User Centric Design in Digital Performance Measurement
Brand consumer interaction
Consumer Perspective
Digital environment

Visibility
Search & find
Buy
Like & share
Comments
Discuss
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
... 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
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

Ready to book 18%

Just Orientate 51%
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