Case Studies **AIX**en**BUS**

How Keolis Pays d'Aix Achieved a 98% Compliance Rate for Passenger Information on Its Network

matawan
mobility as one

Background

In 2016, KEOLIS Pays d'Aix noted a decline in the quality of passenger information at stops on the AixEnBus network. This situation was critical as the operator's contract with the Aix-en-Provence metropolis was about to expire.

Multiple issues

✓ Passenger information was obsolete. Stop signs were out of date.

✓ Some bus routes were still advertised at stops where they no longer ran.

✓ Timetables took weeks to be updated.

✓ Furniture maintenance was problematic, notably due to a lack of documentation on its nature and proper care

The operator recruited a Passenger Information Manager, Sylvain Loque, to improve the situation.

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Present in 5 communes with a population of 190,000

26

regular routes

50 000

daily trips

The Challenge

To improve the quality of passenger information and furniture maintenance, Sylvain first had to take stock of his network to understand its components:

Stop locations

Furniture in place on the network

Passenger information features

This mission was complicated because only one field agent accompanied him to maintain nearly 1,200 stop points.

Sylvain sought external solutions to improve efficiency. Existing options proved unconvincing, costly, or complex. He then met the Matawan teams, to whom he explained his needs and constraints

This meeting marked the start of a business collaboration aimed at adapting the WanReport solution to the needs of public transport networks like Aix en Provence.

The Deployed Solution

To launch the WanReport solution on the AixEnBus network, a detailed audit of 1,200 stops was carried out, including a complete inventory of street furniture. The data was integrated into the WanReport platform to create a precise map of the network's stops, including their location, the furniture installed, and the bus lines serving them.

With this overview, Sylvain imported the GTFS (General Transit Feed Specification) files specific to his network. The solution cross-referenced this data, precisely associating existing reference systems (stops, lines) with stop times.

Thanks to all this data, the platform automatically generated signage and all timetable documents (stop timetables and route leaflets) in perfect compliance with the AixEnBus network's graphic charter.

WanReport centralizes the management of information media. Each time the transport offer is modified, passenger information is automatically updated (timetables, line leaflets, stop signage, in-branch terminals, etc.), providing fast, efficient management of the network's passenger information.

«Thanks to WanReport, we were able to set up a fast, efficient system for managing furniture and passenger information, enabling us to achieve a high-performance level of service quality.»

Sylvain Loque

Passenger information media are updated, installed, and distributed via various communication channels:
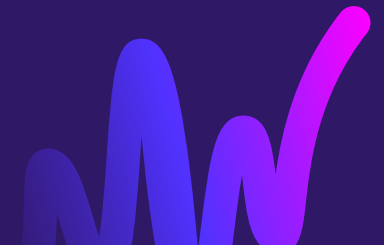
QR codes at stops for real-time timetables and current disruptions

In-branch touch-screen terminals for on-demand timetable printing

Timetables on the network website and available by SMS or email

The Results

98% compliance rate	**80%** time saved updating timetables

Implementing this solution has led to a clear improvement in the quality of passenger information, with a compliance rate of over 98% and a significant reduction in user complaints.

Regarding the generation of timetable documents, for Sylvain, it wasn't just a simple change of timetables but a profound design process transformation. Previously, timetables took between 7 and 10 days to finalize

Now, only one day is needed. Additionally, there has been a reduction of around 25% in unnecessary travel by the field agent and printing costs. When a timetable is reported missing, out-of-date, or damaged, the agent can immediately print it out from his vehicle for quick installation, minimizing inconvenience to passengers.

These improvements have reinforced Keolis Pays d'Aix's reputation as a benchmark network for the quality of passenger information and contributed to a better perception of the service by users and local elected representatives.