



# MANIFESTO FOR PASSENGER INFORMATION

The Group's unique expertise:  
streamlining complex operations  
to better serve public transport  
authorities and their passengers.

**RATP  
GROUP**

# Statement from the Chairman and CEO

“

Our passengers need to be properly informed about travel conditions, by every means possible, at every stage of their journey, whatever the situation. This is one of the key missions that a public transport authority (PTA) entrusts us with, as Passenger Information and transport operations are so closely linked. Our operating model is often compared to fine watchmaking. We manage our vehicles to the second, and even seemingly minor disruptions can make all the difference in daily increasingly time-sensitive journeys. That's why we have a responsibility to provide our staff with an increasing number of means to disseminate the right information, in the right place and at the right time. In addition, we must help our transport authority clients and partners in doing the same. Above all, we have a responsibility to provide information that is accurate, reliable, easy to understand, and transparent! That's what we owe every one of our passengers, and that's what we are working to do across the transport networks we operate.

”



**Jean Castex**  
RATP Group Chairman and  
Chief Executive Officer

RATP Group is the third largest operator of urban transport networks in the world. Thanks to its unique multimodal expertise, it operates 9 modes of transport on 5 different continents.

A trusted partner for cities and regions, RATP Group provides solutions tailored to their specific needs and helps them in their transition towards low-carbon, innovative and inclusive mobility.

Our teams work daily to develop, operate, maintain, and modernise public transport systems and mobility solutions to improve the quality of service that public transport authorities, our partners, and passengers expect.

This represents over 4 billion journeys provided by the Group yearly. For each of these journeys, a solid expertise in Passenger Information is a prerequisite.

This expertise is founded on an ability to master the value chain at every stage and to be able to:

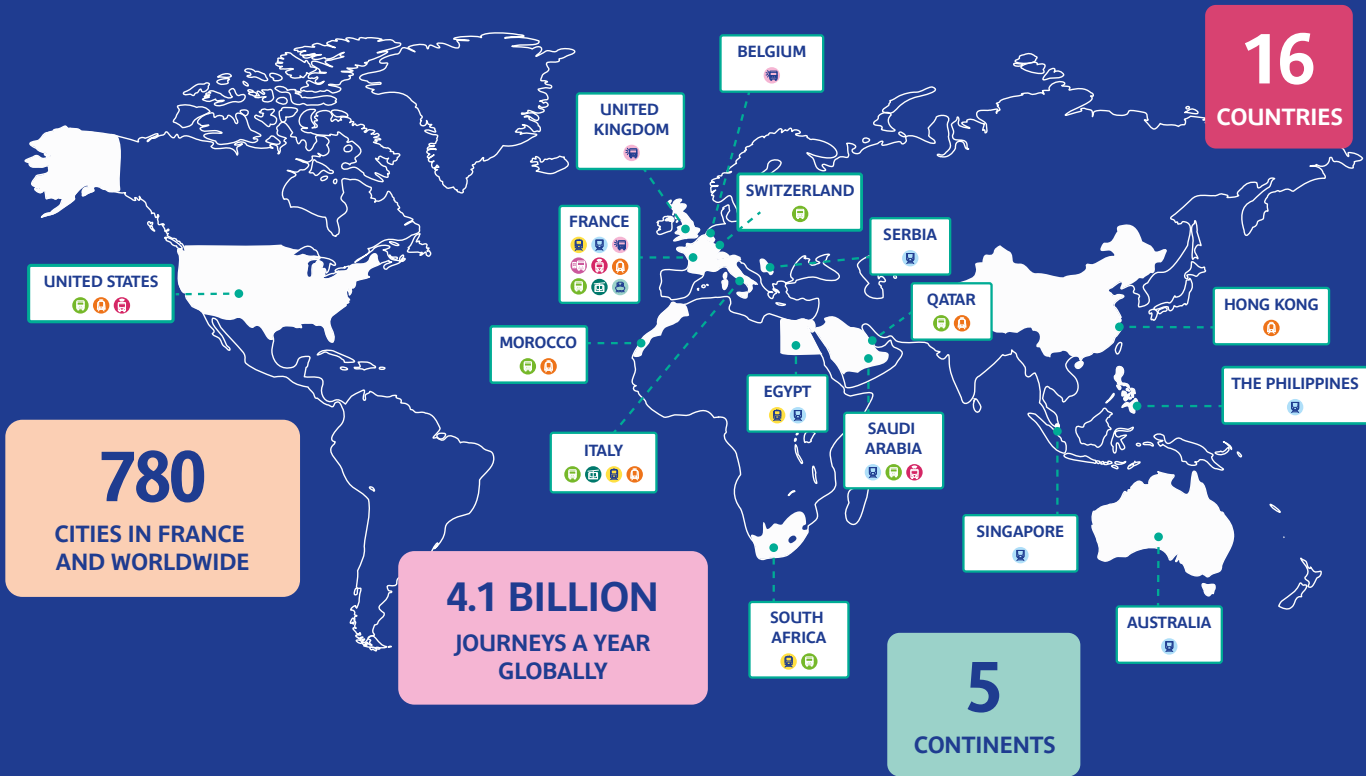
- Offer and manage **Passenger Information solutions** for the modes of transport we operate worldwide.
- Act as **consultants or Passenger Information service providers**.

This expertise is partly based on **building upon our heritage and knowledge in this field**. We leverage the experience gained over time from all our activities, throughout the world and through our innovations. It is guided by the **Group's six values: people, commitment to public interest, respect, openness, a desire for challenges through innovation in all its forms and professionalism in serving our customers**.

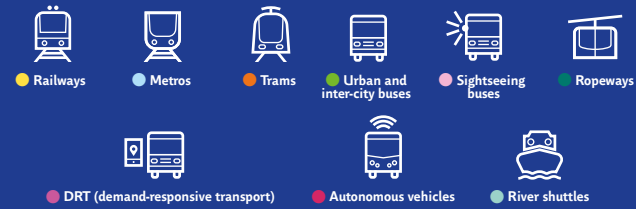
This manifesto is the expression of our expertise, our convictions and our commitments.

It demonstrates the priority given to Passenger Information by the Group, both as a showcase for our know-how and as proof of our ability to streamline complex operations to better serve our customers, public transport authorities; a complexity which is often difficult to decipher for non-experts.

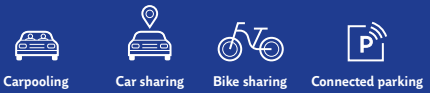
# RATP Group around the world



## 9 MODES OF TRANSPORT



## 4 MODES OPERATED IN PARTNERSHIPS



**Passenger Information refers to all resources – including systems and technologies, tools, equipment, and human interaction – used to provide passengers with accurate, accessible information in real time on all aspects of their journey within a given region.**

### It includes:

- Communication of essential information: timetables, delays, routes, disruptions, etc.
- Information that is proactive and personalised to simplify journeys and enhance the mobility experience in a complex multimodal ecosystem that involves various operators.

**It acts as a compass and an interactive travel companion** guiding each passenger, offering clear points of reference and constant assistance, while adapting to their specific needs at every stage of their journey.

### The Group relies on:

- Technological and digital innovations to improve, enrich and personalise Passenger Information and the various communication channels;
- Its ability to coordinate different job functions, needs and practices to become a trusted, transparent and proactive link that enables smooth and smart navigation within the transport network.



# Editorial



Our involvement across the entire mobility value chain, through our key areas of expertise, goes hand in hand with our command of Passenger Information. This unimaginably complex field **plays a central role not only in the operation, safety and enhancement of the relevant lines but also more broadly in the management, image, and attractiveness of the entire network**, as well as the cities and regions it serves.

In an environment undergoing numerous changes, with increasing levels of complexity and demand, Passenger Information requires constant adjustment and transformation. **We continuously strive to provide the best quality of service possible to ensure the peace of mind of our passengers and sponsors by:**

- being clear about our standards: **reliable, proactive, human, and accessible Passenger Information**;
- **listening to feedback** from our entire internal and external ecosystem;
- **challenging ourselves, to be able to evaluate and continuously improve**;
- being able to support the changes and transformations brought about.

**Our expertise throughout the chain means that we can intervene at every stage, whatever the scope of our involvement whether it is consultancy, project management, operations or maintenance. We offer solutions tailored to the needs of each network, whether off-the-shelf, turnkey and adaptable, or made-to-measure.**

**This chain includes a dual capability in Passenger Information design:**

- **in defining the content, the messages, and the way they are delivered;**
- **in the formalisation of these messages, to design and produce all of the information made visible to passengers in a coherent system.**

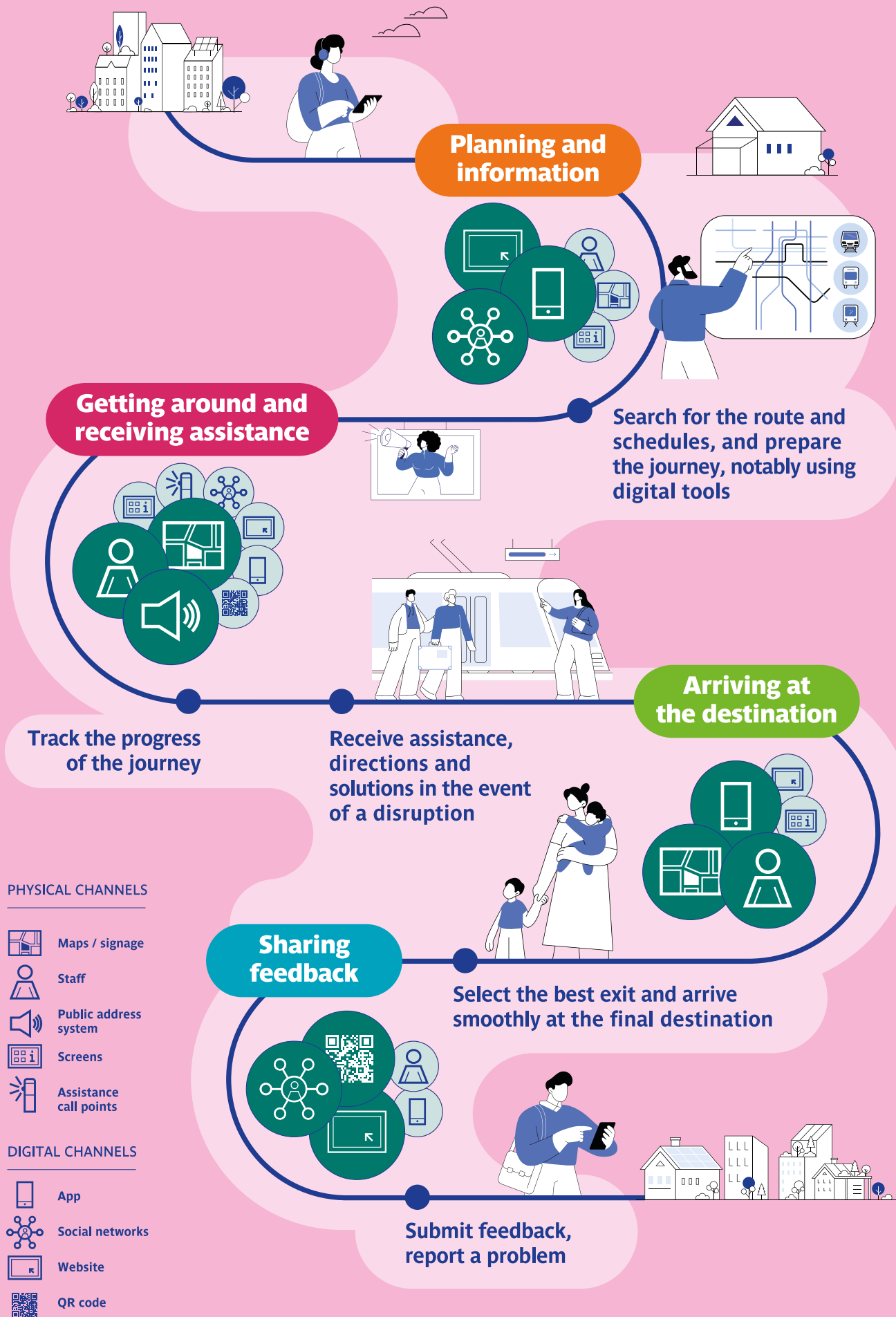
**Passenger Information is at the heart of a vast range of functions and skills. It is everybody's business:** our front-line staff, the operational and central functions, the information system managers, the maintenance staff and the project teams behind the scenes, not to mention the volunteers who lend a hand to the staff on the ground. **Our motto is to be there for you on a day-to-day basis, so that together we can rise to the challenges and transform them into opportunities to continuously do better.**

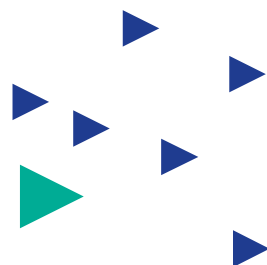
However, the future is full of challenges and opportunities. Intermodality and the increased number of operators in the same region will, along with external changes in the market, make **the management of Passenger Information** ever more critical and complex. Now more than ever, we need to capitalise on Passenger Information as a **lever to encourage passengers to use public transport**. Passenger Information is, and will remain, a growing need for passengers, operators, sponsors and all stakeholders, and is therefore **one of RATP Group's key priorities**.



**Hannah Murphy**  
Head of the Passenger Information programme

# Passenger Information throughout the passenger's journey



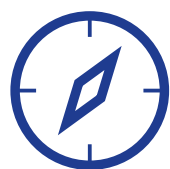


## Our commitment to support public transport authorities:

- **Deploy our expertise to intervene at any stage in the chain**, regardless of the phase and need, adapting to transport modes, specific geographical and organisational requirements.
- **Adapt to the needs and constraints of decision-makers** by offering tailor-made or turnkey solutions.
- **Leverage our understanding of passenger expectations, our knowledge of the market and our ability to innovate** to continually improve and enhance our service.



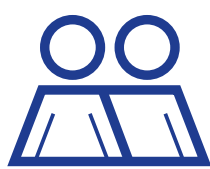
## Our commitment is to make everyday life easier for our passengers and our staff by providing Passenger Information that is:



### Reliable and proactive

**Reliable** which means robust both in form and content, consistent and constantly updated.

**Proactive** because it anticipates needs, ensuring everyone can access information in a way that is appropriate to their situation, even during disruptions. A real decision-making tool.



### Accessible to all

**Clear, identifiable, intelligible, and available to all** passengers via any media, regardless of their language or passenger status (occasional or frequent; persons with reduced mobility, etc.).



### Human

**Through the tone and semantics** used in the messages relayed **and through their personalisation. The empathy of our staff also plays an important role.** They help reducing passenger stress as well as maintaining service continuity in case of disruptions.

## 1 Reliable and proactive Passenger Information Remote online information

In a world where everything is moving ever faster, public transport authorities need us to be even more agile and innovative to meet passengers' expectations of their transport networks: a fluid experience that can be adjusted in real time, so that they can travel peacefully, safely and efficiently. It is all the more crucial when faced with the unexpected.

### Quality of the information

For us, the collection, processing, monitoring and redistribution of information are **powerful levers for optimising operational performance and enhancing the customer experience**, including in Passenger Information.

Every situation requires reliable processes to ensure **the best possible application of information sharing** in multi-modal and multi-operator environments.

To ensure that our Passenger Information is reliable and consistent, we set up **strategies for the architecture and urbanisation** of our information systems. We make sure that they are simple and scalable. Our expertise enables us **to process data in a variety of formats and systems** (including open data from public transport authorities) and to offer tailor-made solutions, developed specifically for a given need, or off-the-shelf for use in several configurations.

### ⌚ Tailor-made

- **Navocap**, an RATP Smart Systems subsidiary, allows adaptation for all the parties involved in a public transport authority's transport offering, while making daily life easier for operators. For example, a radio communications system, a specific equipment manufacturer protocol, or an integration with a third-party service.

- **A.C.I.V.** (Acquisition and Concentration of Passenger Information Data) is the backbone of RATP's Passenger Information system. All the systems that produce or disseminate information are connected to this system to guarantee immediate and secure access to such data. It integrates information from other carriers and feeds most of RATP's media.

- **Asimut** is the centralised tool that handles scheduled and unscheduled disruptions of the Paris network. It was selected following a benchmarking of the solutions then available on the market. Asimut is used by the control centres of the metro, RER and tram networks and is

subject to constant development and upgrading by the publisher to fulfil RATP's requirements. This tool was rolled out with great success on the highly complex Paris regional network.

### ⌚ Modular off-the-shelf

- **Hopen Go** is RATP Smart Systems' operations support and Passenger Information system. From the back office to the dispatcher's application, via voice and real-time information broadcasting, the operations support and Passenger Information system rapidly increases the performance of the passenger transport service while optimising costs.

- **Concerto** is the foundation of the information systems that compile passenger information data, including data from other operators. It is deployed on the Bibus network in Brest, as well as on the Bièvres, Mantois, and Saclay networks.

- **Notify** is used on the **Irigo network in Angers**. Since the introduction of this tool, passengers are warned of events or diversions on the network. The information is always provided in time to travel with peace of mind. Information can be forwarded very quickly and on several different channels at the same time.

- **Orchestra** enables users to visualise, enhance, aggregate and present Passenger Information data, both theoretical and real-time, to feed the media.



**When the benchmark revealed that no tool on the market met the needs of a network as complex as the historic scope of the parent company, our teams managed to build one themselves: A.C.I.V.**



**Romain Poitevineau**  
Head of Passenger Information solutions, Information system division



## Websites and apps

Websites, mobile apps and chatbots offer passengers **immediate access to information**, wherever they are, remotely or during their journey, and personalise the customer experience based on each person's specific needs.

**Here again, the Group is adapting in the area of digital media to the needs of its customers:** it can develop specific interfaces, offer turnkey solutions or more simply manage a website provided by the public transport authority.

- Incorporating integrated partners, **'Bonjour RATP'** is a proprietary Mobility as a Service (MaaS) app. It offers passengers in Île-de-France an 'end-to-end' service where they can search for the best route and book and buy the ticket they need in one place.
- On the other networks, RATP Dev, in partnership with its service providers, is offering public transport authorities **Explore**. This reliable and efficient solution is designed to deliver a seamless and measurable customer experience. Accessible via the internet and mobile phones, Explore is available as a white label service. Therefore, it can be used to deploy **a complete, customisable and scalable passenger ecosystem**. You can plan, buy tickets, travel in real time and stay informed at all times.

## Social networks

**If we want to interact in real time and in a personal way, we must be where the passengers are** and therefore where the public transport authorities expect us to be, whether on X, WhatsApp, Facebook, Telegram or more traditional channels such as emails. This brings a human touch to the relationship between the transport operator and their passengers as it is more interactive. This helps to build a better brand image for both the operator and the public transport authority.

The X account for the RER Line A is the largest online account in Europe, which enables its **250,000 followers** to interact directly on Passenger Information topics to such an extent that some followers even know the community managers.



## QR codes

These complement the systems that are already in place, for example:

- In **Saclay**, these are installed at stops to serve as 'pocket Passenger Information terminals' and do even more by offering a geolocation service to locate your bus in real time on the route.
- On **Line 6** of the Paris metro, QR codes provide access to guided tours of points of interest along the line.

## Outlook for the future

Digital technology must rely on all transposable innovations to provide ever richer, contextualised and even personalised information. The Group is developing solutions, based on **artificial intelligence (AI)** for example, ranging from situation analysis to the creation of new data, opening up the field of possibilities.

An example of an application developed in collaboration between the parent company and its subsidiary RATP Smart Systems is **the analysis of ridership**, which involves a wide range of technological approaches. The information on ridership, generated by combining these highly accurate technologies, will then become a **decision-making tool for passengers** (such as positioning themselves on the platform) and a performance enhancer for operations (optimising passenger interchange, channelling crowds, etc.). At the same time, the RATP Group is exploring **solutions to guide passengers in stations more efficiently** via digital technology.

## ➤ Exceptional Passenger Information devices at major events

One of the Group's strengths is that it has managed to establish itself as a trusted partner for the organisation of major events, thanks in particular to **its ability to implement robust Passenger Information systems** which are essential to their success. This expertise has been perfected over the decades wherever it operates, **locally, nationally or internationally** (e.g. the Lorient Interceltic Festival, or Football and Rugby World Cups).

- Specific signage was designed and deployed on all metro and tram lines in Doha during the **Football World Cup in Qatar (2022)**, with simplified mapping and step-by-step directions to travel to the **8 stadiums**, assisted by **5,000 employees** in blue vests to inform passengers in upbeat tones and in **48 different languages**.
- In 2024, all Passenger Information was redesigned for the **Paris Games**, from the implementation of eco-friendly signage to the adaptation of route searches on the RATP.fr and Bonjour RATP websites, in addition to the official app. The overall programme was

coordinated by Île-de-France Mobilités and designed in consultation and coordination with all the relevant external stakeholders: Paris 2024, government, municipalities and other operators. **5,000 RATP staff in purple vests** crisscrossed the area, to welcome and inform passengers, while nearly **6,700 specific signs** and **90,000 spoilers** were installed to guide passengers on the network, all using eco-friendly signage materials.

“**The Paris Games were an incredible opportunity, and we were confident in our ability to manage large-scale events owing to our proven experience in this field.**”



**Edgar Sée**  
RATP Olympic and Paralympic Games Deputy Director





## Passenger Information accessible to all Information on the network using physical media

Passengers must be able to navigate the network independently by sight, sound and touch at every stage of their journey. This means understanding the needs of customers throughout their journey so that we can define and plan customer journeys using physical media with the right information in the right place, at the right time.

The Group has expertise in **coordinating all these media**. Our **expertise in Passenger Information design is internationally recognised**. We also have **expertise in message semantics, with the support of cognitive science researchers** at our Passenger Cognition Lab. The Group uses this know-how to enhance the value of the networks it operates on behalf of public transport authorities, as well as the regions it serves.

### Maps and signage

Maps and signage must comply with proven principles and standards to ensure that Passenger Information is consistent and accessible.

**The Group relies on various intersecting areas of expertise:** a specialist design department, a design office dedicated to positioning information signage and screens, a cartographic services agency that provides updates and a production, installation and maintenance workshop.

**RATP Dev redesigned all the Passenger Information for the Tuscan network**, which was previously operated by different operators. The Group deployed its expertise to offer **a unified Passenger Information system for the 1,000 bus routes and 38,000 stops!**



**Our team of experts guarantees and develops the appropriate standards, promotes their implementation, works with a design lab to test and further develop them. We provide in-house and external consultancy, for example in the design of ID guidelines. Our expertise in multimodal networks enables us to manage particularly complex hubs.**



**Magali Slanka**  
Head of Passenger  
Information design

Signage includes the creation of specific media to meet the needs of passengers with disabilities, such as Braille sleeves for handrails. In some cases, this inclusivity is ultimately beneficial for all, for example in the case of 'extra-large signs', which ensure that Passenger Information is more visible and legible from a distance.

### Public address system

**A public address system plays an essential role in the passenger experience in the transport network.** Public address systems are primarily used for Passenger Information, and not only contribute to passenger assistance but also to passenger safety.

Public address systems are crucial in making information on a network more **proactive, human and accessible**. Audio announcements are notably used to inform passengers with disabilities, particularly the visually impaired, of any disruption on the network.

**In addition to announcements, the installation of call terminals on the network** to contact a member of staff enables passengers to obtain information anywhere on the network when there is no on-site staff available.



### Screens

Screens provide dynamic information to complement the static signage systems and benefit from the Group's unique expertise in Passenger Information design.

#### On the street

- We have installed a **Passenger Information terminal directly in the tourist office** in Brest to ensure maximum accessibility for customers.
- The Bibus transport network provides two **interactive touch-screen tables for passengers that are designed to facilitate access to the transport services and tourist information** for Brest Metropole.



**One of our areas of expertise is organising messages so that they work together effectively. We ensure that our different media are consistent and complementary.**

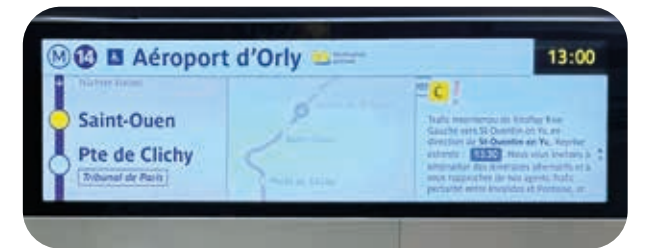
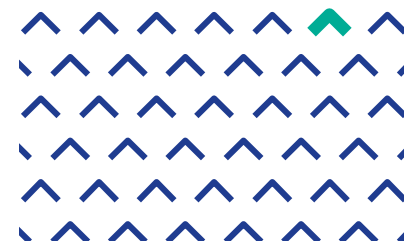


**Denis Poumeyrau**  
Head of Passenger Information  
systems and services



#### In the stations

- The new generation of **Syspad** screens (SYStème des Panneaux d'Affichage des Dessertes, service display panel system) have been installed along with screens in the stations. This device provides precise, real-time information on timetables, services and destinations, or if the location where the screen is installed is served by the short train.
- In the parisian metro, the new **Panam** screens display waiting times in a more legible and therefore more accessible way, while incorporating circumstantial information, for example, regarding current disruptions.



#### On-board

- The arrival of the new **'MP14'** trains on Line 14, now also operating on Lines 11 and 4, heralded the arrival of innovative new on-board screens. The screens display information such as the destination, the nearest exits to each door, journey times, points of interest and a dynamic route map, along with contextual information. They only consider what will be of interest to the passenger, i.e. information about the remainder of their journey and not what is happening on the entire line.
- **TW20:** Old LED screens have been replaced by 20 more modern and enhanced screens per tram on the new trams.



- The Group has deployed **ultra-thin communicating windows** incorporating screens in the glass of the separation bay at the rear door of buses and in Orlyval shuttles to keep passengers informed throughout their journey. They give passengers real-time information on regional or local network information for buses, and on the times of the next flights or the next RER trains for Orlyval. **This system won the Innov&Go innovation prize.**





## Maintenance

**Maintenance plays a fundamental role in Passenger Information**, as it requires specific and varied tasks. Passenger Information can be static, dynamic, in the environment or on-board. Maintenance tasks are diverse: production and installation of maps and signage media; installation, maintenance and replacement of screens and public address equipment, while having an overall view of the functional chain.

“

**In terms of signage, we have our own workshops which perform all the stages from manufacture to installation, to maintain high-quality Passenger Information in the environments we serve. Our workshops produce over 30,000 cubic metres of signage every year, which must then be transported and installed across the entire network of the parent company!**

”



**Estelle Vincenti**  
Head of Maintenance of  
Stations and Equipment

“

**We have a static signage Passenger Information production tool that can generate the entire cycle of information: produce timetables at stops, report malfunctions, schedule works, etc. It can be used to assign routes (optimised itineraries) for the staff responsible for installing signage and maintaining fixtures and fittings at stops. The tool will soon also have an audit module.**

”



**Vincent Pucci**  
Head of Information Systems  
Regulation, Customer Experience,  
and Industrial Systems

## Outlook for the future

Passenger Information media are and will remain great innovation opportunities.

### 🕒 The virtual avatar

This unique agent, **designed by RATP Dev and its service providers**, is there to provide Brest's transport passengers with information. This avatar is connected to the **Bibus network** information system and **powered by artificial intelligence (AI)**. It can answer any questions passengers may have about their journey on the transport network.

“

**In our networks, we put innovation at the service of our public transport authority customers and their priorities. Cost-effective, practical and pragmatic, innovation is founded on the achievements and initiatives of our teams around the world. We believe that technology can help deliver more engaging Passenger Information that, beyond screens, relies on voice, AI or our staff in the stations, to 'humanise' public transport, make the most of the incredible expertise of the teams who are on the ground every day, and thus contribute to essential modal shift.**

”



**Cécile Tuil**  
Executive Director of  
Customers & Engagement RATP Dev



## 🕒 Passenger Information at the heart of crisis management

Networks are intrinsically concerned with what affects the city, state or region of the world in which they operate. While RATP has expertise in managing scheduled and unscheduled disruptions that periodically occur on a line, crisis management with all the relevant stakeholders is no exception to the rule. Here again, **RATP's expertise in the strategic, tactical and operational management of situations is directly correlated to its ability to manage the Passenger Information chain accordingly.** Passenger Information contributes to flow management, to the safety of goods and people and thus to limit the risks of an escalating crisis.

**Our staff on the ground play a key role** in a crisis situation, and this includes security staff who can back up the teams on the ground, redirect passengers and channel the flows.

Where necessary, the Group can also **activate temporary crisis management units** which help to improve coordination between all the business sectors involved in resolving an incident.

**Improving Passenger Information for crisis management is an ongoing process.** Crises, by their very nature, are extremely difficult to predict, as they can assume so many different forms. The challenge, of course, is to be prepared to the greatest extent possible, using past crises to prepare more effectively for future situations. This is the mindset that drives the Group in its continuous improvement process.

“

**RATP is a major player in the transport sector which occupies a central role in the everyday life of the regions in which it operates. Crisis management is therefore an integral part of its core business to ensure the continuity of its activities for passengers.**

”



**Anne-Lise Coeur-Bizot**  
Head of Crisis Management  
and Preparedness





# 3 The human face of Passenger Information

## Providing network information with a human touch

Digital tools and physical media play an increasingly important role in Passenger Information. However, human contact remains one of the major expectations of passengers. The presence of an appropriate number of Passenger Information staff remains a must-have to meet the specific requirements for Passenger Information!

### Employees

- Whether they are station personnel, drivers, security and maintenance teams, or volunteers, any **front-line staff** on the ground wearing the uniform of the Group or network they represent are likely to be approached by passengers. That's why we consider all of them part of the Passenger Information team.
- In Paris, RATP has implemented **Team Tram squads** who travel on their tram lines daily and are available to provide passengers with information.
- Many players are involved in disseminating information behind the scenes**, whether through direct interaction with public address announcements, call points or information terminals, or indirectly via the 'push' top-down information media.
- The regulators on the network play a vital role in transmitting information to the staff** responsible for communicating it in the event of an incident or disruption (Passenger Information employees, community managers).

### Nerve centres

RATP has expertise in both historic and modern networks with different configurations, organisations and modes of transport. Therefore the Group is able to operate regardless of the organisation (unified or by line, joint operation of a line with another transport operator, etc.) or mode, particularly on multimodal networks.

- The Command post** are crucial for Passenger Information. RATP has made the choice to dedicate a Passenger Information operator in the command post, regardless of the size of the network! They may be unified (as in Lorient and Bièvres) or operated jointly (as is the case on the RER A and B with the SNCF).
- The Passenger Information and Regulation Centre ("CRIV" in French) is the management and control tower for real-time operation of the RATP bus network in the Île-de-France region.**  
The role of the CRIV is to constantly monitor the operation of the bus network and provide passengers with real-time information.
- The Centralised Command Hub** is the multimodal control tower for the Paris network: it is the main point of contact for all the operational centres of the operating networks. It coordinates information flows and mobilises emergency staff and technical resources in the event of scheduled or unscheduled disruptions.



### Customer services

Remote customer services also help to keep passengers informed, for example about their itinerary. Setting up and managing customer services is part of the Group's expertise.

- Drawing on its experience on its historic network, Customer Services is a centre of expertise at the service of the Group.
- RATP Dev operates customer relation centres to manage** remote requests on the Caen, Bayonne, Angers, Toulon, Brest and Annemasse networks, in Tuscany, Casablanca and in the United States.

“Customer surveys and feedback show that interaction with staff is a much greater source of satisfaction than other Passenger Information tools, and that this remains a high expectation. Cognitive sciences combined with AI enable us to measure emotions in real time during disruptions. It helps us to improve our knowledge of passenger expectations to adapt our Passenger Information and our messages. For this we use big data analysis of social networks and psychometric questionnaires.”



**Bastien Perroy**  
Head of the Passenger Cognition Lab

### Tools

The primary role of Passenger Information staff on the network is to guide passengers and provide them with information. They must have the right tools available to enable them to interact with customers, including those requiring special assistance such as people with disabilities or passengers who do not speak their language.

To achieve this, RATP is able to develop designated or off-the-shelf in-house solutions or even find existing market solutions that can be adapted to the specific requirements of the respective network.

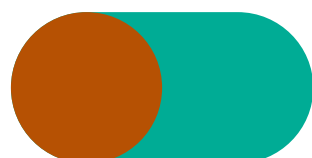
- Live I.V.:** in Paris, we designed and developed an in-house tool for displaying traffic conditions specific to this network, sharing centralised information on disruptions with all Passenger Information players. Available on tablets, Live I.V. gives staff on the ground, whatever the line, the same information, thus providing passengers with the best possible information.
- Tradivia:** this is the AI-based Passenger Information translation tool used by the parent company. Our employees are now able to translate messages regarding unscheduled disruptions in several languages into text-to-speech, text-to-text and speech-to-text. It includes a conversational component in 17 languages with passengers and a component designed for staff at Station Command Post (SCP), enabling them to broadcast text on multilingual screens and public address announcements in English, German, Spanish and Italian.

### Multilingual tourist Passenger Information



Tootbus is RATP Dev's Sightseeing subsidiary. Its Tootbus City Guide application enables our passengers to consult our maps and timetables in real time. The audio guides, which are available in 10 languages, immerse them into the local city.

- The voice of the customer:** the Group provides support to our staff to analyse customer feedback and expectations. We use platforms that combine the various customer satisfaction indicators for their respective area based on their profile needs.





## Staff training

Teaching aids are crucial to support the professionalisation and skills development of our employees. They are primarily based on initial and on-the-job training comprising common core skills and modules for specific business sectors. We have therefore established training centres that can manage the respective fields of expertise. Here again, innovation plays a central role in offering practical and effective teaching formats.

Managerial support and role-playing during service are also major factors to achieve progress, to help anchor the practice on a daily basis and to complement specific coaching sessions.

The Group has dedicated programmes (Dev Touch, My Customer & Me) that can be rolled out at any site to meet the needs of passengers, employees and project managers in terms of a culture of service excellence. Speaking in public does not always come naturally but plays a decisive role in the passenger experience and the management of disruptions. It requires specific support for all the staff involved to give them confidence and to help them express themselves in their own words and using the right tone. We have developed specific support systems and simulations based on AI.

The Group has received numerous international certifications attesting to the operational excellence and exemplary nature of its lines, including Passenger Information as a criterion. These include EFQM (European Foundation for Quality Management) certification for RER Line A and metro Line 14, and, more specifically for Passenger Information, for RER Line B.

A continuous training programme has been implemented to help staff accommodate people with special needs and to consolidate their knowledge, with numerous modules such as sign language (training for 'S3A' staff) or training for 'Cap'Handéo mobility services' staff to assist persons with mental, hearing or visual disabilities.

## Outlook for the future

Digitalisation at the service of passengers and employees enables the latter to focus on the areas where they can add the most value for the customer: welcoming passengers, passenger interaction, reassurance, the quality of the service and the relationship as well as the management of specific situations and incidents. We see investment in these tools and in the support of our staff as key to offering increasingly efficient and empathetic Passenger Information.



## ➤ Passenger Information in the management of large-scale projects

### At the heart of major projects

Whether it's the creation of a new tram line, the upgrading of a bus network with 965 lines and 2,700 vehicles in Tuscany, the automation of a metro line, the extension of the historic Île-de-France network or its expansion as part of the Greater Paris project, the scale of these projects presents numerous challenges, including for Passenger Information. The Group has a key advantage when confronting these challenges, as it combines all the expertise required for design, construction, operation and maintenance.

“Major projects require Passenger Information to evolve with each successive phase. The challenge is therefore not only to notify passengers well in advance, but also throughout the project right up to completion, to ensure that the information system reflects the reality encountered by customers and offers them alternative solutions in the event of works. The aim is also to enable them to understand what is at stake in the projects and to view them as a short-term inconvenience to achieve a better quality of service in the long term.”



**Olivier Veyrune**  
Head of Project  
Communication



### On international networks

When the Group assumed the operation of Line 3 of the Cairo metro, its subsidiary redesigned all the Passenger Information systems and visual identity of the line. Everything changed at each station on the line literally overnight: maps of lines, on-board line maps, neighbourhood maps, signage and step-by-step instructions in the colours of the respective lines, information screens showing the frequencies of metros and timetables in real time.

The new automated metro system in Riyadh was officially launched on 1 December 2024. The Group operates the network's Blue and Red Lines, and deployed RATP Dev's best practices to provide consultancy to the public transport authority on a dedicated Passenger Information system to enhance, feed and ensure the effective operation of Passenger Information.

“Regardless of whether Passenger Information is the contractual responsibility of the operator or shared with the public transport authority, our role is clearly to help ensure that information is immediate, reliable, accessible and, above all, relevant and useful to passengers. Our expertise enables us to go further and advise our customers by sharing the knowledge and feedback gained from networks with them at a time when cities worldwide are turning to public transport to meet their environmental and social challenges.”



**Hiba Farès**  
Chairwoman of the RATP Dev  
Executive Board





## Contact

IVCommunication@ratp.fr

## Credits

Publication director: Jimmy Brun  
 Publication manager: Hannah Murphy  
 Editorial project manager: Emile Masson  
 Graphics project manager: Lucie Goudou  
 Editors: Céline Coulangue and Véronique Romain  
 Design and production: Mistar. studio for Hopscotch

**Photo credits:** Cover, Hamdi Chref/RATP. Page 5, Xavier Chibout/RATP (top right). Page 7, Stéphane Dussauby/RATP. Page 8, Marin Driguez/Agence VU'. Page 9, RCRC / RATP DEV (bottom right). Page 10, Xavier Chibout/RATP. Page 11, Xavier Chibout/RATP. Page 12, Bruno Marguerite/RATP. Page 13, Hamdi Chref/RATP. Page 15, Xavier Chibout/RATP. Page 16, RCRC / RATP DEV. Page 17, Hong Kong Tramways.







54, quai de la Rapée  
75012 Paris • France  
**ratpgroup.com**

 | [@RATPgroup\\_Terr](#)

 | [RATPgroup](#)

March 2025

**RATP**  
**GROUP**