CASE STUDY

STRATEGIC MARKETING CONSULTING

Keolis North America

International Commuter Rail Service Provider

KEOLIS

Situation

For several years, SMC provided Keolis with ondemand marketing and business development process support to streamline business development and operational processes.

Solution

Strategic Marketing Consulting, LLC worked with several different Keolis North America groups to:

- Develop an overall business development framework that could apply to all of their worldwide businesses, including transit, commuter rail, metro, tramways and coach networks, rental bikes, car parks, boat shuttles, cable cars, trolleybuses, and airport services. The framework needed to consider different methods of procuring work across modes and countries.
- Develop Committee Charters for each of the committees involved in the business development framework;
- Develop an overall Contract Management/Risk Management process; and
- Review contract terms for significant commuter rail contract to ensure compliance.

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