



GENESYS DIGITAL TRANSFORMATION SUMMIT

ESTABLISHED PLAYERS MAKE GOOD



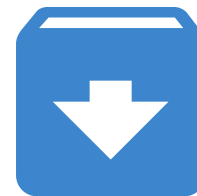
ARNAUD MASSON
CHIEF OPERATING OFFICER | [VOYAGES-SNCF.COM](https://www.voyages-sncf.com)



WHO ARE WE?



A LEADER IN E-COMMERCE SINCE 2000



WHAT DO WE DO?



We are the European rail experts

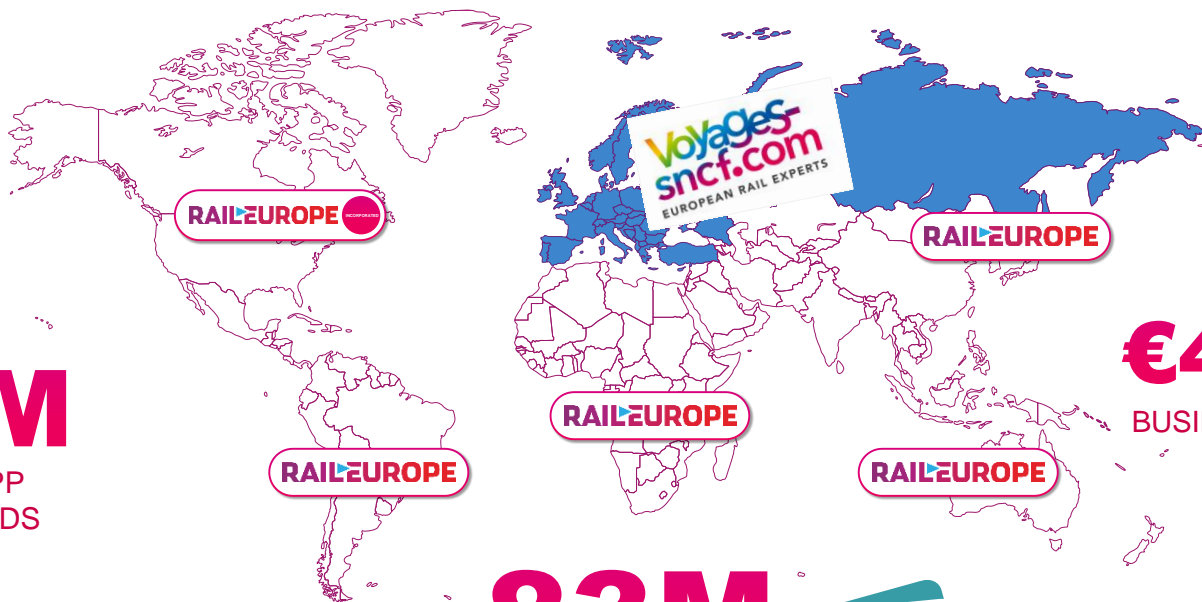


THE GROUP IN FIGURES



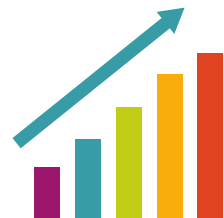
13M

MOBILE APP
DOWNLOADS



83M

TRIPS SOLD IN 2015



3.1%

GROWTH IN 2015

€4,32BN

BUSINESS VOLUME IN 2015



15 YEARS OF INNOVATION



2000
Voyages-sncf.com
was born

2003
Print at home
TGV tickets

2006
Launch of
virtual agent **Lea**

2008
e-ticket

2007
Launch of our
Mobile site

2009
Launch of our
V.app

2011
3D Secure
(now commonly adopted by
e-commerce businesses)

2012
Launch of
Connected TV
app (for Samsung)

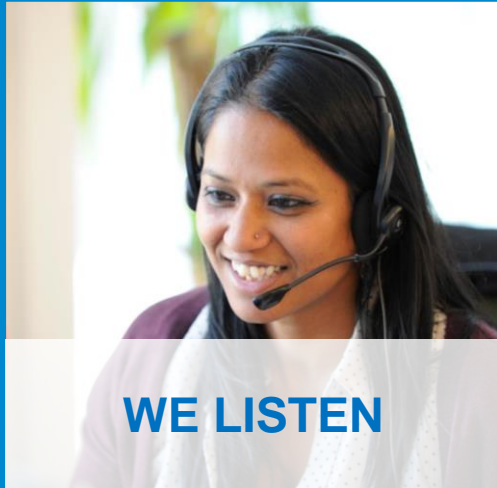
2013
M-ticket

2014
Door-to-door service,
launch of **Smart Watch app**,
testing of **Google Glass**

2016
Mon Voyage online
service and **Facebook**
Messenger Bot booking
tool launched

**Audacity keeps us
moving forward**

FROM E-TOURISM



WE LISTEN

Love Team



CO-CONSTRUCTION

Results Page

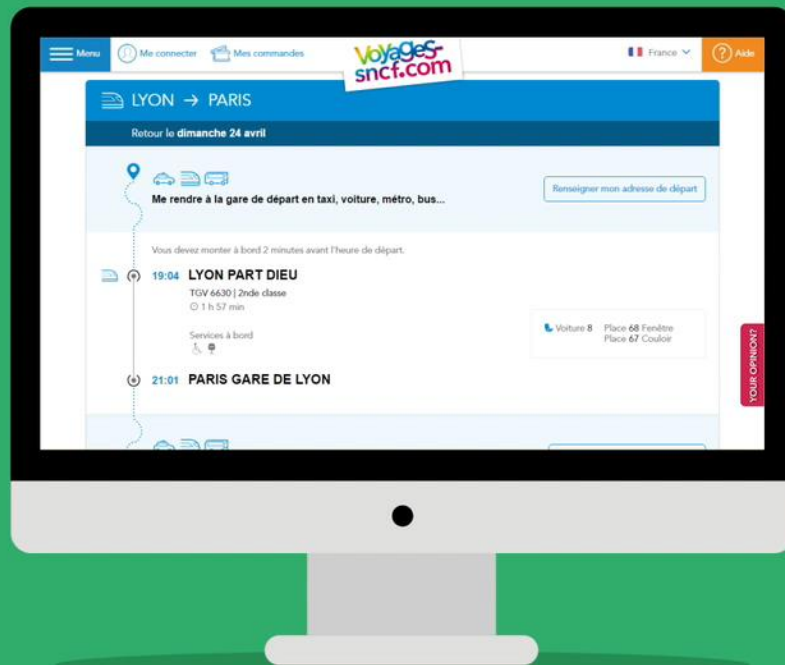


AGILITY

Feature Teams

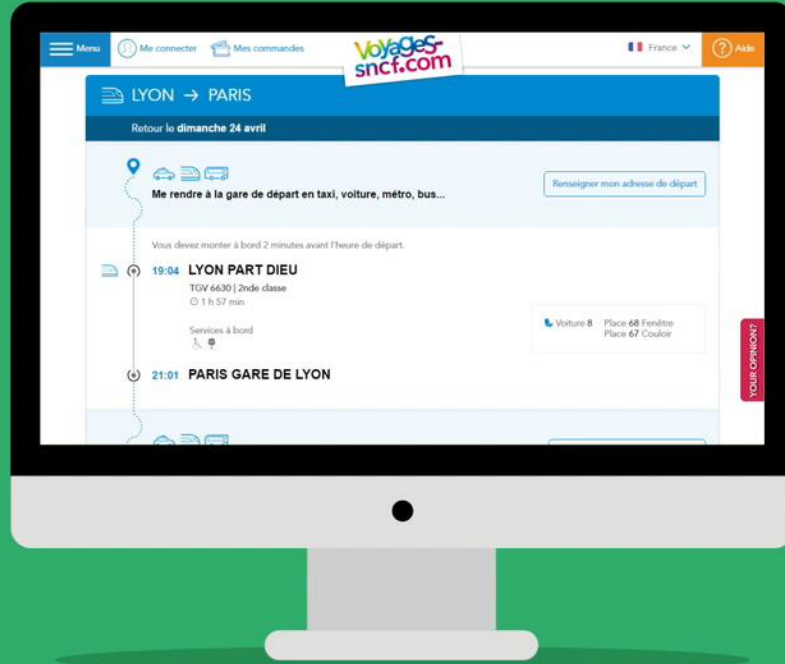
TO SMART TOURISM

SMART TOURISM IN ACTION



From your mobile, tablet or computer.

SMART TOURISM IN ACTION



From your mobile, tablet or computer.

FACEBOOK MESSENGER



**SOCIAL MEDIA
CONTINUES TO GROW**

SO DO WE

FACEBOOK MESSENGER

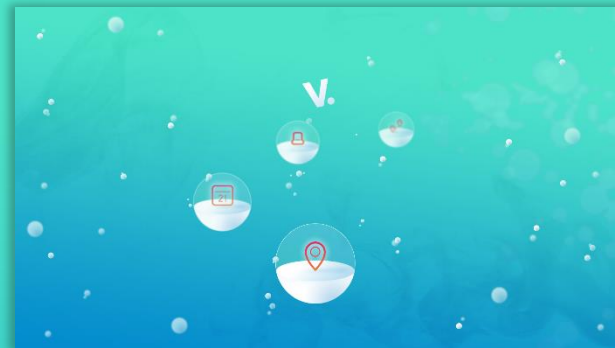


**SOCIAL MEDIA
CONTINUES TO GROW**

SO DO WE

MOVING FORWARD

- EVOLUTION OF INTERFACES
- AMAZON ECHO ON VOICE COMMAND
- VIRTUAL REALITY
- APP FOR VR GLASSES



OUR OBJECTIVE

2019
CHAMPION OF
SMART TOURISM

MERCI
