EMPOWERING BRUSSELS
NAVIGATING THE DATA ROUTE WITH STIB

Coralie Pevenage & Catherine Rezette

MIVB STIB

.brussels

NICE TO MEET YOU

Catherine Rezette
Drive Manager Sales Solutions

Coralie Pevenage
Business Analyst

SPEECH THERAPIST

SAP Forem Training

Data flows & Data products Coding

Data Projects Management

Business Analyst

Change Agent

BI EXPERT

DATA IS CRUCIAL

STIB wants to move Brussels in the most efficient way.
How to adapt our offer to the demand, if not capturing, storing and studying data?
How to optimize our assets lifecycle?
How to control our costs?
How to define baselines to pilot the improvements we want to see?

Cloud, AI, Anticipation, predictability

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THE POWER OF COMMUNITIES

More than 10K employees
And + 300 different professions

Communities make information flows
A means to increase autonomy and self service

Mutualize knowledge, best practices and risk management

Gathering people around specific subjects facilitates mutualization and governances

Store knowledge and information

Memory custodians turns contents to be reusable

Grow competences

Specific trainings on community audience
Internal hackathons on our data

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FROM INSIDE

TO OUTSIDE

DRIVE MANAGEMENT TEAM - IT

SALES & CRM SOLUTIONS

BELANGRIJKSTE CIJFERS #2022

337,7 MILJOEN RITTEN	**52,7** MILJOEN KM AFGELEGD	**10.355** MEDEWERKERS
7,3 TEVREDENHEID BIJ KLANTEN	**1.338** VOERTUIGEN BUS/TRAM/METRO	**87** LIJNEN BUS/TRAM/METRO

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CUSTOMER DATA

Several data source systems and Data consumers
Data governance & quality
Structural and ad hoc surveys/measures

The annual satisfaction barometer
The Half-Year Satisfaction Barometer
The Image Barometer
The Safety Monitor
Market share researchs …

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USE CASE 1
Website - MY BOOTIK

ONE WEB site ACCOUNT
TO MANAGE SEVERAL CARDS & TICKETS

70%

40%

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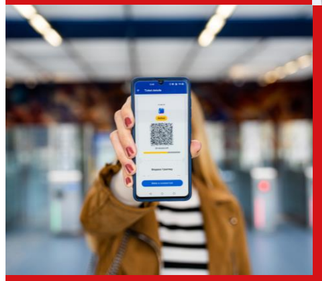
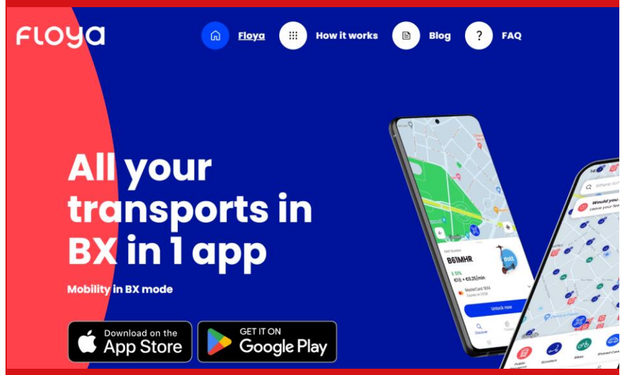
7 SALES CHANNEL

GENDER DIFFERENCES ⚥

CONTACTLESS

PHYSICAL STORE





USE CASE 2 - SECURITY

In Europe, 43% of women, compared to 38% of men, cite safety as a reason for avoiding public transport

Sense of security on MIVB network	Man, N = 7.100	Woman, N = 8.334	Gap
In general	7,2	7	0,2
Daytime	7,4	7,2	0,2
Evening time	6,4	5,8	0,6
Daytime in the metro	7,3	7	0,3
Evening in the metro	6,1	5,4	0,7
Evening in trams	6,6	6,2	0,4
Evening in the buses	6,7	6,3	0,4
Evening in the metro stations	5,9	5,2	0,7
Evening at outside stops	6,2	5,7	0,5

SENSE OF SECURITY MIVB'S COMMITMENT

REGIONAL PLAN - VIOLENCE AGAINST WOMEN

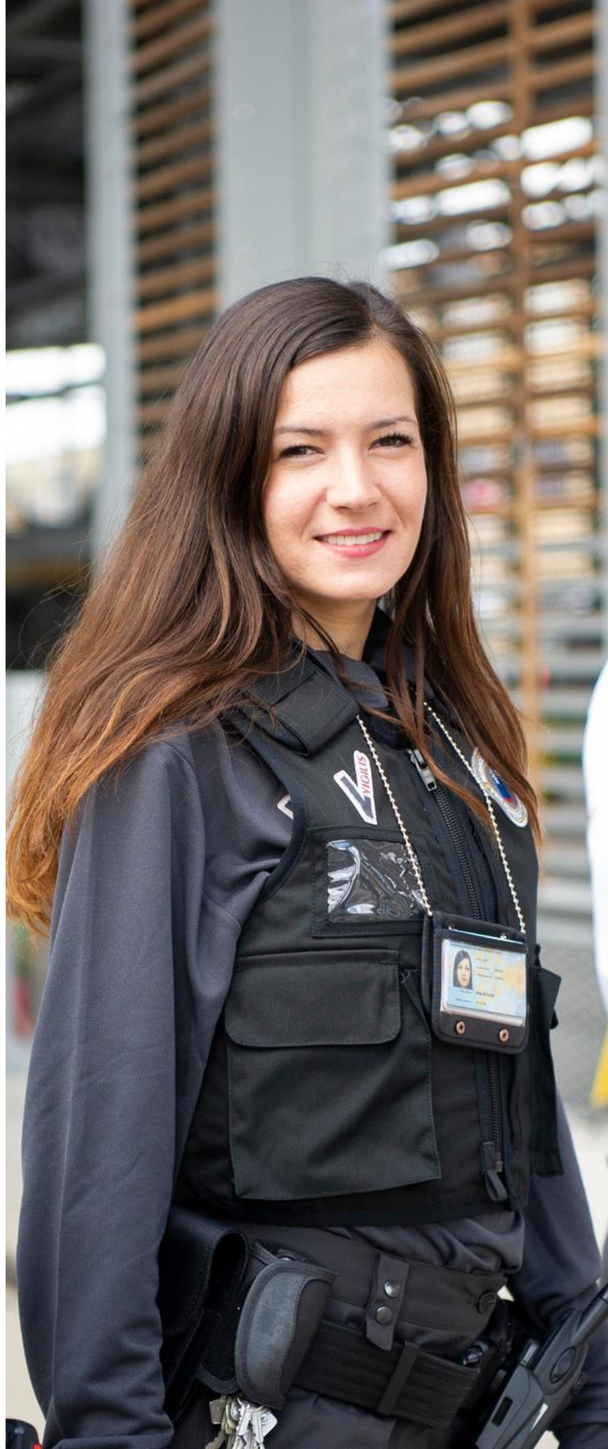
Training sessions on harassment + Systematic reporting & analysis of incidents.

HUMAN RESSOURCES

More personnel on the field

TECHNICAL & IT SOLUTIONS

Security by design, better lighting, schedule displays, cameras in our metro stations, erase graffitis and solve vandalism incidents fast



“Mobility has a major impact on the economic contribution of women to the economy”

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