



Customer Experience Management

Journey Mapping

DEFENCE AND SPACE

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AIRBUS

Customer Experience Management

Why

- On Cost, on Time, on quality not enough : Just basic / make no difference
- Emotional connection matters more than customer satisfaction (HBR – Alan Zorfast & Daniel Leemon)
- On Trust, on Memory, on Empathy
- **Customer loyalty beyond reason**

How

- Setup customer experience as a value proposition
- Identify all touch point / Clue spot any experience / work on emotional clusters
- Transform your company, your management, your people
- **Become customer obsess**

What: Start customer experience management program

- Convince yourself of the need for change and make a change plan
- Select customers you want to retain and get loyalty
- Chose approach (Big bang or wild fire)
- **Take care of your people** (select, train, empower ...)

Customer Experience Management – Conclusion



Hedge transformation program



A complete change of mindset



Continuous improvement process



An extraordinary competitive advantage

Your journey – NICE Côte d'Azur Airport facilities



- Départ:
 - Votre expérience commence lorsque vous quittez le “domaine public” pour pénétrer sur le “domaine privé” de l’aéroport Nice Côte d’azur.
 - Elle se termine lorsque vous passez la porte de l’avion.
- Arrivée
 - Elle reprend lorsque vous quittez votre avion en passant sa porte
 - Elle se termine lorsque vous retrouvez le “domaine public”.



Thank you