



2nd World Summit on Accessible Tourism | Brussels, 1 October 2018

CUSTOMER EXPERIENCE SERVING RATP'S TOURISTS





Key figures

- ❑ RATP, the world's fifth largest public transport operator
- ❑ Operates a multimodal network in Île-de-France: Bus, Tram, Metro, RER
- ❑ 3,307.8 million journeys a year

Paris Île-de-France: the world's leading tourist destination

- **48 million tourists : 57% French and 43% international**

Taking public transport is an integral part of the journey in Paris



Welcoming all tourists...

- Staff at the heart of the service relationship
- Adapted facilities
- Service innovations



Receiving tourists at Chessy, summer 2018

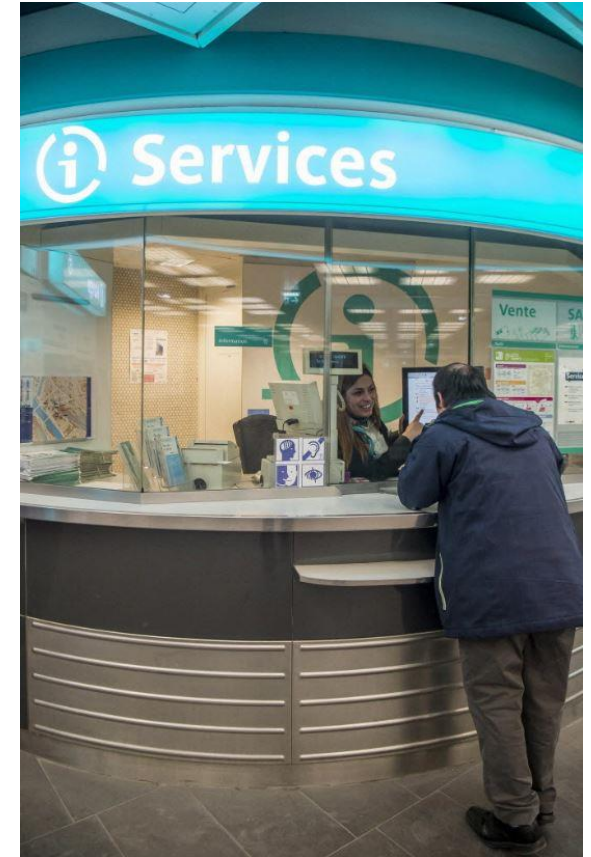


A first in April 2018: metro line 1 certified “Cap’Handéo Services de mobilité”

Accessibility for people with mental, psychological, visual or hearing disabilities

Operation undertaken with Unapei – the lead association for accompanying people with mental disabilities – and the Paris Île-de-France Regional Tourism Committee

- **An identifiable logo in stations**
- **Trained staff**
- **Voice interface on ticket machines**





And for several years already...

S3A certification

- Welcoming passengers with mental disabilities on metro lines 1, 9, 10, 11 and 14 and RER lines A and B
 - ✓ All lines on the network to be certified by 2020

Equisens programme

Eventually to be deployed at the 368 RATP stations

- Aids the orientation and movement of passengers with sensory or cognitive disabilities through transport facilities.
 - ✓ Lighting, acoustics, signage and information





Accessible facilities

- 100% of Paris bus routes
- 63 RER stations
- the 7 tram lines
- metro line 14



Driver call button

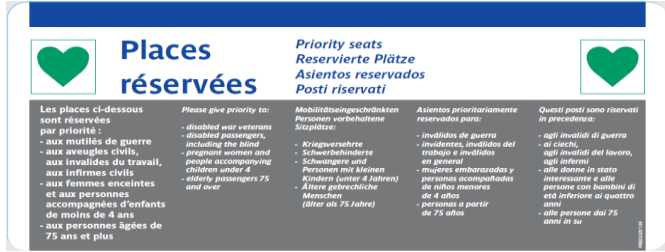


Line 14 lift



New signage for priority seats

Old image:



New image:



Deployment

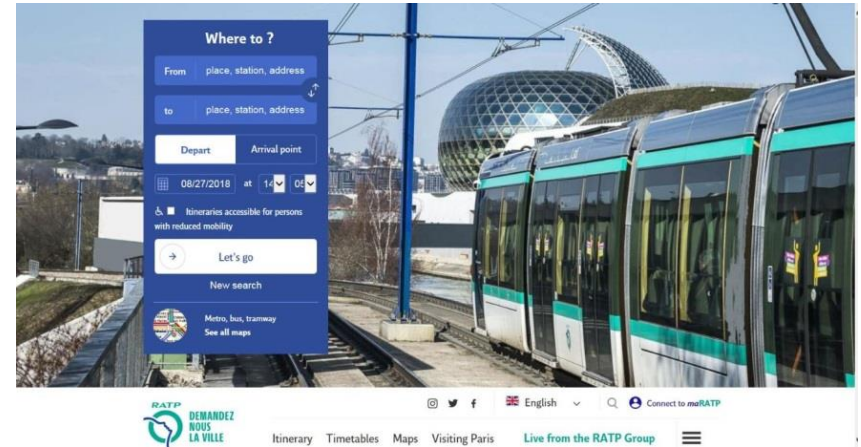
- Piloted on lines 1, 2, 6 and 11
- Destined to be installed on new vehicles
- Identical to bus signage for consistency

- More easily identifiable
- All purpose
- 2 versions to adapt to the needs of different equipment
- Designed with disability associations



Digital tools

- Bilingual French/English ratp.fr website
- RATP app and website accessible to the visually impaired
- Next Stop Paris app in 10 languages



Testing of services for all passengers

- Paris Help Line, a multi-lingual concierge service
- A luggage porter service with Eelway





**Thank you for your
attention!**

Patricia Delon, Director of Customer
Experience at RATP