

# User Centric Design in Digital Performance Measurement



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# 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




A satellite map of the world centered on the Atlantic Ocean. The text "KLM's challenge is huge" is overlaid in white, bold, sans-serif font. The map shows the Americas on the left, Europe and Africa in the center, and Asia and Australia on the right. The ocean is a deep blue, and the landmasses are green and brown.

**KLM's challenge is huge**



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



A large, diverse crowd of people is gathered in a spacious room with large windows and a curved ceiling. In the foreground, several individuals are seated at long tables, each equipped with a computer monitor and keyboard. They appear to be focused on their screens or documents. The background is filled with a dense crowd of people standing and looking in various directions, some towards the camera and others away. The overall atmosphere suggests a large-scale event, such as a conference, training session, or public demonstration.

... 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

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Customer  
satisfaction surveys

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Other stuff you  
need to do



designing forms that are easy to use for the company, not easy to use for the customer

202  
P.L.O.  
KLM 9743-03.08

# And our satisfaction surveys used to look like this



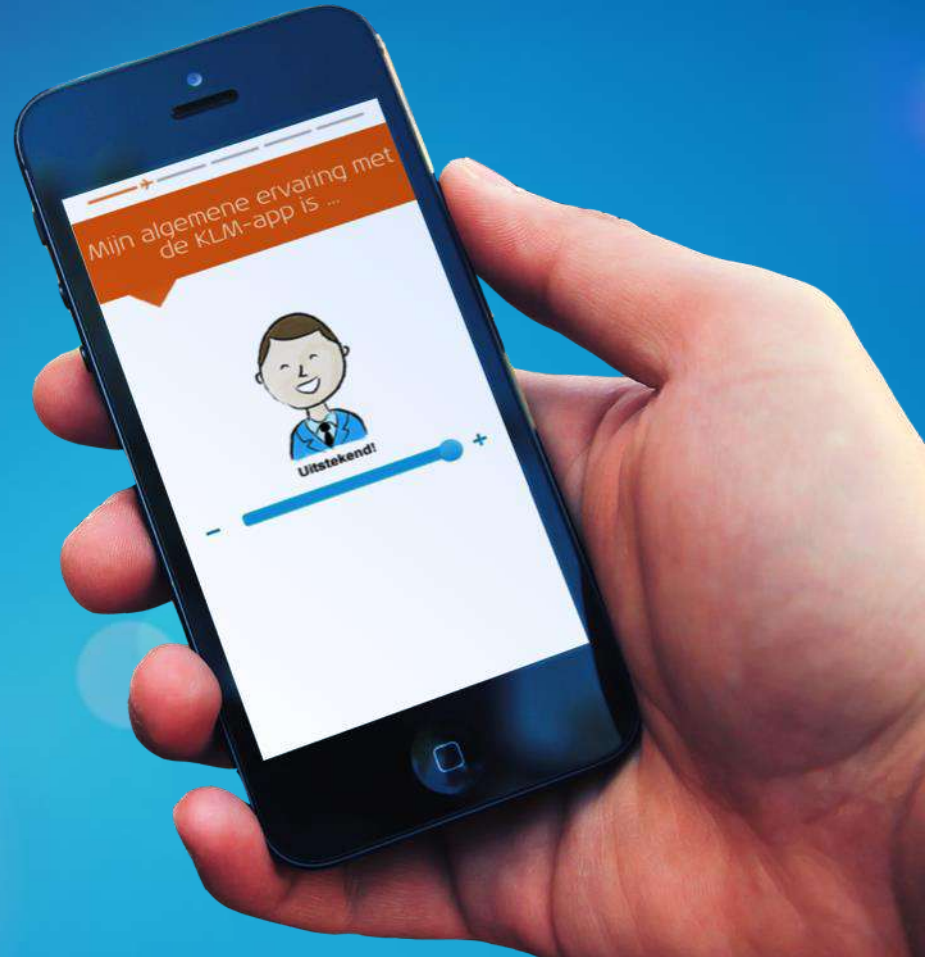
KLM Royal Dutch Airlines

Below you will find some of the information and services available at the KLM website. How would you rate your experience with each of these?

|  | Excellent             | Very good             | Fair                  | Poor                  | Not applicable / Don't know |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------------|
| Ease of finding offers other than flights  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>       |
| Booking process  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>       |
| Changing a booking already made  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>       |
| Travel-related information (baggage, seat, services during flight, ticket conditions...) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>       |
| Check-in process   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>       |
| Cancelling a booking   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>       |
| Ease of finding special offers flights   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>       |
| Flying Blue online services  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>       |
| Up-to-date departure and/or arrival times for your flight                                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>       |
| Time schedule  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>       |
| Process of checking a booking that I already made  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>       |
| Destination Guide (information about destinations)                                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>       |
| BlueBiz information  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>       |

Continue

# Road to optimal fit



# Co-creating new environment and content involving users

Vandaag...

zocht ik naar vluchttijden, tarieven en bestemmingen

was ik van plan een vlucht te boeken

was ik een al geboekte vlucht aan het voorbereiden

stond ik op punt van vertrek

was ik op mijn bestemming

was ik teruggekomen van mijn reis

Is dat gelukt?

Hoe makkelijk was het?

KLM Koninklijke Luchtvaart Maatschappij

We zijn heel benieuwd naar wat u vindt!

Dit duurt maar ongeveer vier minuten.

Hoe oud bent u?

Ben u een man of een vrouw?

☐ ☐

Hoe beoordeelt u uw ervaring met de KLM website vandaag?

☐ ☐ ☐ ☐ ☐ ☐

Zou u KLM op basis van deze ervaring aan anderen aanbevelen?

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Wat voor soort reis heeft u geboekt?

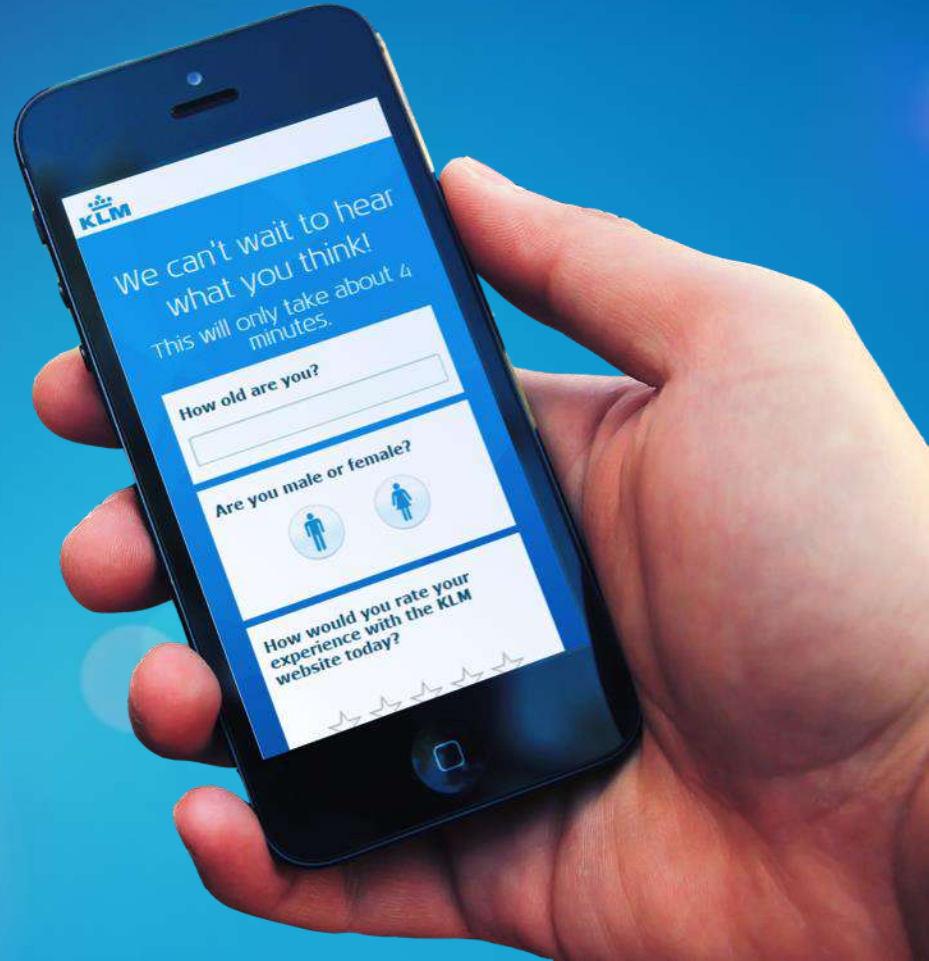
☐ Stedentrip ☐ Strandvakantie ☐ Culturele vakantie

☐ Cruise ☐ Skivakantie ☐ Bezoek aan familie of vrienden

☐ Anders

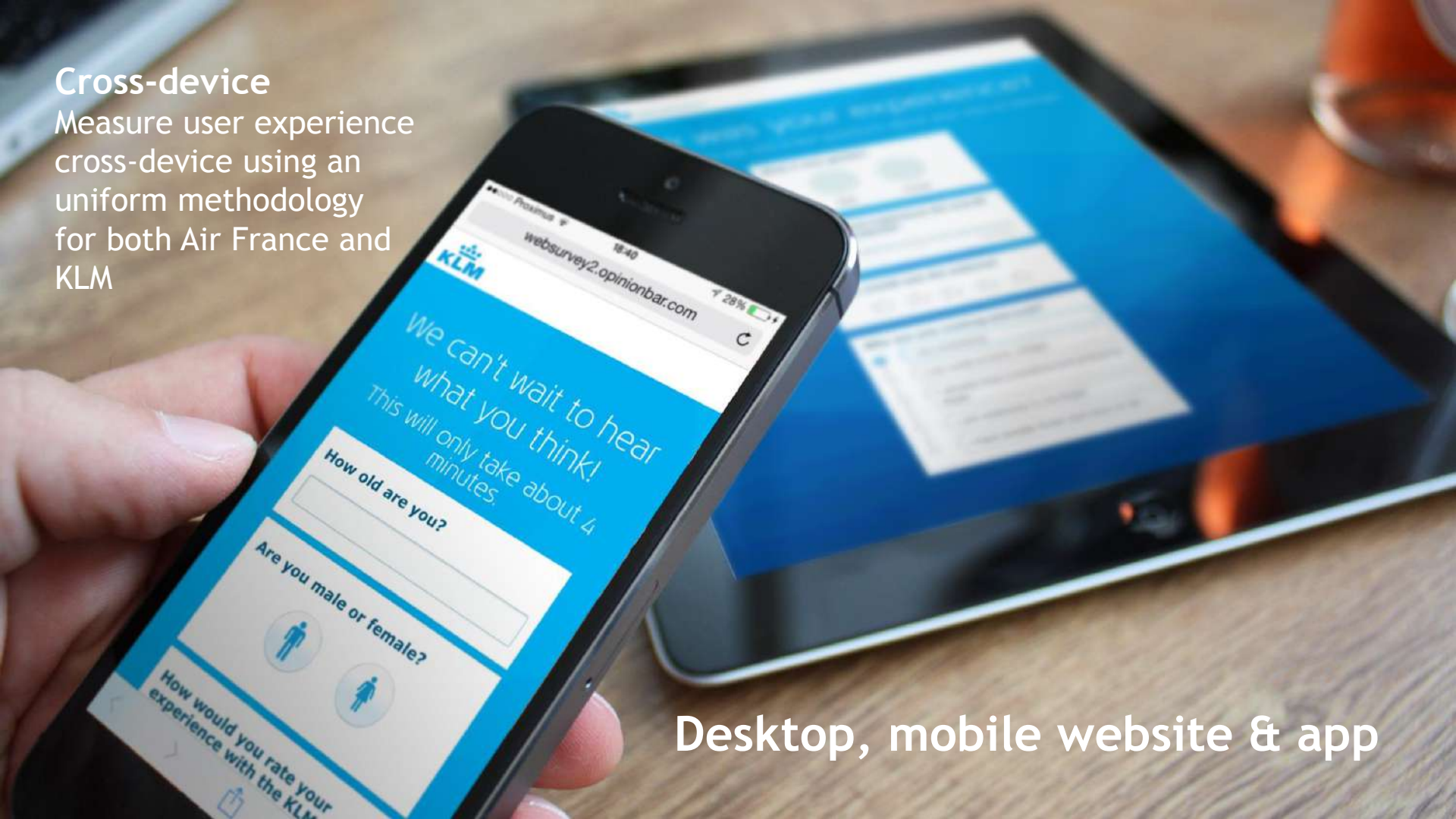


# Extend the brand Experience



## 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

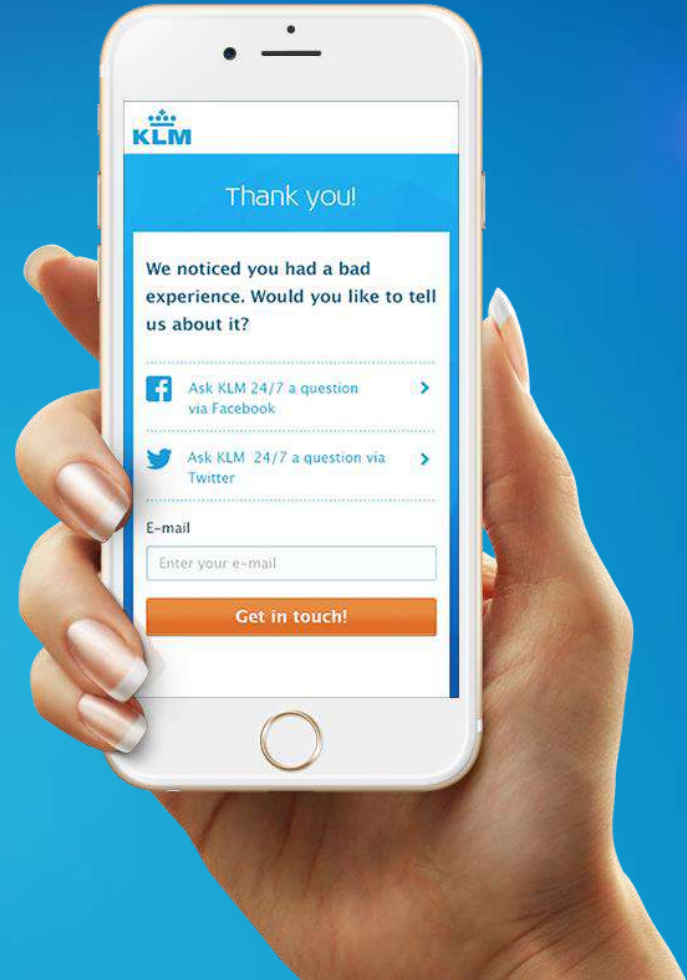


**Actionable**  
And make it  
actionable



# 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

18%



Ready  
to book

51%

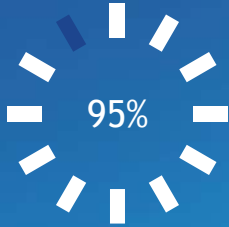


Just  
Orientate





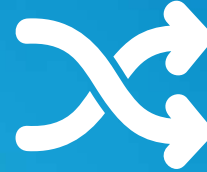
# Impact



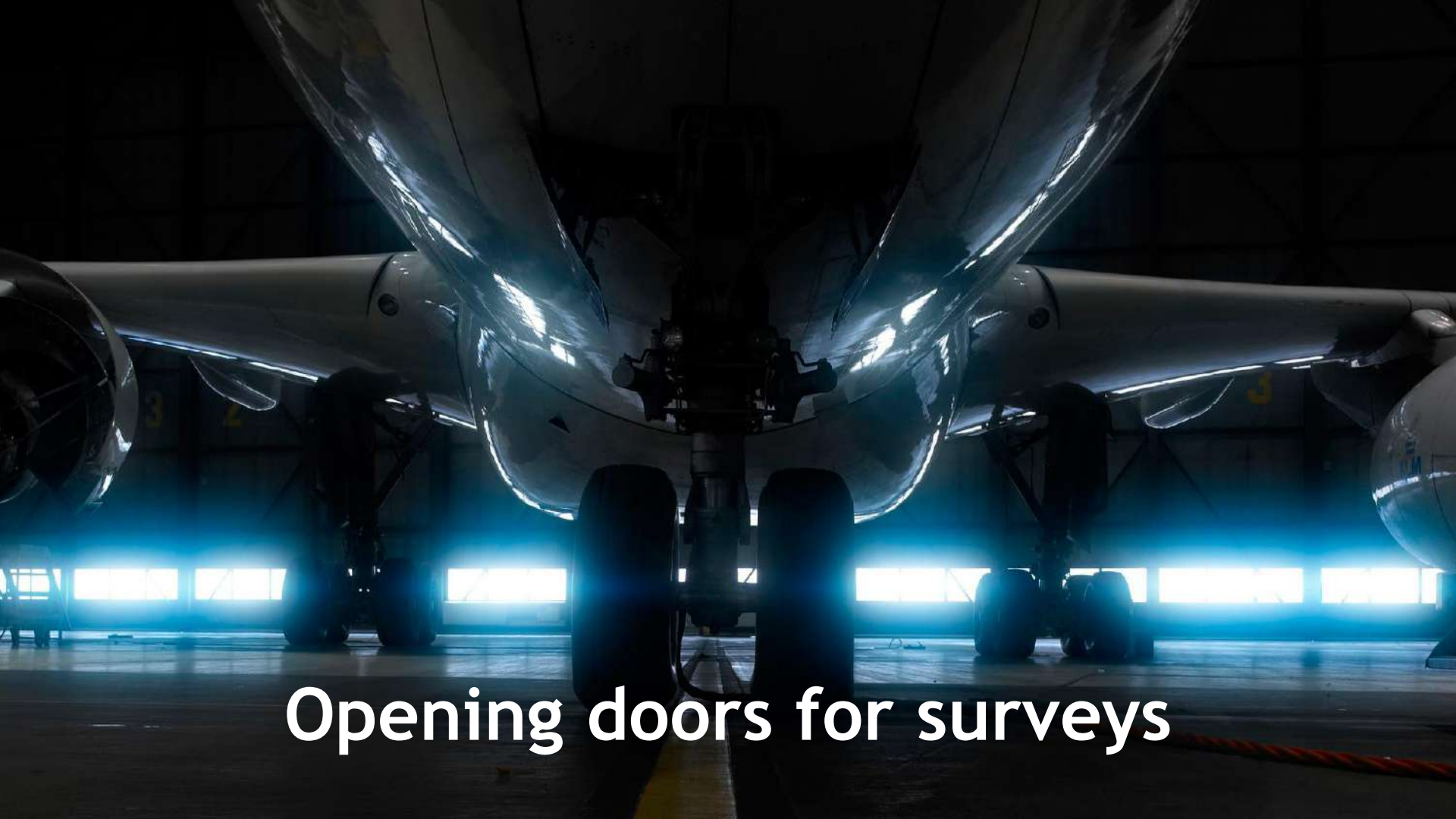
**95%**  
Completion rate  
(up 200%) from  
previous  
completion rates



**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

