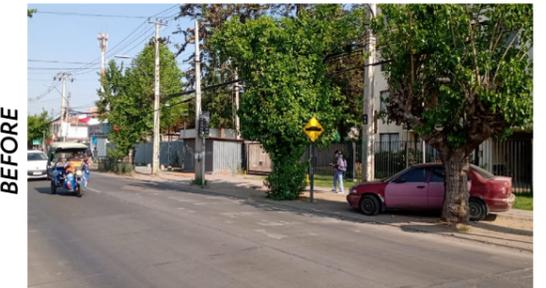
The Moovizy app brings together all the services useful to people who are travelling: inclusion of the real-time multimodal and intermodal itinerary calculator for public transport, bicycles, cars, trains or carpooling and taxis, as well as a unique platform for reservations and payment.

The St Etienne STAS network was the first MaaS in operation at urban community level in France.



TaM Network - Metropolitan Area of Montpellier, France

As part of LEMON®, Transport experiment lab, the Arrêt Terra project aims to improve the passenger experience while waiting at stops, especially when it's hot, by providing the sensation of coolness.



City of Renca - Chile

In collaboration with stakeholders, the network implemented a bus stop concept tailored to the needs of residents. It consists of a secure and illuminated waiting area accessible to people with reduced mobility, a real-time dynamic information space with a totem offering route calculation, local information, and weather updates. This bus stop makes the passenger journey more playful, attractive, and familiarizes travelers with digital information.



OUR VISION AND PROGRAMME

**MAKING EACH JOURNEY A POSITIVE, MANAGED AND ORGANIZED
EXPERIENCE BY COMMUNICATING THE RIGHT INFORMATION**



Arr'iv : making each journey a positive, managed and organized experience by communicating the right information

Through this vision, we are showcasing our concept of the ideal passenger information system (scoped through to 2027) and deploying the ARR'IV programme underpinned by continuous improvement

Transdev's passenger information is first adapted to the needs of each journey:

- › It covers all networks and adapts to the local needs and resources
- › It includes all methods of travel, including alternative transport services
- › It is aimed at all customers, its content is universal whilst its format (channel, support) is adapted thanks to a detailed understanding of all of our passengers' expectations

Passenger information as we see it allows passengers to be in control of their journey:

- › Passengers regain control of their time, the information is delivered in real time, it is reliable and synchronised across all channels, including in case of any disruptions
- › Passengers control the space because they can access spatial information alongside timetabling information: geolocation, guidance, information on other transportation means around them to help them at every step of the journey
- › Passengers choose by selecting their favourite channels and accessing in-context and personalised information

It is about having the right information, essential for being in control of your journey:

- › This means reliable information, reflecting the actual situation, and is consistent and transparent across various channels, in particular in case of disruptions
- › It means simple information, just the essentials, messages are placed in order of priority to make it easier to understand and choose the appropriate means of transport
- › It means information that is easy to recognise, readable, clear so that the information that is shared is guaranteed to be properly understood in every situation

Arr'iv[®] AUTONOMY

Passengers' **autonomy** is reinforced by having a multimodal application that is easy to use



Autonomy: Offering passengers accessible, real-time information, geolocated all from a multi-modal app

With the aim of **simplifying** the use of public transport, we want to allow all of our passengers on every network to access online **inter-modal, real-time information**, from **an app**.

By limiting static passenger information in paper form, we are rising to the challenge of **reducing carbon emissions** alongside our Public Transport Authority partners, and we are focusing on **instantaneous** information as the key to being in control of journeys.

We form part of our passengers' day-to-day routine by **learning their travel habits** to be able to offer them different itineraries, by proactively informing them of public transport alternatives in the event of heavy traffic, and by incorporating a growing body of **predictive** passenger information on the app in order to allow them to better **plan** their journeys.

As they are in control of their own choices, our passengers take ownership of the app, **personalising** their expectations and the information they receive as a result.

RESOLUTION

Resolving disruptions using new tools and practices



Resolution: Our priority: Is to limit the impact of disruptions

With the dissemination of **centralised** and **synchronised** passenger information in the event of a **disruption**, by developing **forecasting** and **predictive intelligence**, and improving the information shared in the event of disruptions, we can **absorb the impact** of disruptions for our passengers.

Tools help us reinforce our **internal processes** allowing proactive sharing of **alternative travel solutions** in case of disruptions. Skills development at Transdev in **crisis management** (training, emergency drills) and the creation of task forces on the ground, alongside our passengers, complete our methodology.

A commitment to the **Robustness** of the system be developing skills, standards and customer culture



Robustness: A commitment to providing quality and effective Transdev passenger information

We provide our networks with a **passenger information diagnostic tool**, consisting of a **set of standards** for passenger information (customer and operator), along with an evaluation grid to measure how **mature** passenger information is. This diagnostic tool allows us to identify **points for improvement, good practice** and to implement appropriate **action plans**.

We ensure that **each of our networks** conducts at least one Passenger Information diagnostic evaluation over the course of the contract.

Using this approach, Transdev builds up an **overall picture** of the networks' maturity in terms of passenger information. Thanks to the various synergies within the group such as sharing the best in class, and working on areas of improvement common to the networks, etc. **performance significantly upgrades** and acknowledge by passengers.

To promote continuous improvement, Transdev commits **to a level of quality service that is directly measurable**. To this end, key performance indicators have been introduced and are monitored as part of our marketing policy.

Increased **impact** of passenger information adapted to our customers' behaviour and expectations



Impact: Transdev's passenger information serving customers

Passenger information must be **simple** and **adapted** to the **real** needs of our customers so that they can **clearly get the network's offer**. This means in-depth **knowledge** of – and **listening** to – their expectations. As a complement to performance diagnostics, across our networks we organise **qualitative studies and workshops** with our passengers.

This allows us to:

- › identify points for improvement on the network;
- › measure and close the gaps between the quality **produced** (performance evaluated by the operator) and the quality **perceived** by the user;
- › better understand their needs for – and use of – passenger information.

Standardisation, prioritisation and enhancement of the **messages shared**, improvements in **communication on prices** and payment methods, **inter-channel** capabilities and a guarantee of the consistency of information between channels are several focal points already identified during these exercises.

Arr'iv[®] VALUE

Valuing the local area, multimodal and new services to improve experience and accessibility



Value: Promoting what's on offer in the local area through passenger information

Passenger information is a crucial means of communication to promote all the **transport provided in the local area**. We also consider that complementary passenger information, focused on convenience and accessibility (how busy routes are, access for people with reduced mobility, pram access) will facilitate everyone's use of our networks.

Valuing the local area (tourist and cultural landmarks, local authority services) beyond just transport, **enhances attractiveness** for occasional customers

Arr'iv[®]

*Making each journey a positive,
managed and organized experience by
communicating the right information*

Transdev empowers freedom to move everyday thanks to safe, reliable and innovative solutions that serve the common good. Transdev connects and reconnects people & communities, the rural to the urban, providing solutions tailored to the needs of our customers and passengers.

We share and act for the collective good in order to contribute to the well-being of society and to create opportunities and progress.

We care about people and the environment, in order to achieve reliable and sustainable mobility.

We work to remain relevant, to always better understand needs and anticipate the requirements of our customers and passengers.

We are people serving people. And mobility is what we do.



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