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

→ 2 million Sqm dedicated to passengers, to retail and offices…

→ 10 million passengers a day

→ Turnover 2014: 1 185 M€

- €618 MILLION in station access fees paid by Railway Undertaking
- €172 MILLION Retail
- €123 MILLION Tenants
- €240 MILLION Others

→ 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

- Residents
- Daily commuters
- Business travellers
- People waiting
- Passers-by
- Leisurely travellers among family
- Leisurely travellers among friends

CORE TARGET
~85% OF OUR CUSTOMERS

GARES & CONNEXIONS
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

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.

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 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

GARES & CONEXIONS
A TYPICAL EXPERIENCE

Preparing the trip

Going to the station

At the station

On the train

Making a connection with another transport mode

WELL-BEING

STRESS

Actual Experience Curve

PREPARE

TRIP

GO TO

STATION

AT

STATION

ON

TRAIN

连接

ANOTHER

TRANSPORT

MODE

GARES & CONEXIONS

SNCF
THE FRENCH RIVIERA
The basics of a customer journey using Design Thinking

**OBSERVE and EXPERIENCE**
OUR STATIONS in terms of uses and lifestyles.

**INTERACT and DISCUSS**
with our customers.

**BE IMMERSED**
in our customers lives to understand their day-to-day experiences.
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

- 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

CALM PASSENGER BEHAVIOUR and reduce needs
A FORECOURT TO ENJOY

WELCOME

SURPRISE

RELAX

GROW
A PLACE TO WELCOME & INFORM
NEW WAITING AREAS

RELAX
CALM
Sign of happiness
THANK YOU FOR YOUR ATTENTION