



WORLD PUBLIC TRANSPORT DAY

10 NOVEMBER 2023



THINK

LIKE A

PASSENGER

Every day, we **Think Like a Passenger** and strive to make public transport our customers' first choice by designing and delivering mobility solutions that are adapted to individual needs.

Today is **World Public Transport Day**, a great day to share what our operations have been doing to think like a passenger!

Keolis Downer Yarra Trams' Signature Service program

The Keolis Downer Yarra Trams Signature Service program is getting outstanding results on Melbourne's tram network, with complaints being halved and passenger compliments going up by a third.

Using the Keolis Signature Service framework, Yarra Trams drew on insights and feedback from passengers, employees and government officials to create a unique program ensuring a high-quality travel experience as passengers returned to the network post-pandemic.

Training and new management mechanisms were delivered to our Customer Service Employees and Authorised Officers that focused on providing welcoming, supportive and authentic engagements with travellers, and supporting them in challenging situations. The program is now being rolled out to drivers as well.



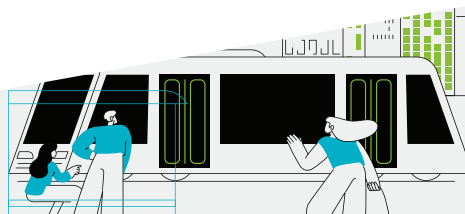
The result has been an incredible 56 per cent drop in passenger complaints and a 38 per cent increase in compliments for Yarra Trams' Customer Service Officer team compared with pre-pandemic levels.

The initiative has been named as a finalist in both the Australasian Rail Industry Awards and the Australian Service Excellence Awards.

Yarra Trams will keep evolving the program to maximise the positive travel experience for its passengers and continue delivering a world-class public transport service to Melbourne.



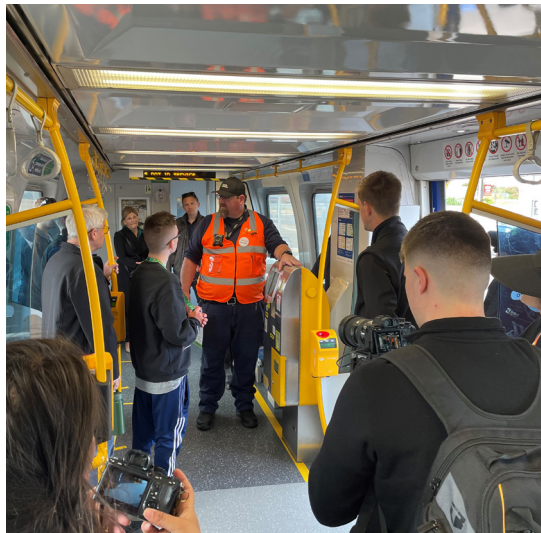
THINK LIKE A PASSENGER



Keolis Downer Adelaide hosts "Try Before You Ride"

An event supporting train passengers with disabilities

Keolis Downer, the operator of Adelaide Metro train services, hosted a "Try Before You Ride" event, specifically aimed at empowering individuals living with disabilities to experience the ease and convenience of Adelaide's passenger train network. The event took place across two days, Tuesday 24th and Wednesday 25th October at Glanville Station on the Outer Harbor Line, providing a unique opportunity for members of our community with disabilities to gain experience and confidence in utilising local public transport.



The event was a collaboration between Keolis Downer, Feros Care and Purple Orange, with the unwavering support of the South Australian Government. The Hon. Emily Bourke MLC, Assistant Minister for Autism, was in attendance highlighting the South Australian Government's commitment to inclusivity and accessibility.

In collaboration with accessibility partners, Keolis Downer organised this special two-day event to offer individuals with disabilities the opportunity to become familiar with the Adelaide Metro train network and its services. The "Try Before You Ride" event featured a range of activities and resources designed to empower individuals to navigate the train system with ease.

Highlights of the two-day event included:

1. Guided Tours: Attendees had the chance to take guided tours of Glanville Station and an electric train to learn about ticketing options and to explore accessibility features such as ramps and designated seating areas and amenities onboard.

2. Demonstrations: Keolis Downer staff provided informative demonstrations on how to board and disembark safely from the train, ensuring that attendees feel comfortable with the process.
3. Information Booths: Various information booths were set up to provide resources and assistance, including timetables, route maps, and information on accessibility support and services.
4. Q&A opportunities: Our Passenger Service Assistants were available to answer all questions, addressing any concerns and sharing information that attendees may need.

"Empowering individuals with disabilities to access public transportation independently is a critical step toward improving their quality of life. We are delighted to work with Feros Care, Purple Orange and the South Australian Government to make this event possible and to continue promoting accessibility and inclusivity in our community," said Robert Tatton-Jones, Managing Director of Keolis Downer Adelaide.

THINK LIKE A PASSENGER



Keolis Downer Gold Coast

Getting our passengers and staff home safely

This year our team on the Gold Coast launched a new campaign focusing on the role of a G:link Customer Service Officer and highlighted who they are at work and at home.

The campaign aimed to create an emotional connection with the viewer, so they can see the Customer Service Officer as more than a person who may issue them with an infringement notice. Customer Service Officers are just like them, and they want to G:et home safely too.

The following key messages were used to drive behaviour change:

"At G:link the safety of passengers and staff is our number one priority. G:link Customer Service Officers patrol stations and trams with the goal to G:et passengers safely, to do this they need to G:et home safely too."

"Public transport workers across the G:link network don't ask for much, just a little respect and understanding as they go about their job. From helping visitors G:et around the Gold Coast, to reuniting passengers with lost property, to issuing infringement notices or addressing inappropriate behaviour, it's all part of the role of a G:link Customer Service Officer."



Meet Vicki, she is a G:link Customer Service Officer. She is also a wife, mother, and grandmother.

Watch video here:



The campaign promoted ways the team is maintaining safety across the G:link network seen below:



G:link Operational Control Centre: The G:link network is monitored by staff in our Operational Control Centre 24 hours a day, 7 days a week.



Queensland Police Service: We work closely with the Queensland Police Service. Police officers have the power to request to see your ticket, issue on the spot fines for ticket and behavioural offences and remove anyone who is a nuisance or may pose a risk to fellow passengers.



CCTV: The G:link network is constantly monitored via CCTV cameras, which are in operation 24 hours a day, 7 days a week.



Emergency Help Points: All G:link stations and trams have emergency help points. When you hit this button your call will be answered by a member of staff in our Operational Control Centre, who will assist you with your enquiry.

This campaign was advertised through

- Cinema advertising on the Gold Coast;
- Paid social media advertising; and
- Organic social media posts.

In the first month, there was a reach of 510,000 and impressions of 2,406,000 on social media, with 34,000 people seeing the advertisement in cinema.

THINK LIKE A PASSENGER



Keolis Downer Northern Beaches

The first bus service operator for New South Wales to launch Hidden Disabilities

Not all disabilities are visible, such as autism, chronic pain, dementia, anxiety, visual or hearing impairment. Living with a hidden disability, can make daily life more demanding for many people, but it can also be difficult for others to identify.

Keolis Downer Northern Beaches aim to ensure everyone travelling on the network, feels safe and supported, can travel with confidence, and has a positive journey experience.

Launched in December 2022, Keolis Downer Northern Beaches was the first bus service operator to roll out the initiative in NSW, closely following Sydney, Brisbane, Melbourne and Adelaide airports; with the aim to build awareness of the Sunflower symbol across multiple industries so that those wearing the lanyard can be supported at all times.

The initiative was first launched in the UK in 2016 at Gatwick Airport by their accessibility team to enhance the customer experience and is now present in 8 countries and expanding rapidly across the globe.

Fast forward to November 2023 - Mark Dunlop, Managing Director of KDNB says, "this scheme has been very successful in supporting our customers with hidden disabilities, a passenger who wears the Sunflower lanyard whilst waiting at a bus stop or travelling onboard one of our buses, will discreetly inform the bus driver that they may need more time or support during their journey."

"Public transport is for everyone. We want all our passengers to travel on our bus network with confidence and its great to see this initiative expand across Yarra Trams in Melbourne and our Adelaide Rail operations."



Public transport is for everyone. We want all our passengers to travel on our bus network with confidence and its great to see this initiative expand across Yarra Trams in Melbourne and our Adelaide Rail operations.

THINK LIKE A PASSENGER



Keolis Downer On Demand

Keoride, future mobility at it's best

Keolis Downer is an Australian pioneer in the successful delivery of On Demand services including curb to curb, curb-to-hub, pre-booked services. We have so far trialled and/or run five services in Australia, including Australia's most popular On Demand service, Keoride Northern Beaches, which is a collaboration and partnership with TfNSW.

On Demand Transport is an advanced, user-oriented form of public transport characterised by flexible routing of small to medium vehicles operating in shared ride mode between pick up and drop off locations within a service area, according to passenger needs.

In Australia, Keolis Downer has been operating On Demand services since 2017, and has delivered more than 1.2 million passenger trips and more than 7 million on road kilometres. Based on this experience, we have learned to design and deliver On Demand services, which meet customer needs and provide network efficiency by supporting integrated transport, delivering safer, more personalised, accessible and connected transport journeys. We focus on building a personalised customer connection through our Drivers and world-leading technology.

Thinking like a passenger

Our aim is to create a customer journey which drives positive rider experiences and a sustained growth in patronage. The following elements have provided significant importance to our services success.

- Tailoring staff recruitment and training to focus on safety, comfort, and customer service
- Maintaining a clear recognisable, clean, and comfortable fleet of specialised vehicles
- Providing multiple avenues to access the service and book rides
- Collecting feedback to analyse data and constantly adapt the service to customer needs



What our passengers tell us!

- Over 97% customer satisfaction across our Keoride On Demand services
- On the Northern Beaches, Keoride customer Sonja has completed more than 2,000 trips over the last 5 years. Sonja says her mobility issues would have prevented her getting to the bus stop easily, and Keoride "has given her freedom to leave the house and have a social life."
- In Mount Barker, South Australia, 52% would have used a car either as a driver or passenger prior to Keoride commencing in January 2020 and 40% take multiple trips each week.



Keolis Downer

Level 2, Suite 2.03, 55 Clarence Street
Sydney NSW 2000 Australia

E: communications@keolisdowner.com.au

keolisdowner.com.au

THINK

LIKE A

PASSENGER