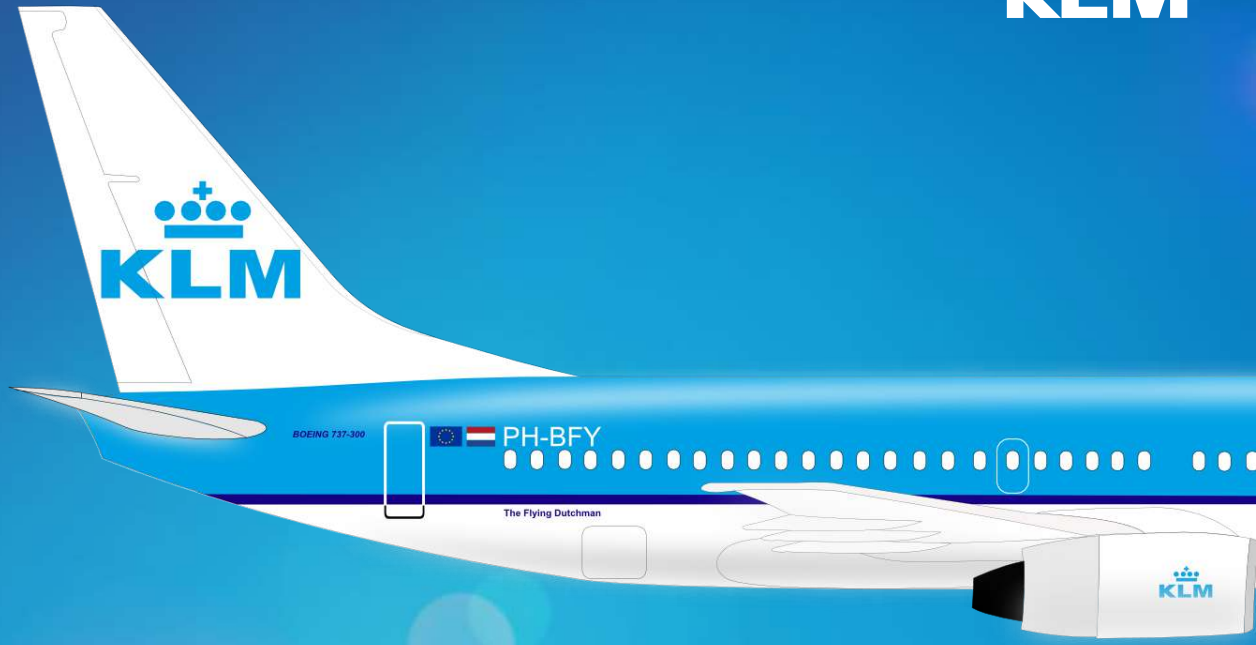


User Centric Design in Digital Performance Measurement

HOTEL
NE YOR
KLM
Marc Tollens
metrix LAB
Ramon Pardo

Brand consumer interaction

Consumer Perspective

Digital environment

Visibility

Search & find

Buy

Like & share

Comments

Discuss

Like
Social network
Social network

95 years young

KLM is the oldest airline still operating under its original name

KLM’s challenge is huge

And although we go the extra mile to make travel as convenient as possible
HOLLAND

… we screw up from time to time and we need to learn from that

We have a large bandwidth of ways to learn

Social media feedback

Staff feedback

Letters

Co-creation

Surveys

Customer surveys are what happen to you while you're busy doing other stuff

Stuff you need to do

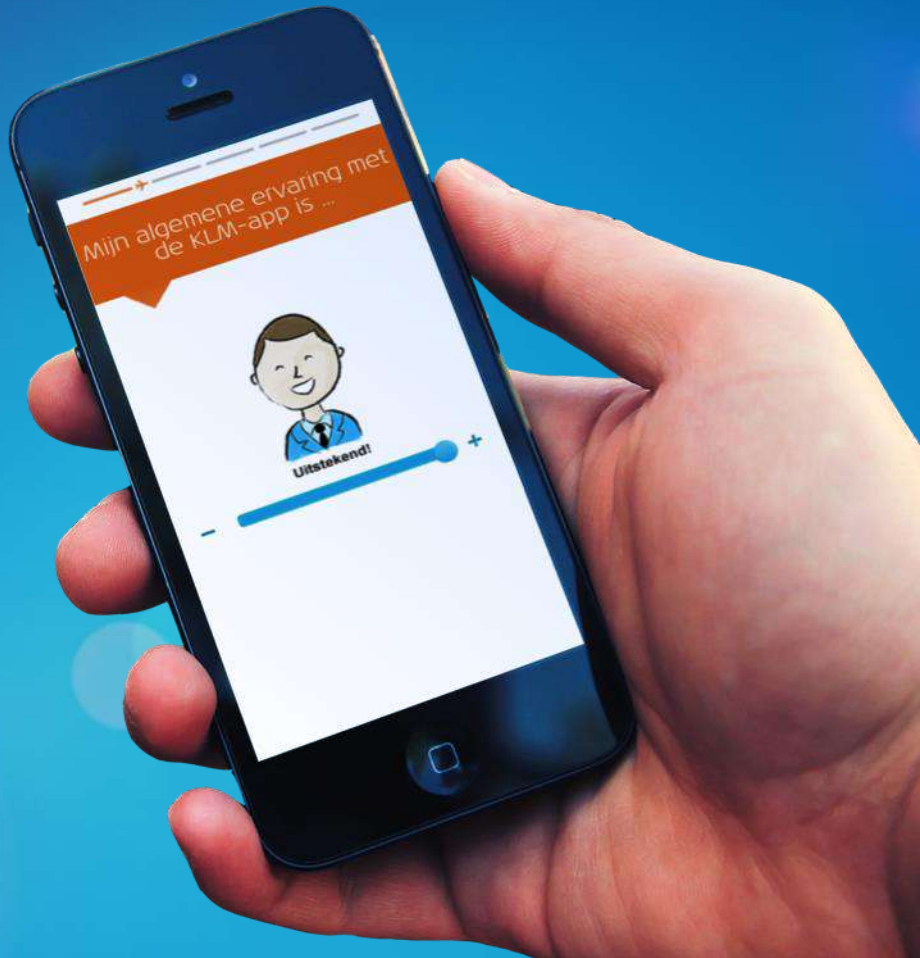
Customer satisfaction surveys

Other stuff you need to do

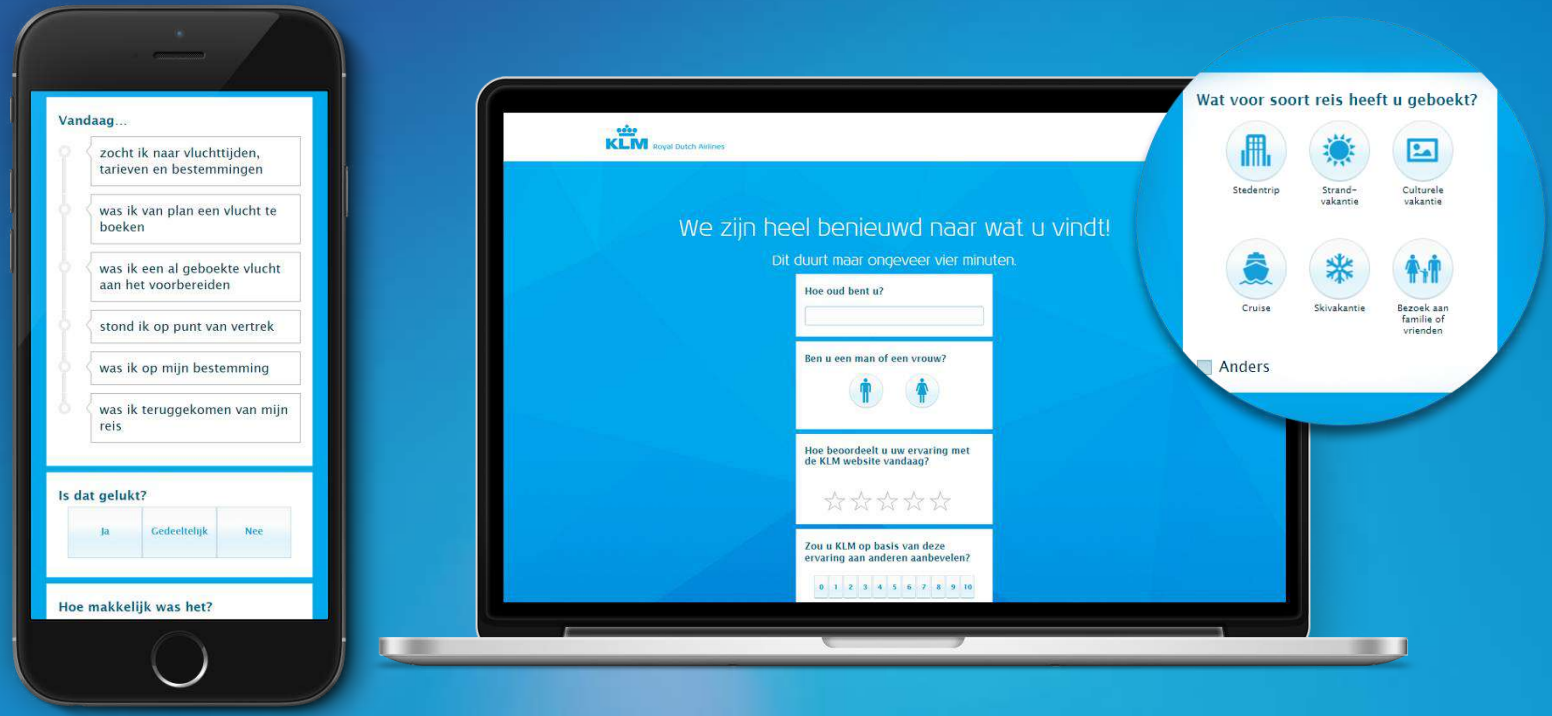
We have done amazingly well in designing forms that are easy for the company, not easy for the customer

And our satisfaction surveys used to look like this

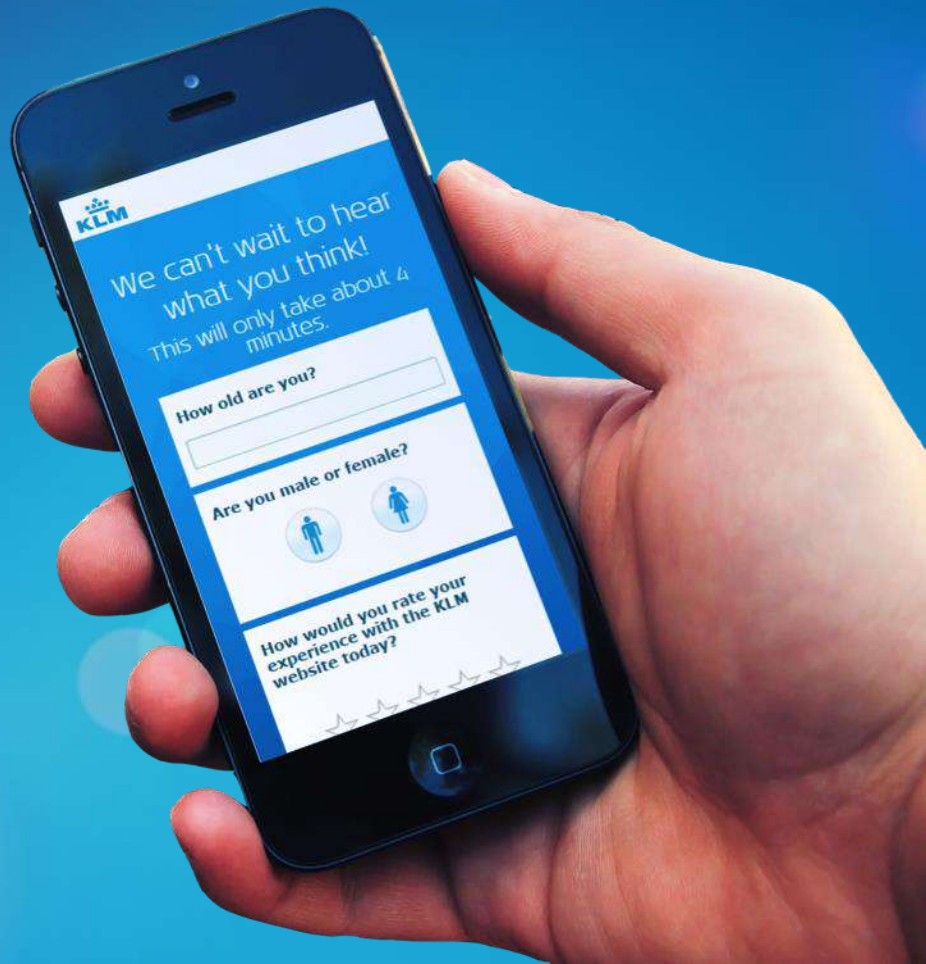
Road to optimal fit



Co-creating new environment and content involving users

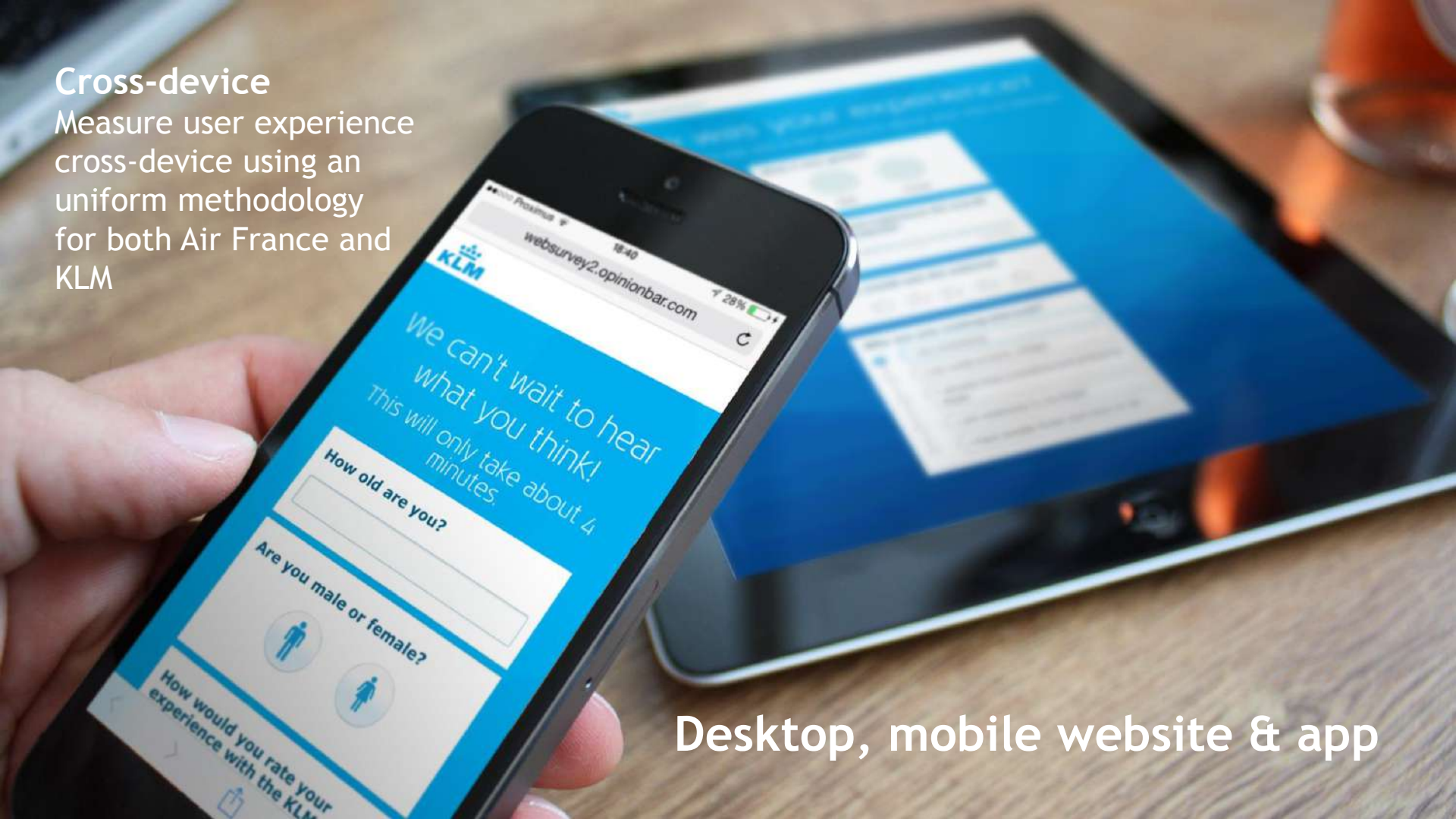


Extend the brand Experience



Cross-device

Measure user experience cross-device using an uniform methodology for both Air France and KLM



Desktop, mobile website & app

Integrating different data sources

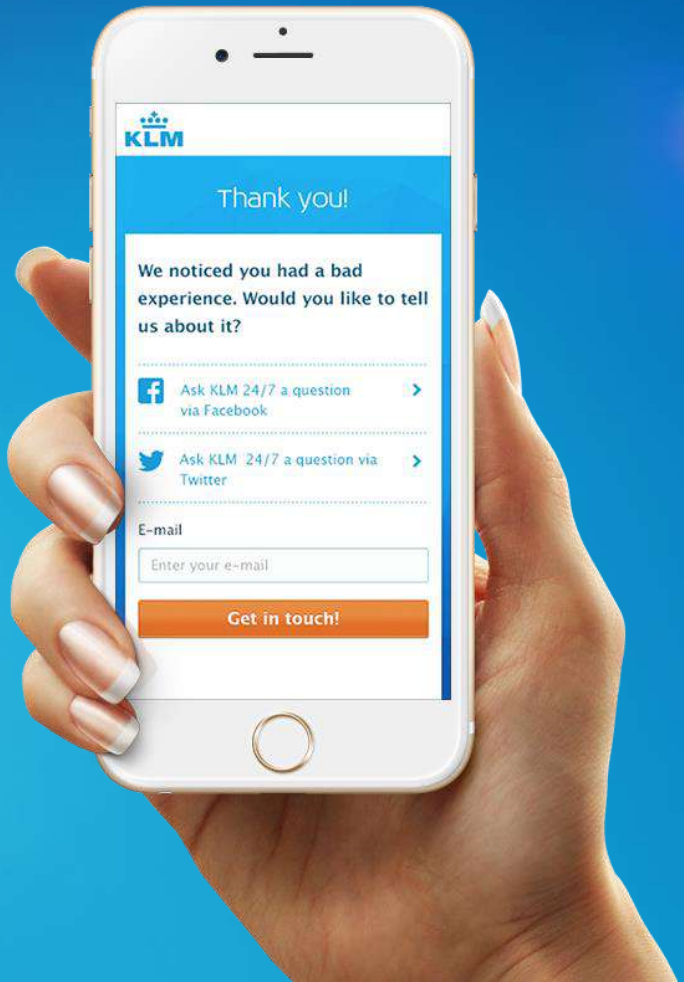
Challenge
Just ask relevant questions

Complexity
All details at the right time

Actionable
And make it actionable

Solve bad experiences on the spot

Surveys are often (at least temporarily) the last contact with a customer
Make it count



Output & results

Email: Online Check In

Booking date

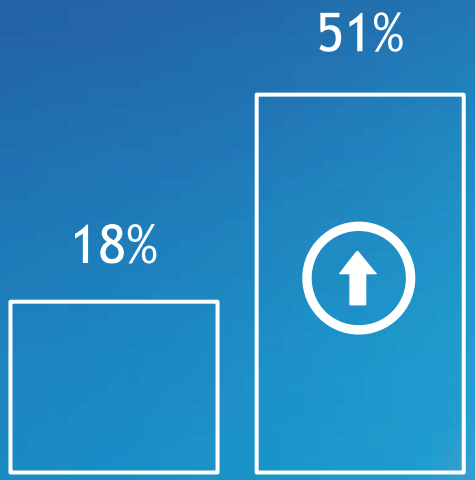
Original E-mail date

New E-mail date

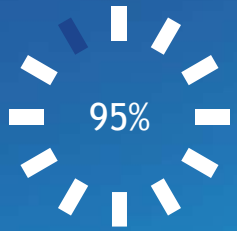
Online Check In

Flight

Booking tool

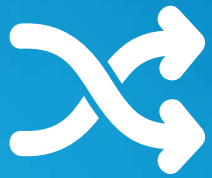


Impact

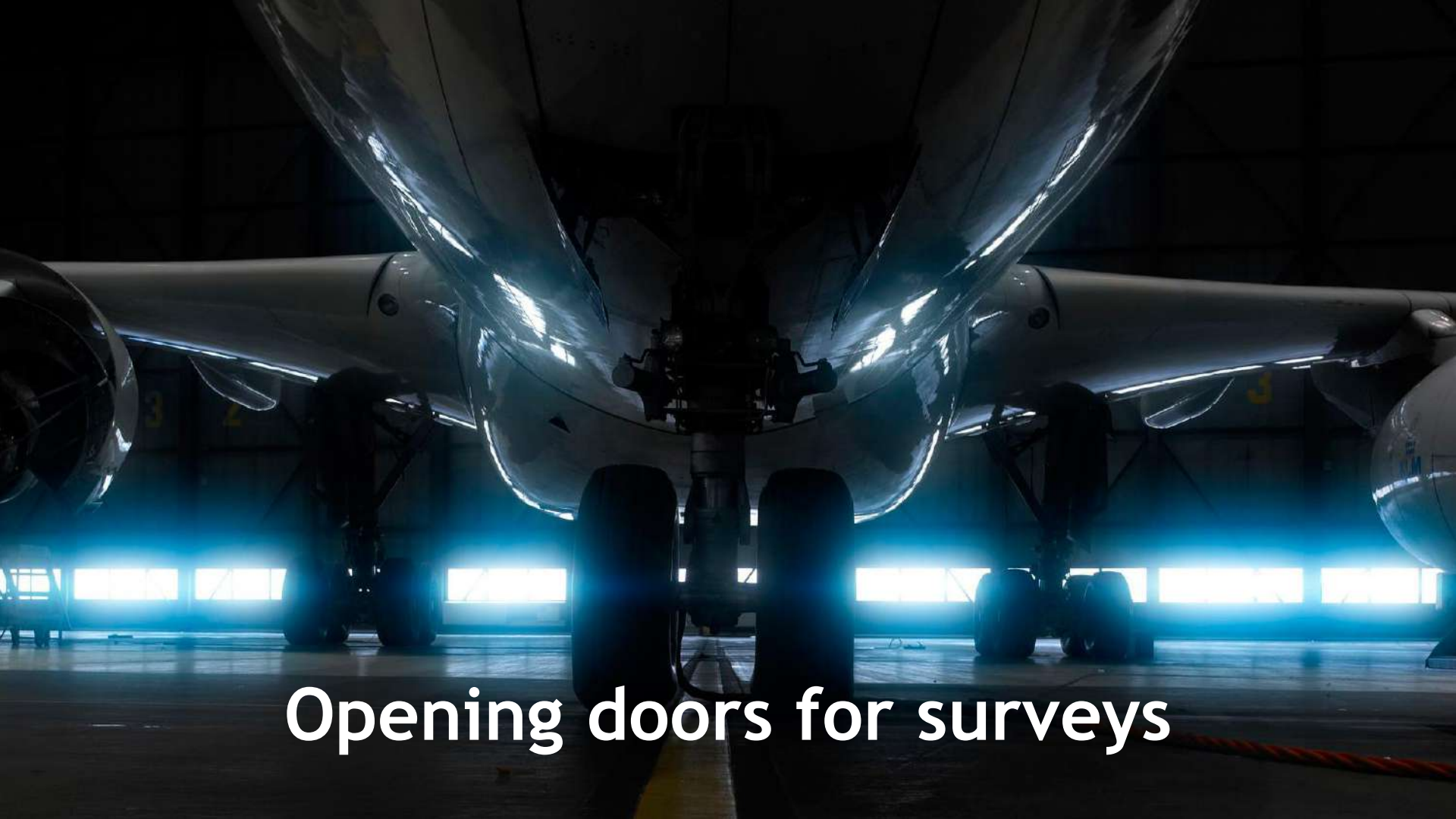


95%
Completion rate (up 200%) from previous completion rates

Better quality answers
More completely filled out forms, more open suggestions



Sentiment change
Substantially less negative comments in open comment fields



Opening doors for surveys

Extend the brand experience

Catch the moment

Integrate data sources

Ask instant feedback