

GARES &  
CONNEXIONS



**RDG'S STATIONS SUMMIT II 2015**  
**EXEMPLES OF CUSTOMER FOCUS**

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# SNCF GARES&CONNEXIONS IDENTITY CARD

➔ April 2009: launch of **SNCF Gares & Connexions** division

## ➤ Our mission :

- **Manage, (re)design and develop** France's 3,029 train stations
- **Provide station services** to all rail transport operators on a fair and transparent basis

## ➤ Our 2 priorities :

- Modernize and upgrade existing stations
- Enhance service quality for all our clients

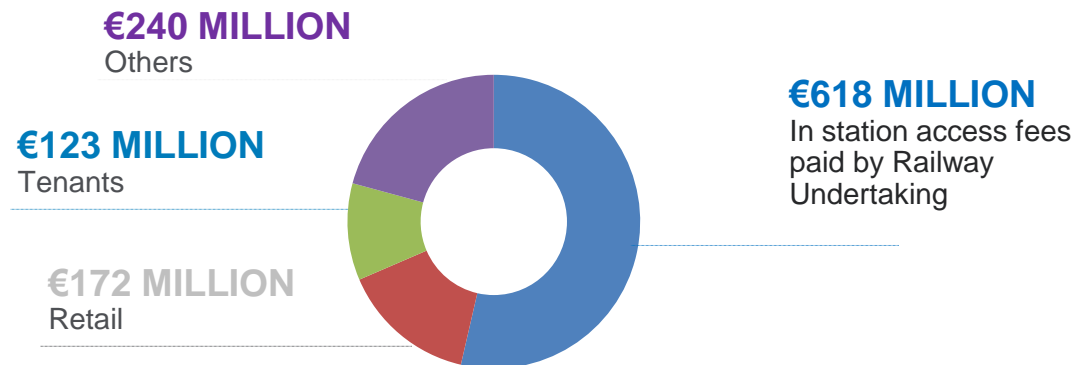


# SNCF GARES & CONNEXIONS: KEY NOTES

→ **10 million**  
passengers a day

→ **2 million Sqm**  
dedicated to passengers, to retail and offices...

→ **Turnover 2014 : 1 185 M€**



→ **3 000** employees

→ **3 029** passenger stations

# CREATING ADDED VALUE FOR OUR CUSTOMERS



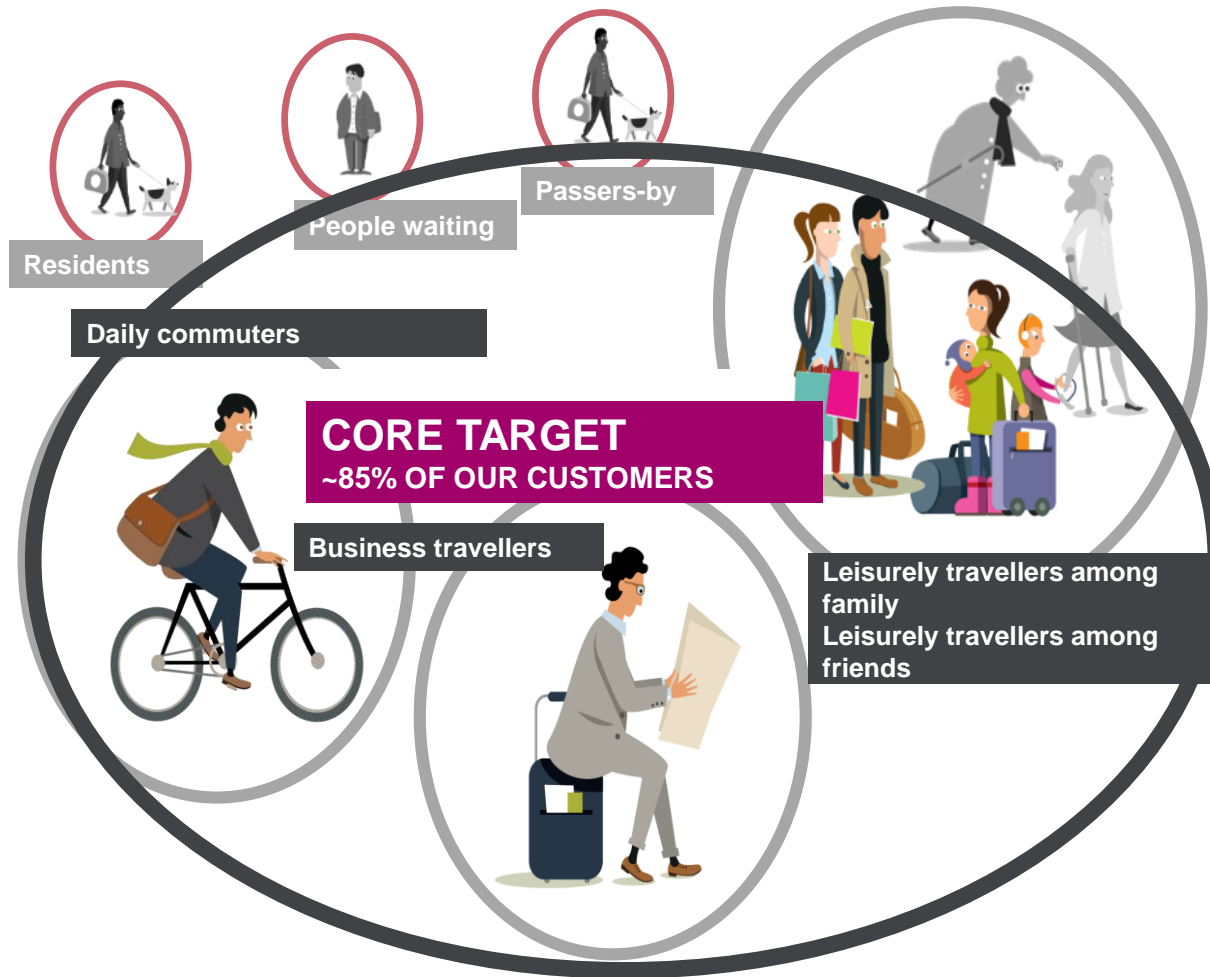
## ➤ **Meet fundamental expectations**

- Facilitate the travel and movement of our passengers in the station through passenger information, accessibility, intermodality and cleanliness
- Improve their on-site comfort and ensuring their safety

## ➤ **Create a new station experience** proposing innovative services

## ➤ **Strengthen the multimodal hub role**, offering choices and alternatives from a door-to-door approach

# MARKETING SEGMENTATION



# PASSENGER PROFILES

## THE DAILY COMMUTER



- Someone **stressed out** looking for the 'shortest most direct' route.
- **Route planning**: timing, stages and transport modes; optimised flow using multimodal transport.
- **Practical services** day-by-day
- **Loyalty rewarded**

## THE BUSINESS TRAVELLER



- Independent and **time-conscious**, particularly in real-time so that travel plans can be modified if necessary
- Higher standard of service expected

## LEISURELY TRAVELLERS AMONG FAMILY



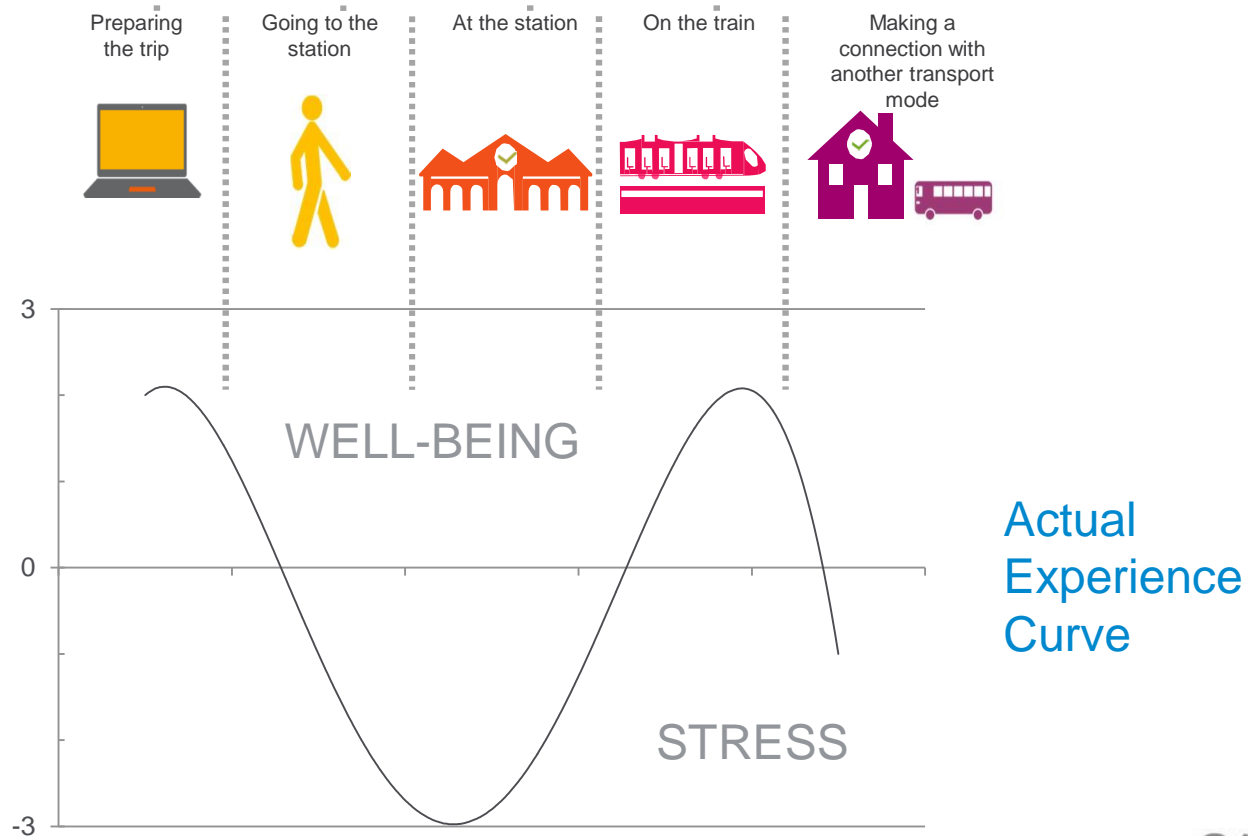
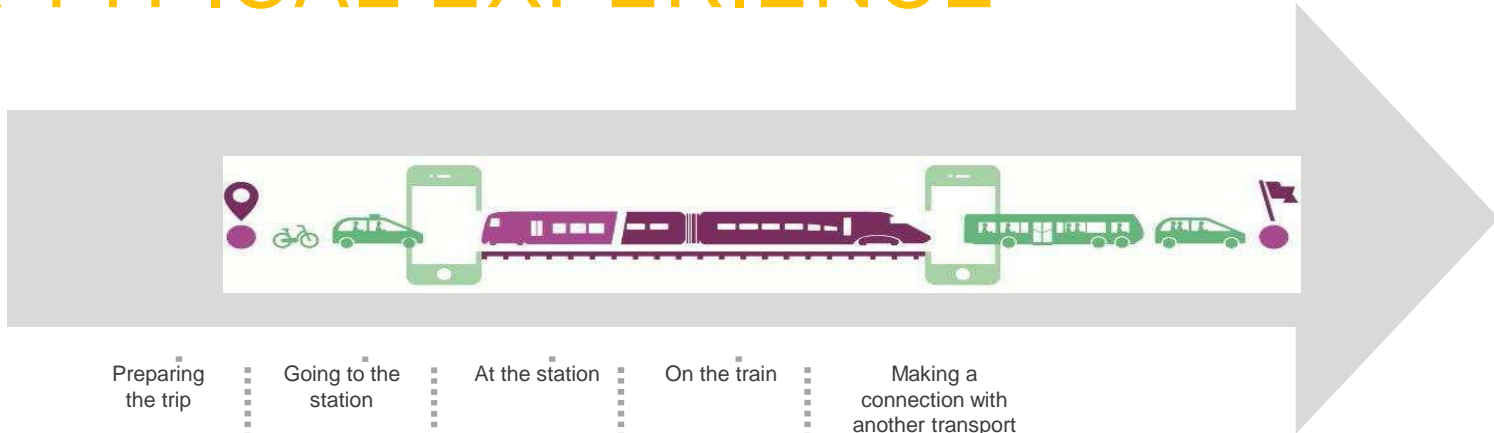
- Strong need to **take control and anticipate**
- Overall **safety** throughout the digital and physical journey
- **Specialised or customised services** adapted to the specific needs of this type of customer.

## LEISURELY TRAVELLERS AMONG FRIENDS



- An opportunity to create an **experience** that can promote **well-being and be enjoyable**
- **Independent and free** to add 'fun and entertaining' aspects to their journey

# A TYPICAL EXPERIENCE



# THE FRENCH RIVIERA



# The basics of a customer journey using Design Thinking

## **OBSERVE and EXPERIENCE**

OUR STATIONS in terms of uses and lifestyles.



## **BE IMMERSED**

in our customers lives to understand their day-to-day experiences



**INTERACT and DISCUSS**  
with our customers.



GARES &  
CONNEXIONS



# Identify key issues from observations (Fabernovel source)

## **SUMMARISE**

results from the early stages.



## **IDENTIFY**

Regular behaviour in our stations, the needs within a specific user group.



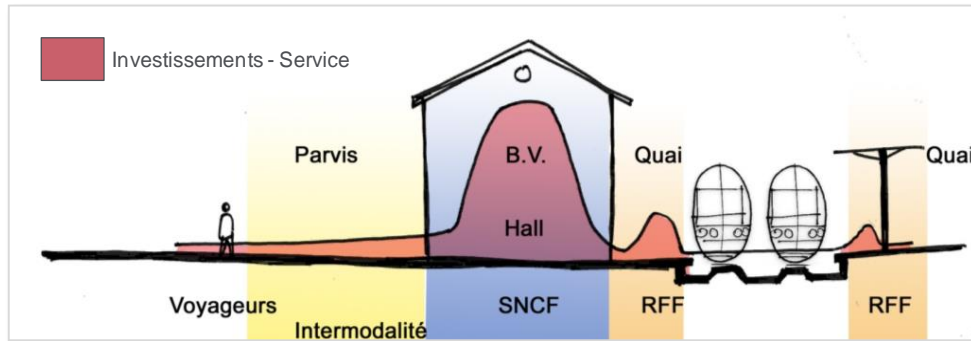
## **INVESTIGATE AN ISSUE**

a need that must be met that can act as an axis to develop an innovative action plan.

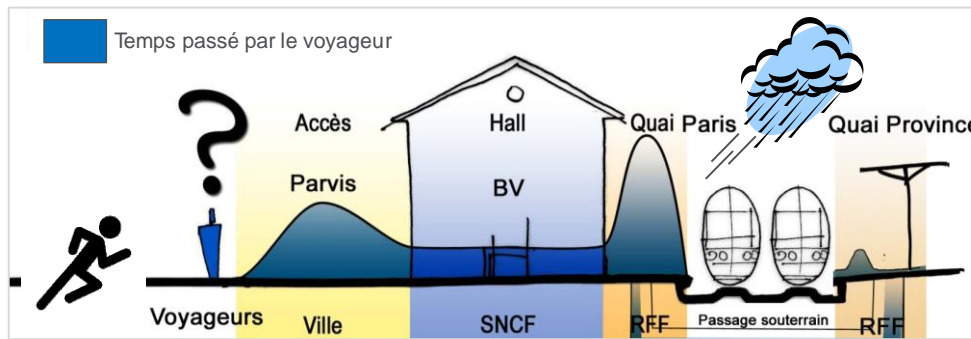


# MAIN OBSERVATIONS

## FINANCIAL EFFORTS



## CALM PASSENGER BEHAVIOUR and reduce needs



- **Captive customers,**  
*who feel restricted by their only transport option*



- **A 'no man's land' station,**  
*a technical and functioning station, but no place with all the information*



- **A source of delight,**  
*the sea side or the gardens are a chance for passenger's experience*



# A FORECOURT TO ENJOY



WELCOME



RELAX



SURPRISE



GROW

# A PLACE TO WELCOME & INFORM



# NEW WAITING AREAS



RELAX  
CALM



# Sign of happiness



smile.mp4

THANK YOU FOR YOUR ATTENTION