

Patrick Vautier

Head of Marketing, RATP, Paris, France



Speaker Qualifications

Patrick Vautier has a postgraduate certificate in Geography, University of Grenoble, 1982

He started as a consultant in marketing and communication and joined the TRANSDEV group (public transportation), in 1989 as Marketing and Development Director in the Saint Etienne and Montpellier urban transport companies. Since 1998 Patrick has worked at RATP (greater Paris transport company) as Head of Marketing, responsible for marketing strategy, market research, promotion, advertising, direct marketing and loyalty programs. He is also in charge of the internet and mobile strategies.

Patrick is Chairperson of the UITP youth initiative and former Chairman of the UITP commission "marketing and new products"

"Ma RATP dans la poche" (RATP in my pocket): A new attractive model for mobile information

Abstract

"Ma RATP dans la poche" (RATP in my pocket) is the mobile internet site which was created 3 years ago by the greater Paris transport company.

We consider that the cell phone is the unique device which is always present with our customers. So it represents one unique opportunity to always stay connected with them in order to deliver real time information and other services at all the "key points" of their trip: waiting time at stops, trip planner, maps, timetables, goodies, RATP news,....

Every month, half a million visitors are connected, compared to 3 million visitors for the website.

This successful project is also an innovation platform to design and to test new models: how to be profitable with passenger information? How to create value? How to manage products changes in a fast pace for a transport company....?

While our corporate culture is based on an equalitarian and free approach, "ma RATP dans la poche" is demonstrating that segmentation is an available solution to combine services and business improvement.

The report will present which solutions have been implemented and the results RATP has achieved.