



REVOLUTIONISING MOBILITY & TRANSPORT

USE-K Project and Sabio Group
succeeded in changing the CX game



ABOUT KISIO

Based in Paris, France, Kisio is at the forefront of innovation in transport and mobility. Recognising the vital importance of seamless mobility in a constantly evolving urban space, Kisio is dedicated to creating intelligent and flexible solutions tailored to the needs of transport authorities, operators and passengers.

Established as a subsidiary of Keolis Group, Kisio draws on in-depth knowledge of the dynamics of transport in France. The company's comprehensive approach to transport, from the design and testing of mobility solutions to the management and operation of multimodal services, sets it apart in the industry.

Kisio believes that the future of mobility lies in being more than just a service provider; it's about being a trusted mobility partner. Through its commitment to sustainability, inclusivity and technological solutions, Kisio continually challenges the status quo to make transport more efficient, more accessible and more humane.

THE CHALLENGE

Kisio needed to transform its outdated, fragmented CX technology and processes. The "USE-K Project" was launched to simplify systems and deliver seamless, omnichannel service to its diverse customer base. Kisio migrated to a next-gen cloud platform, enabling real-time, data-driven interactions across multiple channels.

THE SOLUTION

Sabio served as a visionary partner, ensuring a well-calibrated and efficient transition to Genesys Cloud. Sabio's expertise facilitated the introduction of innovative solutions, such as the Kisio Case Management (KCM) system, developed in record time. This enabled Kisio to win major contracts worth €35 million with French public transport authorities. Sabio's support allowed a seamless transition across Kisio's contact centres without disrupting CX, while fostering continuous innovation in customer journeys.

THE RESULTS

Kisio's digital transformation has revolutionised transport CX for millions across France. The platform has seamlessly managed 2.1 million customer connections, processed over a million interactions, and provided flexibility during peak seasons. The transition achieved high user satisfaction and enabled advisors to work remotely, strengthening customer interactions.



2.1M

seamlessly managed customer connections



+1M

interactions have been processed, giving advisers end-to-end visibility of the customer journey



7X

Flexibility to respond to call volumes up to 7 times higher during peak seasons





THE CHALLENGE:

A journey towards an integrated, streamlined customer experience

Every journey begins with identifying the destination. For Kisio, the destination was clear: to transform the customer experience from top to bottom.

Renowned for delivering unrivalled mobility services across France, Kisio found itself constrained by an ageing telephony infrastructure and a myriad of fragmented solutions. In France's bustling transport ecosystem, this limited Kisio's ability to deliver seamless and integrated experiences to its diverse customer base, which includes major principals such as SNCF and Keolis, as well as transport authorities, including French regional operators.

Limited by its legacy telephony solution and a range of other different solutions, the Kisio team was determined to rethink its customer experience around a new omnichannel contact centre infrastructure platform that could support the company's digital transformation journey while simplifying the number of solutions agents had to work with.

Thus was born the "USE-K Project", a determined quest to offer users an unrivalled omnichannel customer service experience.

With no option to upgrade its legacy telephony system, the Kisio team knew it had to move to a next-generation cloud platform if it was to meet Project Use-K's requirement for an omnichannel customer experience powered by real-time data.

“

Our old systems were causing problems. We came up with an intuitive omnichannel system capable of handling millions of interactions a year, resisting volume peaks and, above all, facilitating the workflow of our principals, their customers and our agents.”

Elodie Maréchaux Philipon,
Head of Customer and User Experience & Solutions, Kisio

THE SOLUTION: A holistic approach with Sabio and Genesys Cloud

Steering the ship of digital transformation is never an easy task, but Kisio was determined.

The Genesys platform has enabled Kisio to unify the multitude of channels - from emails and phone calls to online chats and social networks - presenting a coherent view of the customer journey.

“...adopting a real-time cloud platform has enabled us to redefine our customer experience offering.”

Laurian Gautier,
Customer Relationship Director, Kisio

Kisio, with a clear vision, has embarked on the 'USE-K Project'. The USE-K project, whose name reflects Kisio's focus on users, was launched to provide a key first step in the company's drive to deliver a true omnichannel customer service capability. As part of a competitive innovation drive, the project focused on improving the experience of not only customers but also Kisio's agents so that they could have a more intuitive system to deliver the best possible experience to end customers.

As well as replacing an ageing legacy telephony system, Kisio wanted a modern digital platform capable of handling up to three million interactions a year across all channels, and flexible enough to cope with planned and unexpected peaks in volume. Given the seasonal nature of the French transport and mobility sector, this was an essential requirement.

SABIO'S EXPERTISE:

The relationship with Sabio has been decisive for Kisio. Sabio was not installed as a simple 'executor', but rather as a 'visionary' partner.

While Kisio had ambitious goals, Sabio ensured that the journey was well-calibrated and efficient. Sabio's expertise not only facilitated the transition to Genesys, but also enabled the introduction of innovative solutions such as the Kisio Case Management (KCM) system.

The KCM project was developed by Sabio in four months - a record time for such a project - and enabled Kisio to win major contracts, including three separate contracts with French public transport authorities, worth a total of €35 million.

Sabio's deep-rooted expertise enabled a seamless transition to Genesys across Kisio's various contact centres, without disrupting the customer experience.

After careful consideration, the Genesys Cloud solution emerged as the answer, offering a foundation capable of withstanding the complexities and demands of the French transport and mobility sector.

Kisio also chose Sabio Group, the digital customer experience transformation specialist, to support the cloud implementation, providing technical infrastructure expertise and additional support services. Working with Sabio was a calculated choice, as the CX specialist has been instrumental in the implementation of Genesys Cloud, sharing its technical expertise and essential support services.

With the Genesys Cloud CX platform as its compass and Sabio as its guide, Kisio sailed through the seas of transformation thanks to a meticulously planned six-stage implementation approach. The process involved initialisation and planning, functional and technical workshops, development and integration, testing, training and go-live, followed by ongoing local support.

“Our partnership with Sabio has been crucial. Their expertise has enabled our in-house teams to effectively navigate the Genesys Cloud platform, providing constant technical support, while allowing us to guide the project.”

Geoffrey Weiss,
UX/CX Product Manager, Kisio

“Sabio's support and guidance has been invaluable in ensuring that our teams not only master the new platform, but also continually innovate to improve customer journeys.”

Geoffrey Weiss,
UX/CX Product Manager, Kisio

“With Sabio, we not only made the transition to a real-time cloud platform, but also discovered ways to innovate and have more impact in our services.”

Laurian Gautier,
Customer Relationship Director, Kisio

THE RESULT: A new era in Customer Experience

Kisio's digital transformation wasn't just about replacing a telephony system; it was about reshaping the mobile experience for millions of people across France.

The results have been decisive. Since the deployment of Genesys - involving 363 active users - Kisio has recorded:

- 2.1 million seamlessly managed customer connections.
- More than a million interactions have been processed, giving advisers end-to-end visibility of the customer journey.
- Flexibility to respond to call volumes up to 7 times higher during peak seasons.

From the customer's point of view, one of the key requirements was that Kisio should be able to completely replace its core contact centre infrastructure without any disruption to its customers' customers as a result of the change. The fact that this was possible thanks to the transition to Genesys in Kisio's contact centres in Dijon, Aix, Besançon, Montpellier, Limoges and Bordeaux, Amiens, Paris, Strasbourg, Nancy, Nantes, Tours and Rennes is testament to the successful deployment strategy adopted by both Kisio and Sabio. In fact, the transition went very smoothly and achieved a user satisfaction rate of 8.8, which is highly commendable.

In addition, the integration of the Genesys platform across all channels, from voice and email to upcoming chatbots and co-browsing capabilities, ensures that customers can be contacted via their preferred means of communication.

Kisio advisers have also benefited from a more user-friendly and flexible tool. The ability to work remotely, combined with regional user clubs for sharing best practice, strengthens the advisor community, leading to improved customer interactions.

“

We haven't just changed our system, we've reinvented the way we connect with our customers. It's an evolution, and we're only at the beginning.”

Elodie Maréchaux Philipon,
Head of Customer and User Experience & Solutions, Kisio

CONCLUSION: A partnership that deserves recognition

The success of Projet USE-K was not just about replacing an obsolete system; it was about envisioning and executing a holistic digital transformation of the customer experience.

Kisio's collaboration with Sabio, combined with the robustness of the Genesys Cloud platform, has set new standards in the mobility and transport sector in France.

Elodie said: “We haven't just changed our system, we've reinvented the way we connect with our customers. It's an evolution, and we're only at the beginning.”

Laurian Gautier, Customer Relationship Director, Kisio Services & Consulting, said, “...adopting a real-time cloud platform has given us the opportunity to redefine our customer experience offering and be more creative in how we can help our principals engage with their customers. It also means that Kisio can be more efficient in the way we deliver customer contact for our many mobility and transport customers, unlocking value for both our operations.”

Indeed, Kisio's dedication to excellence, combined with Sabio's intelligence and the robust Genesys platform, makes this company not only a success, but one worthy of every accolade and recognition.