

RingCentral®



A Seamless Customer Experience with Engage Digital



Discover how SNCF reached:

- **30%** increase in digital interactions
- **28%** productivity gains

RingCentral®

A man in a dark suit, white shirt, and tie is shown in profile, looking down at a smartphone. He is also holding a white coffee cup with a black lid. The background is blurred, suggesting an office or public space. The overall image has a blue tint.

ABOUT SNCF



More than **3 million**
daily passengers

SNCF group offers a complete range of mobility solutions through its 6 core businesses and achieves **€33.3 Billion** in turnover, of which **33% is generated abroad.**

YEAR FOUNDED: **1937**

EMPLOYEES : **250,000 employees**

HEADQUARTERS : **Paris, France**

WEBSITE: **[sncf.com](https://www.sncf.com)**

Answering to travelers at all times

SNCF's main objective for customer care is to be present where travelers are to answer their questions: at the **train station**, by **phone**, on the **website**, within the **mobile application** and on **digital channels** they already use to communicate with their peers.

For its customer service, the main objectives for SNCF are **reliability**, **personalisation** and **rapidity** of answers to passengers.



“Passengers want to use digital channels to contact SNCF in a quick and easy way.”

- Michaël Fleurbaey - Head of Social Media of SNCF Group



A man in a dark suit, white shirt, and tie is shown in profile, looking down at a smartphone held in his left hand. He is also holding a white coffee cup with a black lid in his right hand. He is wearing glasses and a watch on his left wrist. The background is a blurred city street scene with bokeh lights. The overall image has a blue tint.

CHALLENGES AND SOLUTION



Thousands of daily interactions

With over 5,000 mentions per day on digital channels, SNCF is the most publicised company in France.

The challenge is to deal with this **large volume of interactions** and to **prioritise the most urgent** requests.

Another need for SNCF is to capture all conversations related to the group, including those that do not directly mention company accounts.



“We received 30% of additional contacts through messaging and social media this year.”

- Anne-Virginie Morel - Head of Customer Service Remote Centre of SNCF Group

Adapt to digital trends of travelers

More than **50% of train ticket purchases** are now made online. This trend can also be observed in customer interactions, for which digital is growing continuously.

These channels allow customers to easily contact SNCF, especially **from their smartphone** while on the move.



“The Social Room challenge is to unify all the SNCF entities to speak with a single voice.”

- Michaël Fleurbaey - Head of Social Media of SNCF Group

Providing seamless answers

SNCF is present on a large number of digital channels related to its entities: **OUIGO SNCF, TGV INOUI, TER, Transilien, Intercités...**

When a traveler contacts the group, the challenge is making sure that the right entity responds, **without redirections** impacting the experience and delaying the answer.

Centralising all SNCF interactions

FORUMS



Questions & Answers
TGV Blog

MESSAGING



SNCF
TGV INOUI
SNCF Réseau



In-App
Messaging
TGV INOUI
Pro

EMAIL



SNCF
TGV INOUI
OUIGO
SNCF Recrutement

RÉSEAUX SOCIAUX



SNCF
TGV INOUI
SNCF Réseau



@SNCF
@TGVInoui
@SCNF_Recrute
#SNCF
#OuiGo
#AlloSimone



SNCF
TGV INOUI
SNCF Réseau

Specialised teams at **multiple locations**



Traffic Info Centre

Real-time answers to passengers

On which track will my train leave?



Social Room

Community Management

I want to enter your contest!



Remote Customer Service

Sales questions and services

How can I subscribe to your loyalty program?

In-App Messaging

TGV INOUI Pro



Thanks to RingCentral, SNCF offers **messaging within the mobile application** of Pro passengers



More personalised answers thanks to identification via the customer account (travel information, conversation history)

Results:



15 minutes

Average response time



82%

Satisfaction rate



Continued adoption of channels appreciated by customers

2006

FORUMS AND COMMUNITIES

Answers to passengers questions on questions.SNCF.com

2010

SOCIAL MEDIA

Answers to interactions on Facebook, Twitter

2016

MESSAGING

1-to-1 conversations with passengers on Messenger and Messaging In-App

2019

CHATBOTS

Instantaneous answers and redirection to agents when necessary



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RESULTS

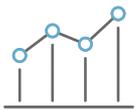
The benefits of Engage Digital for SNCF



Centralising all digital conversations and routing them to the right team



Facilitating collaboration between customer relations teams and entities of the SNCF group



Providing unified statistics to monitor activity in real time and adapt to peaks in demand

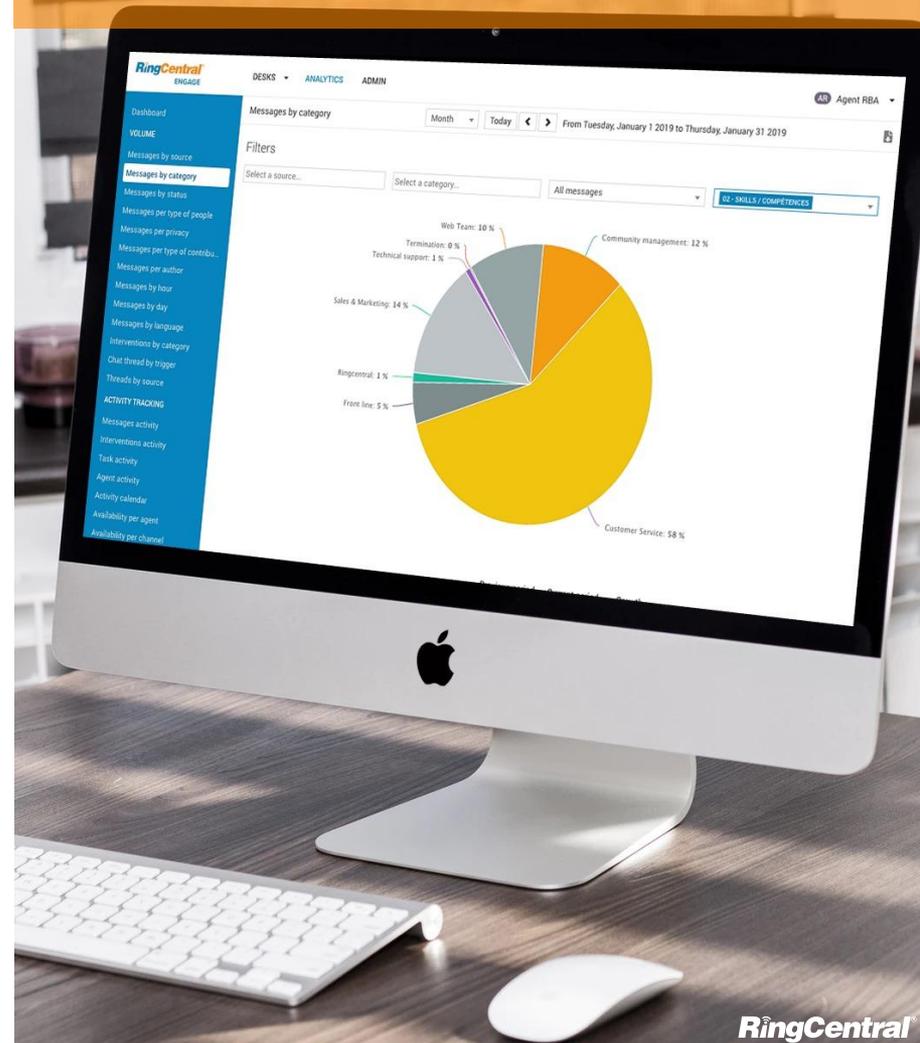
15 different entities
respond to digital interactions in a
unified way thanks to the solution

Piloting activity in real-time

One of the features most appreciated by the SNCF team is the **monitoring of statistics across all channels**.

SNCF can thus **adjust resources** in real time to maintain its **SLAs in terms of response time promise**.

These indicators also allow **monitoring of each agent's activity** to help them improve their response capacity.





28%

Productivity gains by switching to automatic distribution of the messages to be processed



x3.5

Increase in the number of messages received during peak periods

RingCentral Engage Digital **to meet instantaneous challenges**



“Engage Digital allows us to answer customers in a fluid and seamless way, from 7am to 10pm.”

Michaël Fleurbaey, Head of Social Media of SNCF Group

“Regardless of the channel used by our customers, the response quality is the same.”

Anne-Virginie Morel, Head of Customer Service Remote Centre of SNCF Group



“Engage Digital allows us to bring instantaneous answers to customers.”

Subashree Sougoumar, Head of Traffic Info Centre and Customer Contact of Voyages SNCF

More than 10 years of collaboration

RingCentral® +



The partnership between SNCF and RingCentral is part of a **long-term approach** that integrates changes in digital customer care to always offer passengers **the best possible experience**.



“We have been working with RingCentral for more than 10 years. We grew up and learned together. We can now say that we are in a win-win relationship.”

Michaël Fleurbaey

Head of Social Media of SNCF Group

About RingCentral Engage Digital™

RingCentral Engage Digital facilitates digital transformation by helping businesses expand, direct, and nurture their digital customer relationships. The RingCentral Engage Digital platform tracks all interactions in a single system, redistributing inquiries automatically according to availabilities, customer profiles, or types of requests.

With a full history and precise account of each interaction, companies can now analyse and better manage customer activity while increasing overall satisfaction. Visit ringcentral.com and reach out for a free demo.

