

Nicolas Beaurain is currently in charge of Innovation at SNCF Gares & Connexions, the entity in charge of the development and the management of the about 3,000 French stations. Nicolas holds a Master in Management and graduated from HEC School of Management in Paris. He first joined join a consulting firm to lead financial and strategy missions for entrepreneurs and SMEs general managers. He then joined one of European top leaders in the tourism industry where he lead the development and the economical structuration of news products and services both off-line and on-line. As Innovation manager, he is now reponsible for the identification and the structuration of new services, uses and concepts for train stations.

For its 3000 railway stations, SNCF G&C has deployed a service offering in order to answer all

the requests of its customers in station :

- Platform Management
- Passenger information
- Comfort
- Intermodality easing
- Services and retail

A Certified station must be compliant with every satisfaction promise. These objectives are specific according to each type of station. The SNCF G&C Quality approach means :

- Satisfied customers
 - On each promise, the station has to reach the objectives of customer satisfaction corresponding to its segment
 - The satisfaction is measured by customer surveys (G&C and TOC KPI)
- Services and device mastered
 - The station has to propose the services defined for its segment by 10 promises
 - Organizations and management of the department are in place (results by objective)
 - G&C recognizes the achievement of the level of service for each station

In order to make easier, useful and pleasant the experience of any customer in station, SNCF

G&C works particularly on a new lost & found policy and suggests new services via smartphone.

Today, railway stations are also in your pocket!

- The customer is in permanent contact with digital systems and services (supermarkets, shopping centres, interactive street furniture)
- The railway station experience could be one moment of stress for the traveller. Giving the good information, at the good moment, in a collective and individual way contributes to defuse this stress.
- The digital station facilitates all the stages of transition in a course from beginning to end and thus makes it possible to the traveller to control his time and to use it as well as possible.

The speaker will present the overall concept as well as selected station service offering and quality policy to illustrate current trends and approaches to metropolitan mobility.