



Training book
V1.1 – Jan. 2018

Summary

Presentation of the group

Presentation of European railway network and carriers / booking horizons

Our fares and retrieval methods

Presentation of our website and customer journey

Frequently asked questions

How to behave with our customers



Presentation of the group

1 Who are we ?

Born in 2000, OUI.sncf (ex Voyages-sncf.com) is a **100% subsidiary of SNCF** (French National Railway Company). It is the main point of sales of SNCF on internet and mobile.

Products available online are chosen by SNCF who collects the payment.

Today, OUI.sncf is the leader of French e-tourism websites and the **1st French e-commerce website**.



4 100 M€

BUSINESS VOLUME IN 2016

86 M

SOLD TICKETS IN 2016

11 M

SOLD TICKETS TO FOREIGNERS IN 2016

15 M

APP DOWNLOADS

14 M

VISITS / MONTH

40 TICKETS / SEC.

ON SALES PEAKS

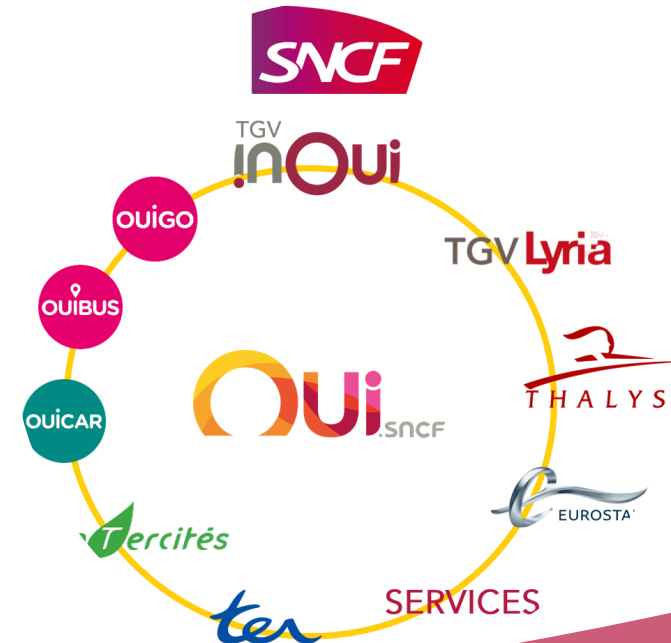
2 Timeline

2002 : Voyages-sncf.com becomes a global travel agency as we propose complementary products and services to the train thanks to a joint-venture with EXPEDIA.

2008 : Creation of TGV-Europe websites

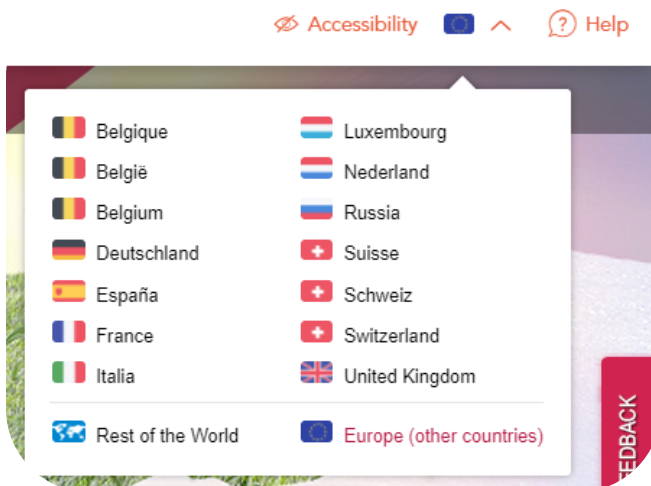
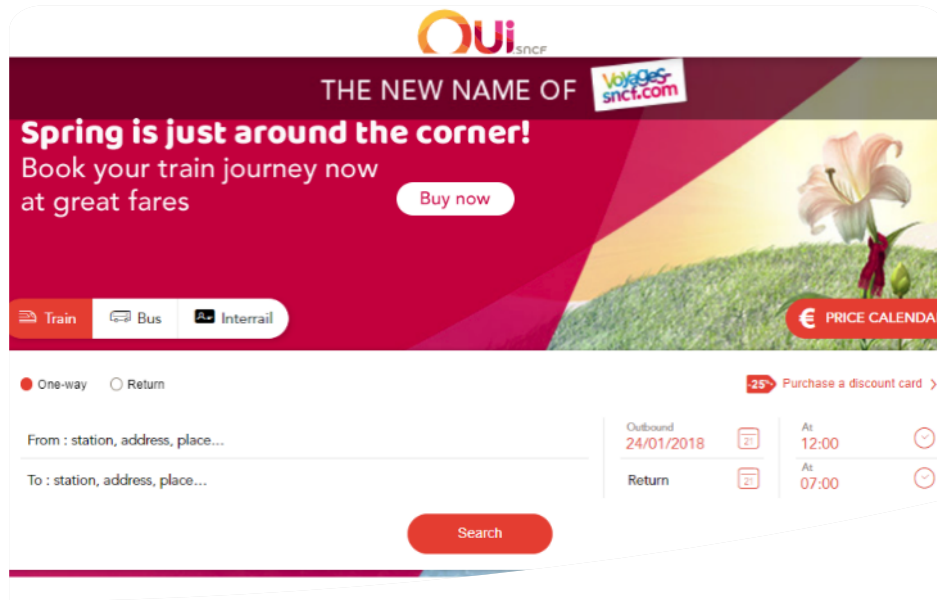
2013 : VSC launched a unique brand in Europe and RailEurope Inc and RailEurope4A joined VSC Group

2017 : Voyages-sncf.com becomes OUI.sncf



OUI.sncf in Europe

Our Website / Application



- **14** websites with **7** languages (german, spanish, dutch, italian, french, russian) also accessible on mobile
- A complete range of products and services for travelling in **Europe**
- A brand specialist of the **destinations France and Europe**
- Our strategy : a challenger position against the incumbent in each market
- Different services in Europe :
 - **1 call center in Barcelona** for online booking assistance in **7** languages
 - **1 expert team in Brussels** to sell group bookings all over Europe
 - **5 shops** in Europe (Milano, Geneva, Aachen, Köln, Düsseldorf)
 - **Head quarter** in Paris



Our competitors



easyJet



Bla Bla Car

trainline

AIRFRANCE

A market driven by **powerful brands**

Brand preference being a decisive factor in the choice between equal prices

Rewards for those that deliver **on an emotional level and no longer just on a functional level**



THE OUI BRAND VALUE

OUI.SNCF is an accelerator of our strategy in France and abroad.

Our aim: to become **a relational and personalized platform** and to be **the preferred travel companion** of our customers.

OUI.SNCF, THE BRAND NEW VOYAGES-SNCF.COM



A TRANSACTIONAL WEBSITE

- 1 EXHAUSTIVITY**
 - Unique wide range of offer
More than 350 000 routes available
- 2 MULTI-CHANNEL**
 - Availability on all channels
2/3 of the audience comes from the mobile app
- 3 TRUSTMARK**
 - Recognized by the French and the Europeans



A RELATIONSHIP WEBSITE

- 1 MORE CLARITY IN CHOICE**
 - A transparent and varied offer with more than 35,000 routes available by high-speed train or conventional bus
- 2 MORE PERSONALIZED**
 - Travel assistance by making our customer experience more fluid
- 3 MORE ENVIABLE AND INSPIRING**
 - Especially on the French and European destinations through new pages, new tools



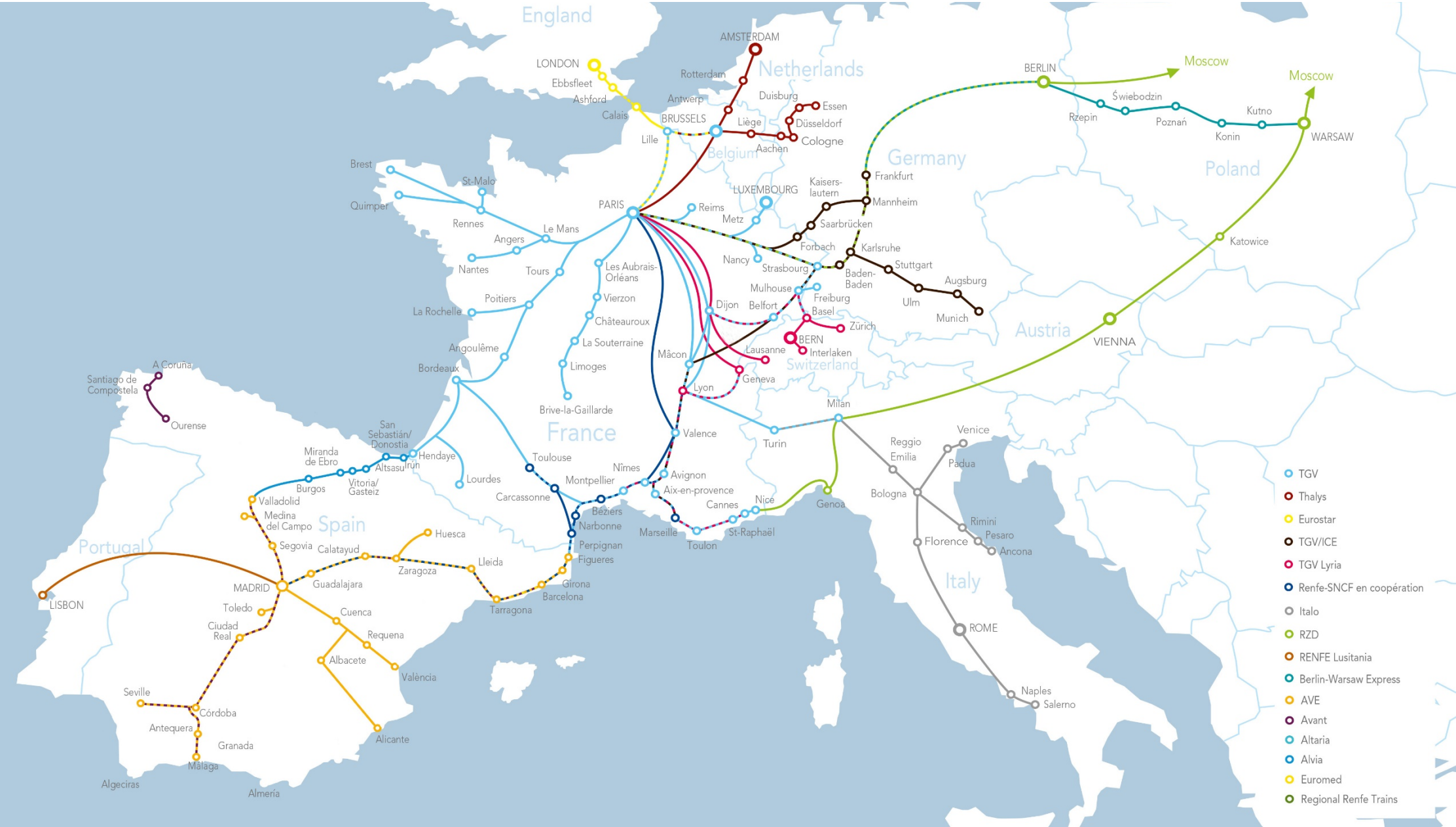
OUI.SNCF, THE BEST TRAVELLING COMPANION OF OUR CUSTOMERS

3 questions to ponder upon when we respond to a customer

1. Can I be even more straightforward?
2. Am I doing everything I can to make this person happy?
3. Have I managed to enhance our relationship?



European Railway Network



Congratulations, you have selected the train over the plane, the bus and the car for your next trip !

Carriers

What type of train can I chose ?



Night train (save a night at the hotel)



INTERCITES DE NUIT



INTERCITÉS
Les trains classiques SNCF



Day train (enjoy the scenery)



INTERCITES DE JOUR, ICE, TER



INTERCITÉS
Les trains classiques SNCF



High speed train



TGV, Eurostar, Thalys, Lyria, AVE, ICE, ITALO



TGV



THALYS

TGV Lyria



High speed train



Glacier Express, Chocolate Train, GoldenPass Line, Train jaune...



MAIN CARRIER BOOKING HORIZON

From when can I book a train ?

Please note that the horizons can vary dependant on the operator at anytime (promotion, opening sales, ...)



- You can book **6 months** before your departure for **EUROSTAR Intercapitals**
- You can book **4 months** before your departure for **TGV/ICE France Germany – RENFE/SNCF in partnership – TGV France/Italy – TGV Lyria**
- You can book **3 months** before your departure for **EUROSTAR French Connections (Eurostar + TGV) – TGV/TGV Brussels France – TGV Paris/Freiburg (Breisgau) – TGV Paris/Luxembourg - Thalys**



Our fares and retrieval methods

Our range of fares

The screenshot shows a train booking interface. At the top, a dark red banner says "Select your **outbound**". Below this is a calendar navigation bar with days from Mon 29 to Sun 4. A button labeled "See prices over a month" is on the right. The main content area shows two train options. The first option is for departure on Mon 29 at 12h25 from Paris Nord to Lille Flandres at 13h33, a direct TGV train taking 1h08. It offers three fare types: Non exchangeable (32 €), Exchangeable conditions apply (37 €), and Flexible (53 €). The selected fare is 37 € for 1st class. Below this, the passenger details for "Passenger 1" (26-59 years) are shown, along with the fare type "TGV LEISURE 37 €". A detailed text block explains the exchange and refund conditions. There are buttons for "Journey details" and "Choose your seat". A large orange button at the bottom says "Select this outbound journey (37 €)". A second train option is visible below, with a departure time of 13h10 and arrival at 14h18.

➤ Fares conditions are described in details when selecting the journey (*each carrier has its own range of fares*)

- 1 You can chose your day's departure
- 2 You can see the best price over the month
- 3 You can see the journey's details (schedule, carrier ...)
- 4 You can chose your type of fare, the class, and also the price that you prefer
- 5 Once you selected your journey, you can see the fares conditions in details



TICKETS – RETRIEVAL METHODS

The delivery option



Once delivery option is selected, it can not be changed

At the end of the booking, **customers choose a delivery option :**

Ticketless

E-Ticket

Print at Home

TO BE PUSHED AS A PRIORITY

Free delivery by post
(without secure tracking, available until 7 days before departure)

Retrieval in a French station
(with the booking reference and the credit card used for the payment)

Option to be confirmed later
(free service, fare and seat guaranteed during a limited time)

For Loyalty Cards holders

(Voyageur and Thalys TheCard)

- It is possible to travel with the card itself without printing any ticket. The passenger will have to show the card to the train manager.
- During the booking, the Loyalty card number of the passenger must be entered.



CONFIDENTIAL – Do not distribute



Presentation of our website and customer journey

Customer journey – Home page

The screenshot shows the OUI website home page. At the top, there is a navigation bar with 'Menu', 'Log in', and 'My bookings' on the left, and 'Accessibility', a language dropdown, and 'Help' on the right. The main banner features the text 'THE NEW NAME OF' above 'OUI sncf' and 'vols des sncf.com'. Below this is a promotional message: 'Spring is just around the corner! Book your train journey now at great fares' with a 'Buy now' button. A search engine is prominently displayed with options for 'Train', 'Bus', and 'Interrail'. The search form includes fields for 'From' and 'To' (station, address, place...), a date selector for 'Outbound' (30/01/2018) and 'Return' (21), and time selectors for 'At' (19:00 and 07:00). A 'Search' button is at the bottom of the form. To the right of the search form is a 'PRICE CALENDAR' button and a '-25%' discount card offer. A 'FEEDBACK' button is visible on the right side of the page. Below the search engine, there is a section titled 'Discover our great deals' with four blue bars representing different offers. A 'VSC Promo / Special offers' callout points to these bars.

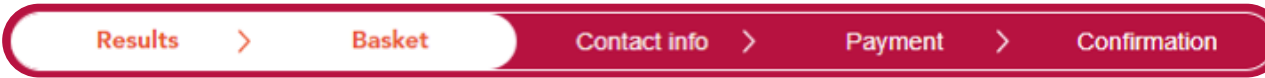
Callout boxes highlight the following features:

- Connect to customer account or access to customer booking
- Change language/market selection
- Help button (FAQ, contacts, ...)
- Access to all categories of the website
- Search booking engine
- Advanced search / Put more details (passenger age, discount card, ...)
- VSC Promo / Special offers



Presentation of our website and customer journey

Customer Journey



RESULT
S

Select your **outbound**

FROM Paris (all stations - FR) X

TO Lille (all stations - FR) X

Outbound 14/02/2018 At 11:00

Direct journey only

2nd class 1st class

1 PASSENGER

Search

Sun 11	Mon 12	Tue 13	Wed 14
10h40 11h48	PARIS NORD LILLE FLANDRES		
11h40 12h45	PARIS NORD LILLE EUROPE		
12h25 13h33	PARIS NORD LILLE FLANDRES		
13h10 14h18	PARIS NORD LILLE FLANDRES		
14h40 15h48	PARIS NORD LILLE FLANDRES		

BASKET

YOUR SELECTED JOURNEY 1

PARIS → LILLE 1 Passenger 68.00 €

14 February 2018

10h40 PARIS NORD
11h48 LILLE FLANDRES

1st Passenger Coach 8 - Seat 88
Upper deck - Window
Dual side by side

TGV PRO 2NDE: Ticket can be exchanged and refunded free of charge before one up to two hours after departure at the departure station. For mobility, can be exchanged free of charge up to one hour after departure via the TGV Pro application or by telephone on 3605.

Delete

YOUR SELECTED JOURNEY 2

PARIS → LILLE 1 Passenger 68.00 €

14 February 2018

10h40 PARIS NORD
11h48 LILLE FLANDRES

1st Passenger Coach 6 - Seat 101
Upper deck - Window
Dual side by side

TGV PRO 2NDE: Ticket can be exchanged and refunded free of charge before one up to two hours after departure at the departure station. For mobility, can be exchanged free of charge up to one hour after departure via the TGV Pro application or by telephone on 3605.

Delete

Have you thought of everything?

CONTACT
INFO

1 CHOOSE HOW TO COLLECT YOUR TICKET

PARIS → LILLE 1 Passenger 68.00 €

14 February 2018

10h40 PARIS NORD
11h48 LILLE FLANDRES

Modify your itinerary

Conditions and details

PARIS → LILLE 1 Passenger 68.00 €

14 February 2018

10h40 PARIS NORD
11h48 LILLE FLANDRES

Modify your itinerary

E-ticket: Find your e-ticket easily in the OUI.sncf app (tablet and smartphone) or print it at home. More information...

More withdrawal methods

PAYMENT
TOUI

PAYMENT FOR YOUR ORDER

ADMIN FEES [More info](#) (+)

TOTAL BASKET 136.00 €

TOTAL 136.00 €

TEMPORARILY FREE

YOUR ORDER

PARIS → LILLE 14 Feb. 68.00 €

PARIS → LILLE 14 Feb. 68.00 €

Modify your order

YOUR CONTACT INFO

Daniela Rodrigues
daniela_16@hotmail.fr

Change your details

Please enter your card details

VISA MasterCard American Express Discover UnionPay

Card number *

Expiry date * /

Security Code *

Is your payment method unavailable?

To confirm your order, please validate the payment and then enter the authentication code issued by your bank (by text message or other means). Bon voyage!

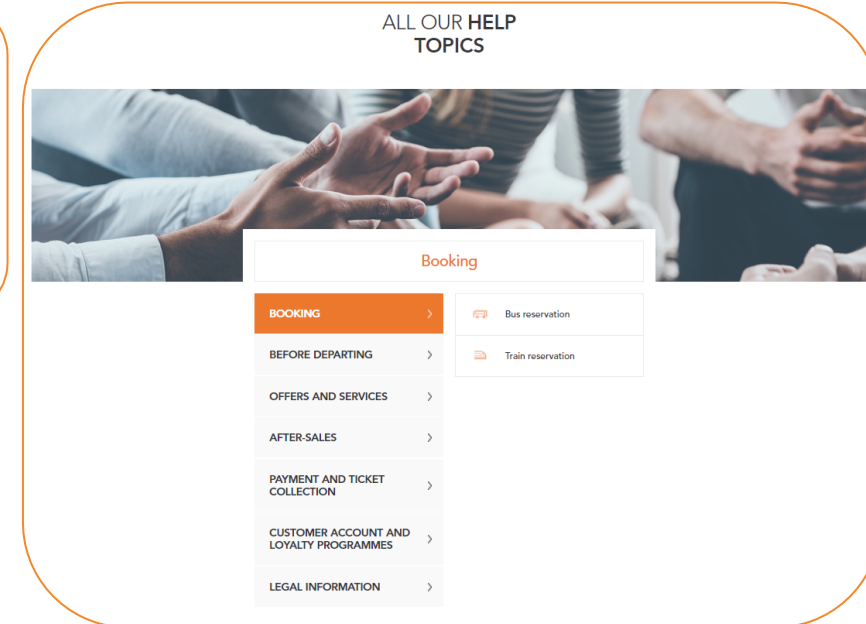
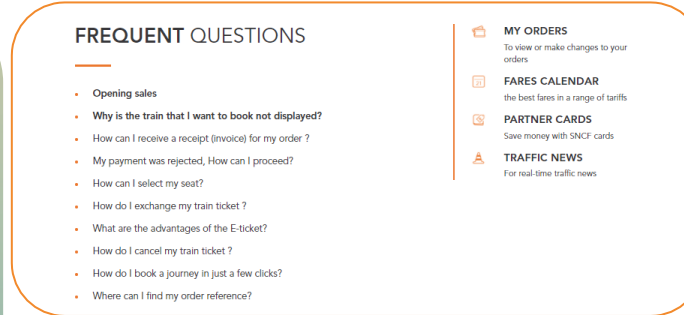
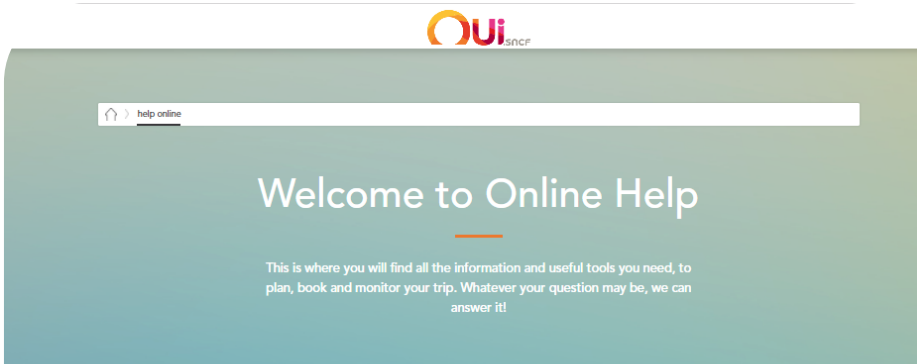
Confirm my payment of 136.00 €



FREQUENTLY ASK QUESTIONS

The Online Help

You can access to the Online help with this link : <https://en.oui.sncf/en/help-en>



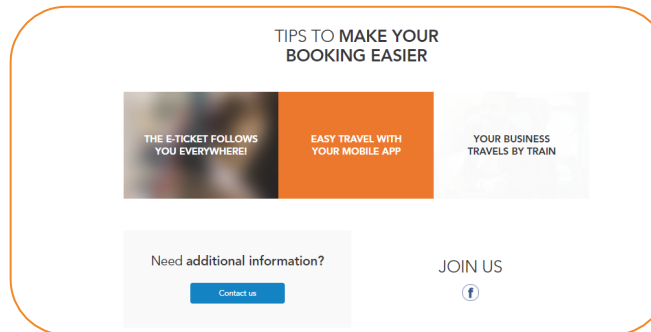
FREQUENT QUESTIONS

- Opening sales
- Why is the train that I want to book not displayed?
- How can I receive a receipt (invoice) for my order ?
- My payment was rejected, How can I proceed?
- How can I select my seat?
- How do I exchange my train ticket ?
- What are the advantages of the E-ticket?
- How do I cancel my train ticket ?
- How do I book a journey in just a few clicks?
- Where can I find my order reference?

- **MY ORDERS**
To view or make changes to your orders
- **FARES CALENDAR**
the best fares in a range of tariffs
- **PARTNER CARDS**
Save money with SNCF cards
- **TRAFFIC NEWS**
For real-time traffic news

ALL OUR HELP TOPICS

- You can find the 10 more frequent questions by the customer.
- You can also access to different item into the online help (orders, fares calendar ...)



- You can find all FAQs sorted by themes

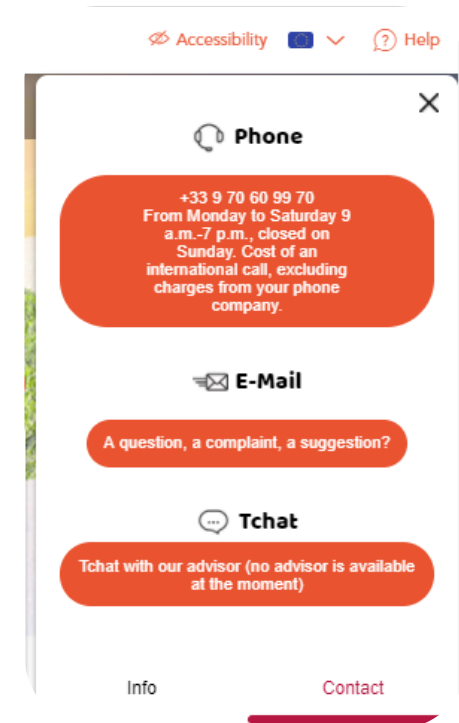
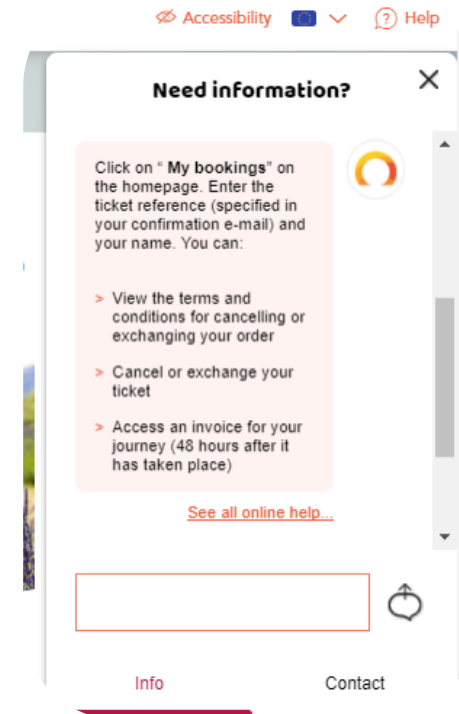
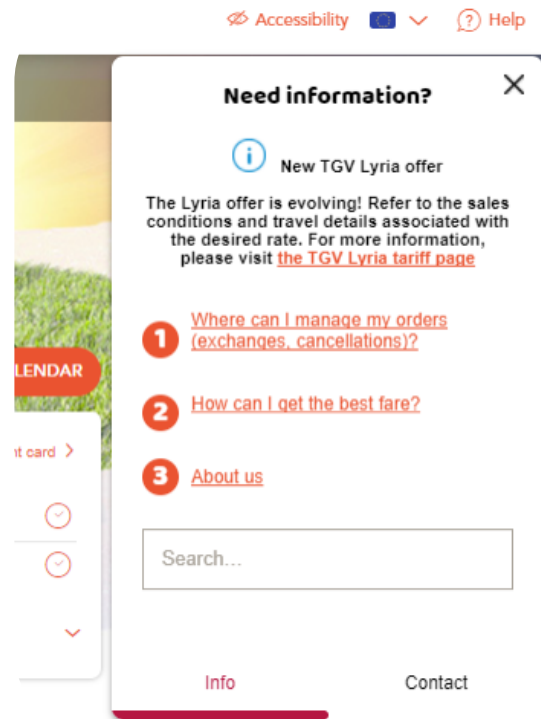
- Then you can access to the contact page : <https://en.oui.sncf/en/help-en/contact>



FREQUENTLY ASK QUESTIONS

You don't have the answer? / How the Customer Can contact us ?

- You can advise the customer to visit **the section « Help »** of the website. It is also useful for you to check information. You only have to ask your question in the search bar.
- If you search **the contact of the customer service**, you can find all information in the **« contact » section**.
- The customer can contact the customer service in Barcelona for:
 - Aftersales enquiries
 - Bug/ Technical issue on the website
 - Specific situations
- Opening hours :
 - From Monday to Saturday
 - **9am – 7pm**



How to behave with our customers

Expert posture

Steps	Examples
Welcome	<ul style="list-style-type: none"> Hello, how can I help you?
Questions/Identify the needs	<ul style="list-style-type: none"> Where do you want to go ? Do you have a discount card ? For how many people?
Reformulate	<ul style="list-style-type: none"> You want to travel from ... to ... on the ..., correct?
Answer	<ul style="list-style-type: none"> To cancel, you need to go on this page, then... then...
Validate the customer understands	<ul style="list-style-type: none"> Is this clear for you?
End the tchat	<ul style="list-style-type: none"> Thank you and I wish you a good day from Voyages-sncf.com
If you have to make the customer wait, tell him	<ul style="list-style-type: none"> I am checking the website, please be patient.
Be nice and polite / Have empathy	<ul style="list-style-type: none"> I completely understand your dissatisfaction
Availability Stay available to help (To be noted: if no answer from the customer after 30s, ask him if he still need your help)	<ul style="list-style-type: none"> Do you have other questions? I don't have any answer from you, I am closing this tchat and wish you a good day from Voyages-sncf.com



What it must be done ?

Be concentrated and reactive

1. To handle several chats and not do any mistakes
2. Chanel choose by the customer to receive a quick answer
3. Welcome as fast as possible! Make him patient if need
4. Read carefully to understand correctly customer's demand

Write correct sentences

1. Easier to be understood
2. Do not ignore the quality (spelling or grammar mistake)
3. Be exhaustive an add a "plus"
4. Give links to the FAQ
5. Do not get rid of the person, giving the SNCF phone number

AT THE END OF THE CONVERSATION :

- Inform the customer he will receive a satisfaction survey from VSC
- If email not available in iAdvize, ask email to the customer and fill in the dedicated field



How to behave with our customers

What we expect from you ?



15%

conversion rate



90%

customer sat
(iAdvize survey)

8/10

customer sat
(OUI.sncf survey)

Happy

Delight

Empathy

advice

Assistance

Inspiration

Envy

Travel expert

Conversion



Thank you !

Daniela RODRIGUES
DRodrigues@oui.sncf

