Our journey towards reduced customer churn.

Implementation and anchoring of a global enterprise CX programme
- Anchoring the programme at the country strategic level.
- CX programme roll-out template to cater for fast implementation – yet being close to the organisation.
- The potential of our CX Programme became evident from the very beginning - Executive Sponsors “walking the talk”.
- Regularly activating the CEO as sponsor.
- Ensuring onternal visibility from sponsor and local “programme promoters”.

Build the business case and focus on behaviour in frontline
- Our customers’ purchase behavior indicate potential for growing our business through increase in NPS.
- The Customer closed-loop to reduce churn and improve share of wallet. Automated and scalable to cater for a global organisational implementation.
- Increase in customer loyalty due to the follow-up activities. People and their behaviour makes the difference – not the numbers.
- Make it count: eg. Monthly dashboards (part of CXP), Customer Insights reports (part of CXP), NPS in Country Managers Scorecard.

Cutting through the ML/AI hype: Predictive churn warning
- Addressing customer churn to grow further: Support the growth ambition, Applying Predictive Analytics to “work smarter”, Potential to optimize our business.
- Sharing weekly “churn leads” to be pro-active.
- Only a few screen shots from CRM: Make it simple and de-mystify the “back box” stuff.

SPEAKER:

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Anders is a Commercial Director for DSV, a world-leading supplier of transport and logistics operating in 85 countries, responsible for Global Customer Experience and -Retention. Anders has more than 15 years of experience within CX and has implemented large-scale customer experience transformations in the Global Transportation and Logistics industry at DSV and Maersk Line.

Anders is a Net Promoter System certified leader with strong focus on Customer Retention and anchoring of a customer centric behavior in support of organic growth. Anders has vast experience of anchoring CX programmes across cultures and different product divisions, and bringing the Voice of the Customer into an organisation.