

KEOLIS

That's the way we move

Keolis is a private public transport operator and a world leader in shared mobility. Present in 13 countries across Europe, North America, Australia, and the Middle East, the group facilitates daily travel for millions of passengers through a multimodal transport offering including buses, metros, trams, trains, bicycles, carpooling, and autonomous mobility solutions.

Keolis works closely with local authorities to develop sustainable transport solutions adapted to local needs. Its commitment to innovation and the ecological transition makes it a key player in the public transport of tomorrow.

The Need

Keolis sought an engaging and interactive way to introduce students to its core business areas, including operations, maintenance, marketing, and engineering. The company aimed to enhance its employer brand among students, identify potential talent, and attract candidates for internships, apprenticeships, graduate programs, and VIE positions. To achieve this, Keolis needed a dynamic learning experience that would immerse participants in real-world challenges within the public transport sector.

About the experience

"We've been using Cesim for about ten years as part of the Business Games we organize in schools. We organize two with our partner schools, mainly in an intensive format lasting one and a half days. The objective of this Business Game for students is to build a transportation offering in a single round. On average, we reach between 60 and 100 students per year. Since this year, we've added one school, and we now reach three schools through the Business Game organized in partnership with Cesim."

"The Keolis K platform is fully customized. Tailor-made, it meets our objective: to introduce students to the world of passenger transportation. What generally stands out is that it's a fun way to discover our sector of activity: the world of transportation. It's an intensive format that allows students to fully immerse themselves in the simulation in just one and a half days.."



Jennifer Merel
Head of the Young Talent Program
(Graduate program & VIE)

The Outcome of the Training

The business game developed in partnership with Cesim has been an effective tool for Keolis for over a decade. Each year, the program engages 60 to 100 students through an intensive one-and-a-half-day simulation, allowing them to design a transport offer in a competitive environment. Participants appreciate the platform's ease of use and its ability to make learning more engaging compared to traditional classroom methods.

The training has proven successful in meeting Keolis' objectives. Former participants have gone on to join the company in various roles, demonstrating the program's effectiveness in attracting and recruiting talent. As a result, Keolis continues to expand the initiative, recently adding a third partner school to increase its reach.