



THE WORLD'S
LEADING TRAVEL
TRADE SHOW®
8-12 MARCH 2017

E-TRAVEL WORLD

10TH MARCH 2017



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CHIEF OPERATING OFFICER | BUSINESS UNIT EUROPE
VOYAGES-SNCF.COM



WHO ARE WE?



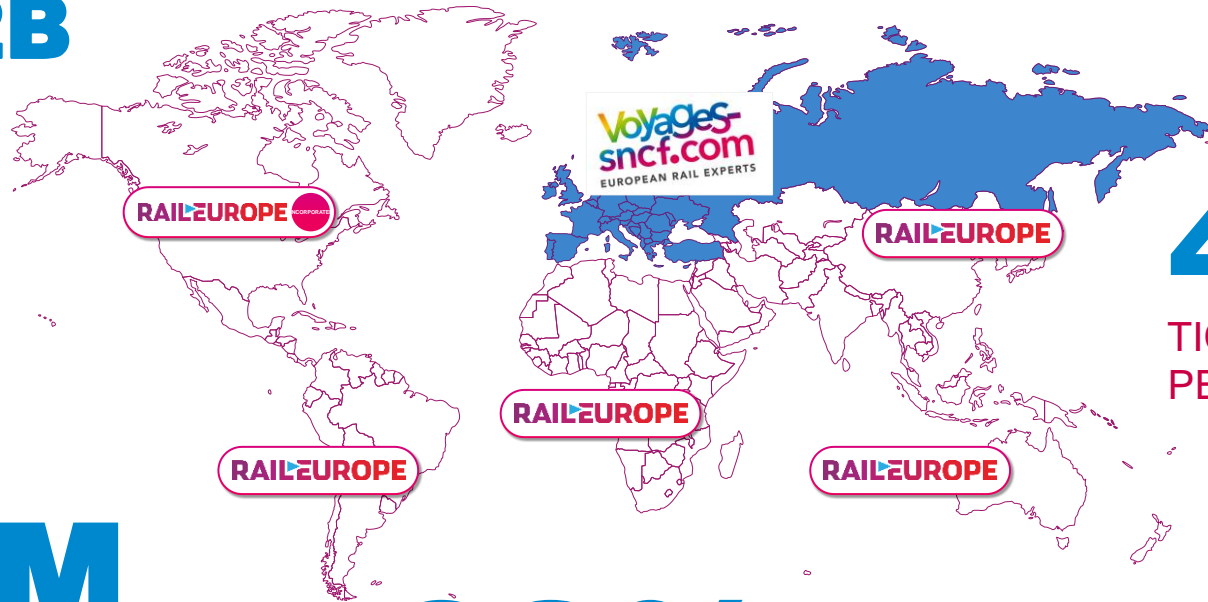
A LEADER IN E-COMMERCE SINCE 2000



SOME FIGURES

B2C/B2B

SALES
OPERATIONS
WORLDWIDE



40/s
TICKETS SOLD
PER SECOND



15M

MOBILE APP
DOWNLOADS

63%

TOTAL AUDIENCE ON MOBILE
DEVICES IN FRANCE

FROM E-TOURISM



LISTENING

Gathering customer feedback



CO-CONSTRUCTING

Using customer feedback



AGILITY

Feature development

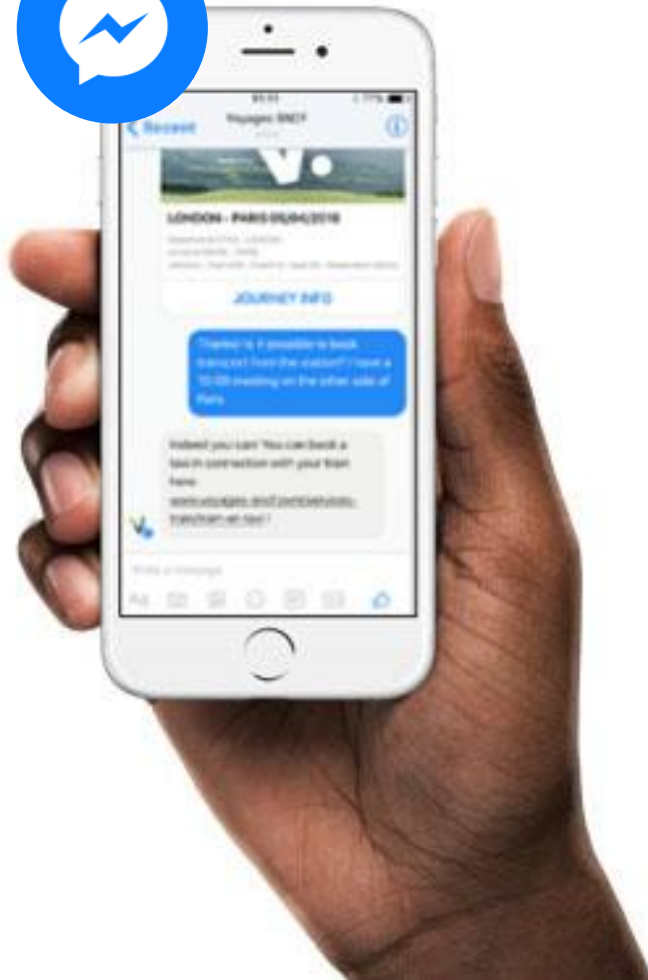
TO SMART TOURISM

#OpenKSC



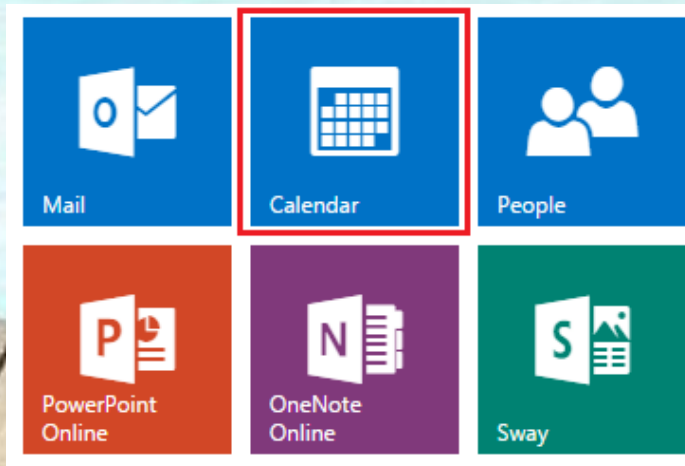
**KEEP THE CUSTOMER
AT THE HEART OF
EVERYTHING YOU DO**

FACEBOOK MESSENGER



SOCIAL MEDIA TO GROW BUSINESS

Outlook



AMAZON ECHO



VIRTUAL REALITY



THANK YOU
