

“ The workshops really helped us to gain insight into our customers and how we can better align our business to their needs ”



Customer-centric Cargo

Driving customer preference to improve business performance

Ambition

Air France – KLM - Martinair Cargo has the ambition to become a customer centric organization.

Cargo is dealing with a complicated business environment that is creating challenges both internally and externally. The market for air cargo is commoditized. Cargo wants to focus on customer centricity in order to drive customer preference and improve Cargo’s business performance by gaining more customer share of wallet.

Approach

Using the EarlyBridge Customer Journey Mapping Quadrant Model, Cargo evaluated their opportunities to employ customer journey mapping as a tool to help them understand the value that Customer Journey Mapping could provide in Cargo’s quest to become more customer-centric.

The SCIM team had two primary objectives for the customer journey mapping sessions:

- 1. Create a sense of urgency around the customer and customer centricity
- 2. Inspire the team around the benefits of using the customer perspective to improve business results

Results

Insights gained were distributed throughout the organization

Senior management commitment to customer centricity

Employees understand the customer perspective better

Approach

Inspire

Explore current situation
Create sense of urgency around the customer

Develop

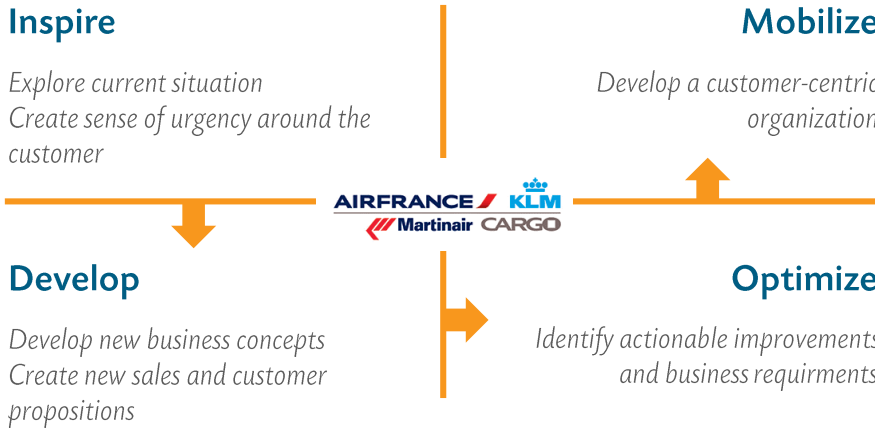
Develop new business concepts
Create new sales and customer propositions

Mobilize

Develop a customer-centric organization

Optimize

Identify actionable improvements and business requirements



The Quadrant Model

The Quadrant Model is a visualization of the start and course of a change-route to customer focus, higher sales, greater efficiency, higher NPS or any goal you want to achieve.

Critical Success Factors

● Multi-disciplinary team

involvement and commitment of senior managers from marketing & sales, operations and customer service

● Live customer interviews

workshops are based on customer insights gathered through multiple customer interviews

● Challenging the status quo

using insights from the interviews to create the customer journey allows the organization to challenge – and be challenged – by the customer's view of the relationship

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: from product-centric to customer-centric'

www.earlybridge.com