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The insights are surprising and innovative

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Joantine Ceelen
Senior Product Manager GGN

Co-creating the customer journey

Aligning propositions from the customer perspective

Ambition

GGN is the result of a merger between a number of collection agencies. GGN positions itself in the market with the tag-line 'Mastering Credit'.

The current service proposition is primarily focused on collections. GGN wants to renew their product portfolio with new services in order to deliver a full range of credit management services. Part of this new strategy is a new outsourcing proposition for billing and accounts receivable management.

Approach

Because this new proposition is substantially different from their existing portfolio, GGN has chosen to use customer journey mapping to develop the proposition. The objective is to design the customer processes from the point-of-view of the debtor (the customer of the GGN client). An important spin-off is that looking at the business through the eyes of the end customer would become the new GGN standard.

- 1. *Client-thinking new GGN standard*
- 2. *Marketing calendar created*
- 3. *Existing debt collection services redefined*

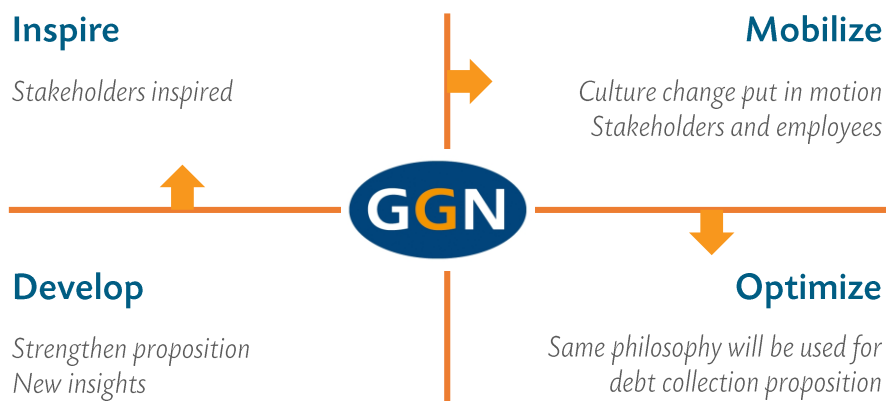
Results

Awareness: solutions for quick and easy paying leads to faster payment

Proposition aligned and translated into customer-focused KPI's

Company culture change put in motion

Approach



The Quadrant Model

The customer engagement model has the ultimate objective to fulfill the brand promise, customizing the five building blocks to the business and the objectives.

Critical Success Factors

● *Clarity*

Create clarity about the scope and purpose of the course

● *Keep challenge small*

Keep the challenge small for the organization, cut large projects into smaller activities

● *Multi-disciplinary team*

Deployment of a team consisting marketing, operations, account management and IT

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 study:

'Philips – Customer Journey Mapping'

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