

# Passenger Information

Guiding you every step of the way



360° of expertise  
tailored to every context  
and situation

# The power of knowing

**In every city and region we serve, one fact is always clear:** no public transport system can succeed without reliable, proactive, human and accessible passenger information. At RATP Group, we treat it as a strategic asset. It is essential not only to operations and safety, but also to the public image and long-term appeal of entire networks and territories.

This is not theory. It's our day-to-day reality. From Cairo to Tuscany, our teams design, deliver and evolve passenger information systems that perform under real-world conditions, supporting millions of journeys with clarity and confidence.

Efficient transport is not just about infrastructure. It's about understanding. Winning over new passengers and building loyalty starts with information that is accurate, accessible and contextual. It must be delivered at the right time, through the right channel — especially as expectations for inclusion and sustainability continue to rise. When well designed, passenger information not only empowers action, it helps smooth the journey and reduce stress, offering reassurance in moments of uncertainty.

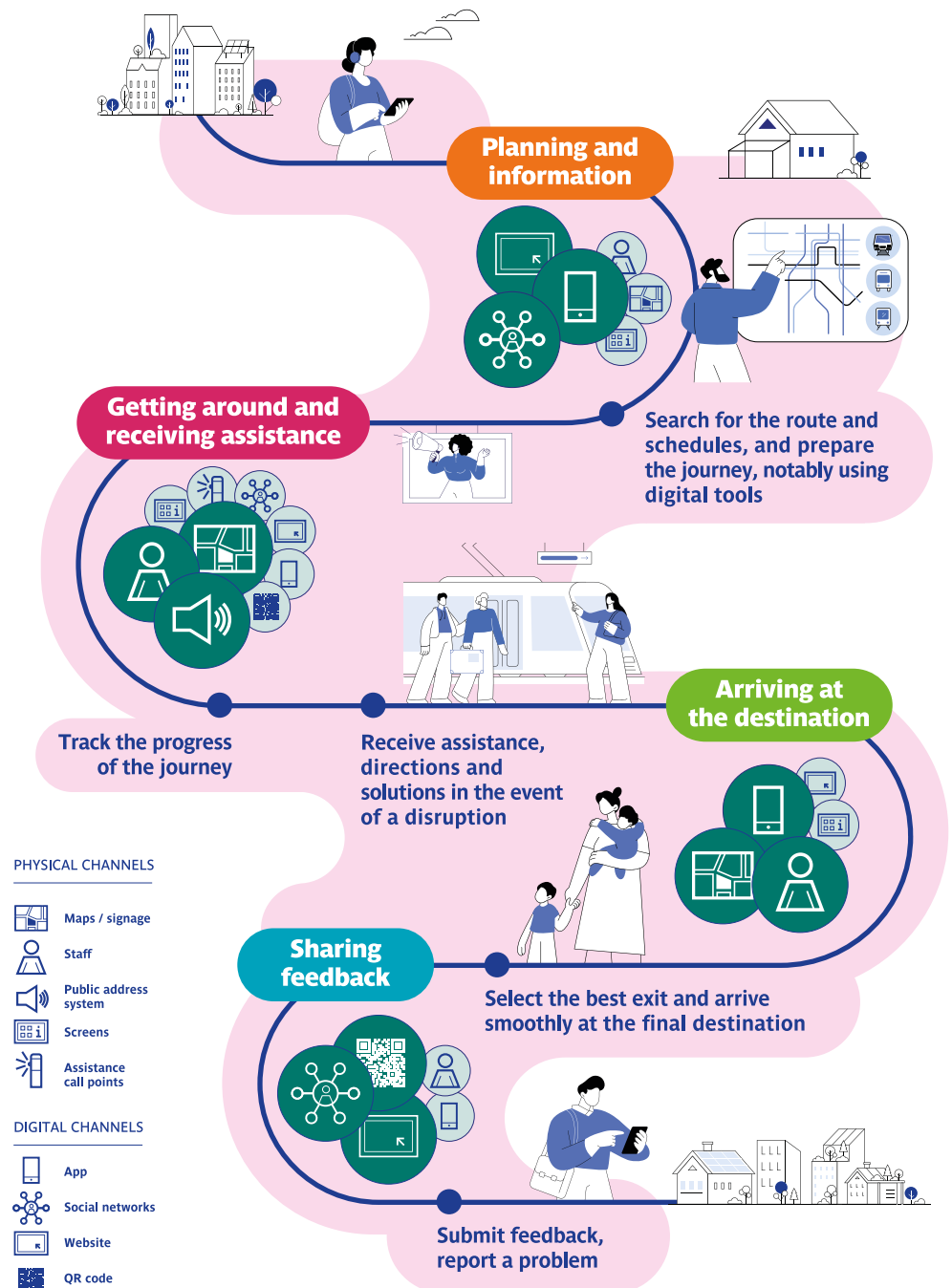
It also plays a role in promoting the local region — highlighting key landmarks, local services and cultural points of interest that enrich the travel experience.

What sets us apart is our ability to manage the entire passenger information value chain. Beyond day-to-day management, we provide advisory support to transport authorities, helping them define the most effective passenger information system, tailored to their specific context and vision. From strategy to execution, from one-on-one interaction to digital tools and physical signage, from content creation to user experience, we build solutions that reflect the unique identity of each network and the real needs of its passengers.

This expertise goes well beyond tools. We innovate continuously — from AI-powered assistants to real-time crowding data and multilingual support. By aligning diverse teams and technologies, we ensure that every passenger, on every network, receives relevant, actionable information.

For us, passenger information is more than a service. It is a promise delivered: a sign of trust, a tool for transformation and a powerful reason to choose public transport.

## Passenger information at every stage of the journey



# Adapting to every context



— Your network is unique. That’s why our approach is, too.

○ **EXPERIENCE ACROSS ALL TYPES OF OPERATING ENVIRONMENTS**

No two networks are alike. That’s why passenger information systems must adapt — not just in tone and format, but in structure, deployment method and integration with operations. At RATP Group, we bring decades of field-tested experience across all modes, scales and geographies to help public transport authorities deliver the right information in the right way.

We operate in 17 countries, across every type of environment — from the ultra-dense, multimodal Paris network to the sprawling regional bus systems of Tuscany and the high-end automated metro in Riyadh. Our reach also includes heavy modes in Lyon, tram and BRT lines in Casablanca, Cairo’s Green Line 3, multimodal networks throughout France, and on-demand services in the USA. This diversity allows us to deploy or optimize passenger information systems that reflect real usage patterns, operational flows and local expectations. To guide these efforts, we conduct in-depth analyses of passenger expectations worldwide, including through our international public transport passenger survey, so that every system we design is grounded in real passenger needs.

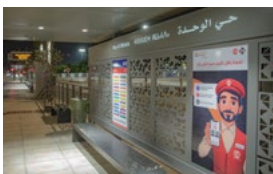
○ **CO-DESIGN WITH PUBLIC TRANSPORT AUTHORITIES**

We collaborate with public transport authorities to design, deploy, modernize, and manage the daily operation of their passenger information system. Together, we identify challenges, assess possible solutions and engage local stakeholders to align with the territory’s ambitions. We present clear, operationally viable options, then support authorities in deploying them effectively, including highlighting points of interest to promote the local area and enhance the passenger experience. As systems evolve, we ensure passenger information remains clear, consistent and fully aligned with operational and regional goals.

Many of our projects involve improving legacy systems. In those cases, we carry out detailed audits, identify pain points in message delivery or system logic and implement upgrades in close consultation with the public transport authority. We then implement upgrades with minimal disruption to operations or passengers.

This collaborative approach ensures that every system is not only technically sound, but also aligned with the authority’s branding, strategic goals and service expectations. The result: clear, consistent and high-performing passenger information that passengers trust — and public transport authorities can rely on.

## ON-THE-GROUND SUCCESS



**Guiding passengers through growth: new BRT and tramway lines in Casablanca**  
→ To support the launch of two new BRT lines and two additional tramway lines in Casablanca, RATP Dev designed and deployed an array of new passenger information signs, adapted to the city’s fast-growing multimodal network. The new signs include network and line maps, as well as general information about the network, frequencies, timetables and fines...



**Rebranding passenger information for Cairo’s Metro Line 3**  
→ RATP Dev rebranded and redeployed the entire passenger information system on Metro Line 3 overnight, introducing multilingual signage, updated maps and real-time digital screens to guide passengers from day one. This comprehensive overhaul significantly enhanced the public perception of the line and contributed to increased ridership. We also tailored information to meet the needs of each passenger, with the integration of sign language, ensuring accessibility and inclusion at every stage of the journey.



**Designing integrated passenger information for Riyadh’s new bus network**  
→ RATP Dev supported the design and deployment of the passenger information system for Riyadh’s new bus network, comprising 80 lines and 3 BRT corridors, connected to the city’s automated metro system. The strategy was built to guide first-time public transport users, offering intuitive and accessible passenger information.

# Mastering the entire passenger information chain



— Behind every message, a system you can trust.

## FROM STRUCTURED DATA TO REAL-TIME DELIVERY

Passenger information is not just about communicating — it's about engineering a system that consistently delivers the right message, in the right place, at the right time.

At RATP Group, we manage the entire passenger information chain: from structuring real-time data feeds to formatting content for digital and physical channels. Our approach ensures that every update — whether it's a timetable change, service disruption or crowding alert — is accurate, contextual and immediately usable by passengers.

RATP Dev's digital ecosystem for passenger information is built on a seamless flow of high-quality data, supported by efficient tools designed to perfectly meet the operational needs. It begins with the aggregation of both static and real-time information, which is then standardized, enriched and synchronized across systems. Tools such as Notify, our SaaS alert management solution allow operators to instantly broadcast alerts across all digital channels, including apps, websites and social media — ensuring fast, consistent information tailored to each network's scale and complexity. This unified data is distributed consistently across all channels, including the Explore platform, ensuring passengers receive clear, reliable information wherever and whenever they need it.

Explore is the passenger digital ecosystem developed by RATP Dev, that includes a website, a mobile app and customer relationship tools, available as a white label service. Explore enables passengers to stay informed at all times, while offering multimodal journey planner, ticketing, general information about the network, and real-time updates.

## HUMAN AND DIGITAL, WORKING TOGETHER

Passenger information is only effective when systems, people, and processes are fully aligned. At RATP Group, we define clear roles and robust procedures to ensure information flows seamlessly between control centers, customer service agents, drivers and field teams. We deploy dedicated Passenger Information Operators within control centers to ensure real-time communication aligned with what's happening on the ground. Positioned alongside network regulators, they deliver accurate, multi-channel updates — via station announcements, digital alerts and direct responses to passenger intercom calls.

Our customer service platforms — based in cities like Caen, Bayonne, Cairo and Casablanca — manage incoming queries and push targeted updates at scale. In parallel, on-the-ground teams receive coordinated instructions through our central systems, enabling consistent, real-time action across all touchpoints.

## ON-THE-GROUND SUCCESS



### Unified passenger digital ecosystem in Tuscany

→ In 2022, we deployed a unified digital passenger information ecosystem for Autolinee Toscane, the bus network of the Tuscany region (1000 lines, 40,000 stops). Our Orchestra tool enabled us to aggregate and standardize a consequent volume of data. Connected directly to both theoretical and real time Passenger Information systems and distributing data via API, Orchestra has made it possible to automate the entire Passenger Information chain.



### Paris CRIV: One center, total network clarity

→ RATP's Passenger Information and Operations Control Center (CRIV) plays a central role in managing and informing 335 bus lines across the dense Paris network, which operates 24/7 with a dedicated team of 325 people. Handling over 46,000 incidents and 53,000 rerouting operations annually, the CRIV ensures real-time supervision, disruption management, and consistent passenger information — even during major urban events and crises.



### Dev' Touch: A human-first service culture

→ At RATP Dev, we know that quality passenger information starts with the people who deliver it. Our Dev' Touch approach, launched in France and Switzerland focuses on employees in direct or indirect contact with passengers — ensuring they are supported, listened to and empowered to provide empathetic, high-quality service. By caring for our teams as attentively as we care for our customers, we foster a culture where human connection is at the heart of every journey.



# Managing disruptive and exceptional situations



— Adapting to the moment, every day.

## ○ ANTICIPATING AND MANAGING DISRUPTION WITH PRECISION

Unexpected disruptions — technical failures, weather or protests — demand immediate, coordinated action. At RATP Group, we use real-time tools and structured protocols to ensure passengers receive timely, accurate information, maintaining transparency, trust and continuity under pressure. Additionally, QR codes at key stops link passengers directly to location-based service updates, alternate routes and live disruption alerts — without requiring app installation.

Planned disruptions — such as construction works or major events — are managed proactively. We prepare messages, signage and multi-channel communication in advance, but also work to propose clear alternatives and rerouting options, so no passenger is left without a solution. Our goal is to keep passengers informed, guided and supported throughout, even during complex operational changes.

We monitor service conditions continuously, drawing on real-time traffic data, driver feedback, ticketing and passenger count systems, as well as field observations from our on-the-

ground teams. This enables us to anticipate overloads, trigger alerts and adjust passenger messaging within minutes. This responsiveness is powered by tools like Notify, which delivers alerts via app, screen or signage and backed by trained teams who can pivot to the ground when needed.

## ○ GUIDING THE EXCEPTIONAL

Because major events have a significant impact on mobility networks, we've developed proven methods to anticipate and manage their effects. Whether it's a global competition or a large cultural gathering, we coordinate passenger information across all channels and deploy dedicated temporary signage to support flow management, safety and clarity at every stage.

Our approach has been tested at scale during events like the FIFA World Cup in Doha, the Festival Interceltique de Lorient and the Paris 2024 Games, where we adapted signage, messaging and staff deployment to ensure coherent, real-time information across every mode.

## ON-THE-GROUND SUCCESS



### Summer works on RER A: A 360° strategy to keep passengers informed and reassured

→ During major summer works on Europe's busiest commuter line, the RATP Group rolled out a 360° communication strategy — combining print, digital, station signage, announcements and real-time updates. Over 1,000 staff supported passengers, while more than 100 workers were on-site daily. The 7-year project renewed 24 km of track and 28 switching systems, helping deliver a 10-point improvement in service regularity.



### Paris 2024: Guiding the world during the Olympic and Paralympic Games

→ Deployed 6,700 signs and 90,000 directional spoilers for the Olympic and Paralympic Games, all using eco-friendly signage materials. Passenger information was designed to prioritize comfort and safety — guiding crowds toward the most suitable journey, not just the shortest routes. Service was adapted accordingly, with adjusted metro operations and tailored passenger information to support enhanced access to Olympic venues.



### Doha 2022: Multilingual signage and 5,000 trained staff for the FIFA World Cup

→ For the FIFA World Cup, we supported the metro and tram network by deploying dedicated multilingual signage to guide passengers to eight stadiums. We also trained 5,000 staff to assist visitors in 48 languages, ensuring smooth navigation during a high-pressure international event.

# Continuous improvement in our DNA



— Clearer. Smarter. More useful.  
With every update.

## ○ PASSENGER INFORMATION THAT IMPROVES EVERY DAY

At RATP Group, we treat every journey as a feedback loop. From channel analytics to user satisfaction surveys and field reports, we continuously measure how well information systems perform, then adjust to improve clarity, accessibility and effectiveness. This approach is informed by our international study on public transport expectations, conducted by RATP Dev across 11 countries, and reinforced by local studies that help us tailor information systems to the specific needs and behaviors of each territory we serve.

This customer-centric, data-driven optimization ensures that passenger information not only meets expectations at launch, but continuously adapts to evolving passenger needs, technologies and urban mobility challenges.

We're constantly working to make passenger information simpler, more accessible, and more useful — enriching it with features like crowding levels, contextual alerts and personalized content. Our goal is to give passengers the tools they need to navigate independently and confidently, providing

clear maps, guidance and real-time updates so they can be active participants in their journey.

Our innovation approach is grounded in the field: we monitor emerging trends (as captured in our 2030 Mobility Trends Report), analyze passenger expectations, and run targeted trials before deploying at scale. This ensures that every new solution is both relevant and operationally viable — tailored to the real needs of each network.

## ○ SCALABLE INNOVATION, TAILORED TO CONTEXT

Our improvements are never off-the-shelf. We design modular solutions adapted to the scale, budget and digital maturity of each network. Whether deploying lightweight signage upgrades or testing new AI interfaces, we align with each public transport authorities' operational realities.

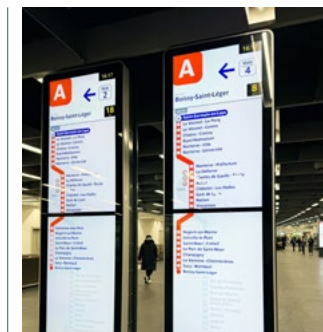
This means investing where it matters, streamlining where it's smart, and always keeping the passenger's experience front and center — simpler, faster, clearer.

## ON-THE-GROUND SUCCESS



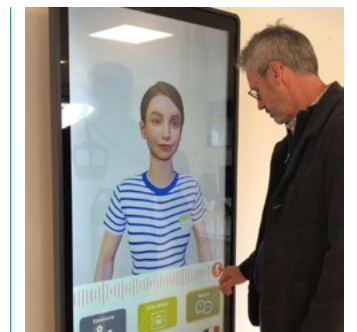
### Deploying inclusive pictograms in Angers, France

→ In Angers, custom visual symbols improve wayfinding for elderly passengers and neurodiverse users across the Irigo network, enhancing universal accessibility.



### New screens for better information in Paris

→ New-generation metro and RER screens, PANAM and SYSPAD, in Paris use improved visual hierarchy, spacing and motion design to make information easier to read, even in high-traffic conditions.



### An AI-powered virtual agent guiding passenger in Brest, France

→ Introduced an AI-powered virtual avatar within the Bibus network to provide real-time, conversational support on routes, fares, and disruptions — helping passengers navigate more independently while easing pressure on front-line staff.

Want to know more?  
Discover our Manifesto for  
Passenger Information



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