SERVICES IN FRENCH STATIONS: NEW CHALLENGES
OUR ROLE

ASSIGNMENTS

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

PRIORITIES

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

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

TURNOVER

€969 MILLION

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...)

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OUR TERRITORIAL ORGANIZATION

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-DUBOSCOQ
  - 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 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

Nicolas Beaurain – Gares & Connexions

– New challenges for Services in French Stations

17-18 October 2013
**KEY NOTES**

**↑ 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

60% Commuter traffic

CREATING EXPERIENCE VALUE FOR OUR CUSTOMER TRAVELLERS

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

THE SERVICE PLAN: 5 SERVICE PROMISES

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<td>Customers have access to information relating to trains and the station</td>
<td>Customer movements in the station and between their transport modes are fluid</td>
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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

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Personalize and target information to customers through digital device

- Interactive information
- Audio Guiding
- Connected stations

Customers have access to information relating to trains and the station.

In 2014, free WiFi in 100 stations.

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

Customer movements in the station and between their transport modes are fluid
IMPROVE QUALITY OF SERVICE AND CUSTOMER SATISFACTION

Experience new concepts and tools to strengthen quality and reactivity

- New models for toilet service
- Digital tools to be more reactive

CLEANLINESS AND SAFETY

The station space is clean and safe

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IMPROVE QUALITY OF SERVICE AND CUSTOMER SATISFACTION

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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IMPROVE QUALITY OF SERVICE AND CUSTOMER SATISFACTION

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

- Kiala package withdrawal
- Pharmacies and medical analysis laboratories:
  Paris Saint-Lazare, Marseille Saint-Charles, etc.
- My office on my way
- Day nurseries: The first one opened in Paris-Nord at end-2012, in partnership with "Babilou"

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

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FOCUS ON "SMART" SERVICES

... 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

SERVICES

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

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

for your kind attention