



## Experiencing the customer journey in an animation

Storytelling vitalizes the customer experience for service personnel

### Ambition

Air France KLM Martinair Cargo wants its services and channels to meet the needs of the customer. It is therefore essential that customer insights are shared and that the organization is challenged to put more focus on the customer in the daily work. Time has come for employees of the Customer Service Department to experience how it is to be a customer of AFKLM Cargo.

The films have been part of four global CSI events in Amsterdam, Paris, Singapore and Atlanta

### Approach

EarlyBridge's approach focuses on creating several customer journeys, based on I-questions of the client, for example, "I want to book."

The worldwide Customer Service Event was already on the agenda and they immediately saw this as an opportunity to clearly visualize the customer perspective. The CXO organization has been giving the opportunity to organise a workshop on customer centricity- and experience.

Along with EarlyBridge the customer journey was brought to life through several animations, under the theme of "CSI"; Customer Service Investigation. The video tells the story of the customer experience and highlights where it goes wrong, and what the cause is.

### Results

*Enthusiastic and inspired employees who better recognize the importance of their role as service employee*

*Point of departure for the entire organization to put more focus on the customer*

# Animations

## Storytelling & customer journeys

Based on the I-questions of the customer, the customer journeys were visualized.

All the emotions that the customer feels come to life through the characters in the animations. What goes wrong in the customer experience? Which moments need extra attention and which processes should be optimized?

Through the use of storytelling and the power of image and sound, the current customer experience - thus the reason for change - really entered the minds of the AFKLM service staff.

frustrated



happy



discouraged

## Critical Success Factors

### Storytelling

As a tool to learn people to think from the customer perspective

### Customer journey mapping

To create a clear message in the animations based on customer insights

### Synergy

Between image and story; making choices in what is and what is not essential in the story

# earlybridge.

DRIVING CUSTOMER PERFORMANCE

EarlyBridge is a specialist in customer experience and one-on-one customer contact.

We help organizations to become truly customer-centric to improve marketing, sales, and service results.

Relevant case:

**AFKLM:**  
*'Multichannel Design'*

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