

Van start tot landing: Innovatief AIR FRANCE KLM Mystery Shopping programma



13 mei 2014



Royal Dutch Airlines



ISALT in Brussel
Hogeschool
Toerisme
& Recreatie



Bedrijfseconomie in
Rotterdam (EUR),
Commerciële
Beleidsvorming



Werkzaam bij KLM sinds
1981



Werkzaam bij TNS NIPO sinds
1999

Functie: Quality Manager



Functie: Account Director

Expertise: Klanttevredenheid

- Mystery Shopping
- Communicatie
- Loyaliteit



Expertise: Customer,
Employee, Reputation

- Mystery Shopping
- Klanttevredenheid
- Loyaliteit

TNS Nipo

TNS

Topics / agenda

- eSCORE & Quality Observer
- Measuring service conformity: Quality Observer
- Unlocking results into the organization
- Learnings

e-SCORE & QualityObserver

Two joint AF KL programs



How does it work?

Hoe beoordeelt u de volgende aspecten van het inchecken?
Met inchecken bedoelen we het bevestigen van uw vlucht en de ontvangst van uw boarding pass.

Ik weet het niet/geen mening

	Uitstekend	Heel goed	Goed	Redelijk	Slecht
Algemeen oordeel inchecken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waardering voor toegewezen stoel bij het inchecken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gebruiksgemak	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Efficiency van inchecken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Informatie die tijdens inchecken werd gegeven	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Deze vragenlijst gaat over uw vlucht van Amsterdam, Schiphol Airport (AMS) naar Parijs, Charles de Gaulle (CDG) op dinsdag 7 januari 2014

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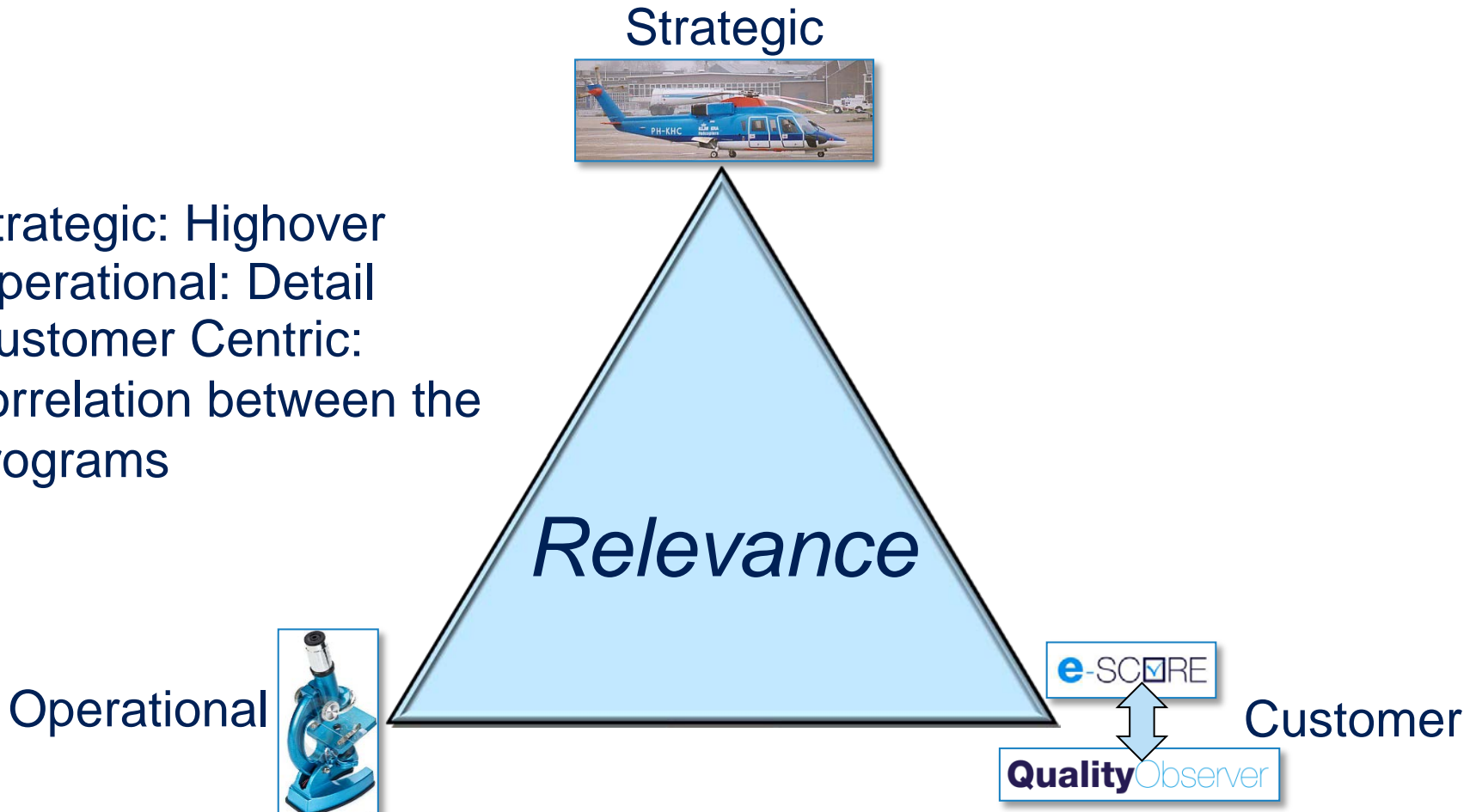
Example

☺ "I like the efficiency"
 (customer appreciation)
 Subjective measurement



Signage in place
 (service conformity)
 Objective measurement

- Strategic: Highover
- Operational: Detail
- Customer Centric: correlation between the programs



Key success factors

- Commitment on operational (shop floor) level
 - Support is of vital importance
- Formulate specifications in an actionable way
- NO ivory tower
- Use additional information to finalise setup
 - From stakeholders
 - Creating better quality
- Aim to offer customers worldwide a consistent high quality in service and product

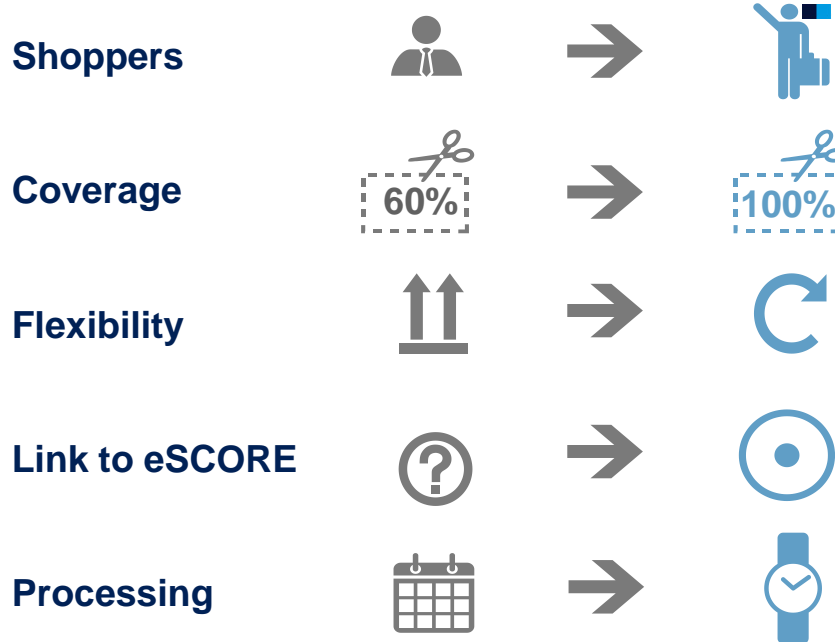
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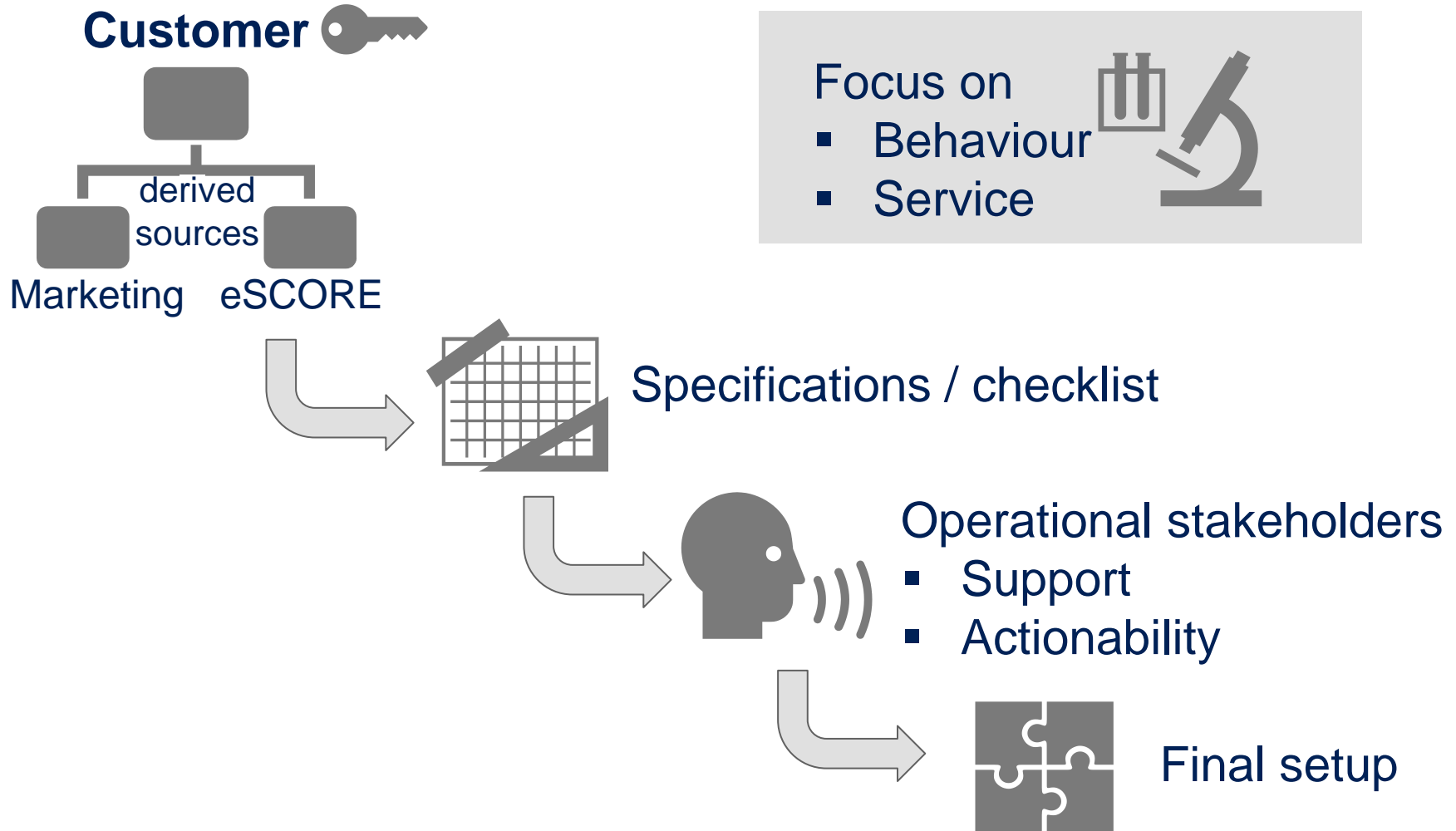
QualityObserver

QualityObserver

AIRFRANCE  

From mystery shopper to Quality Observer

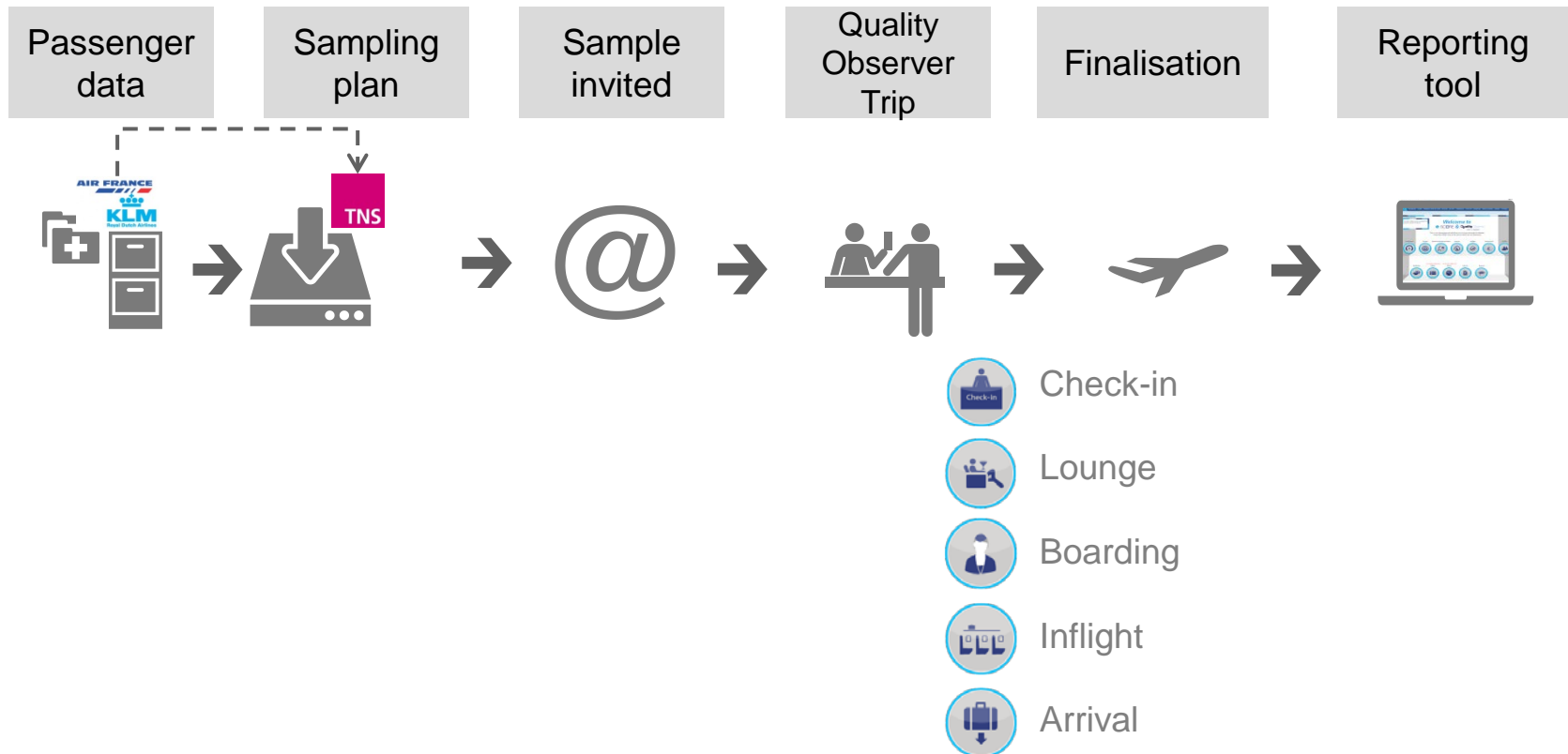


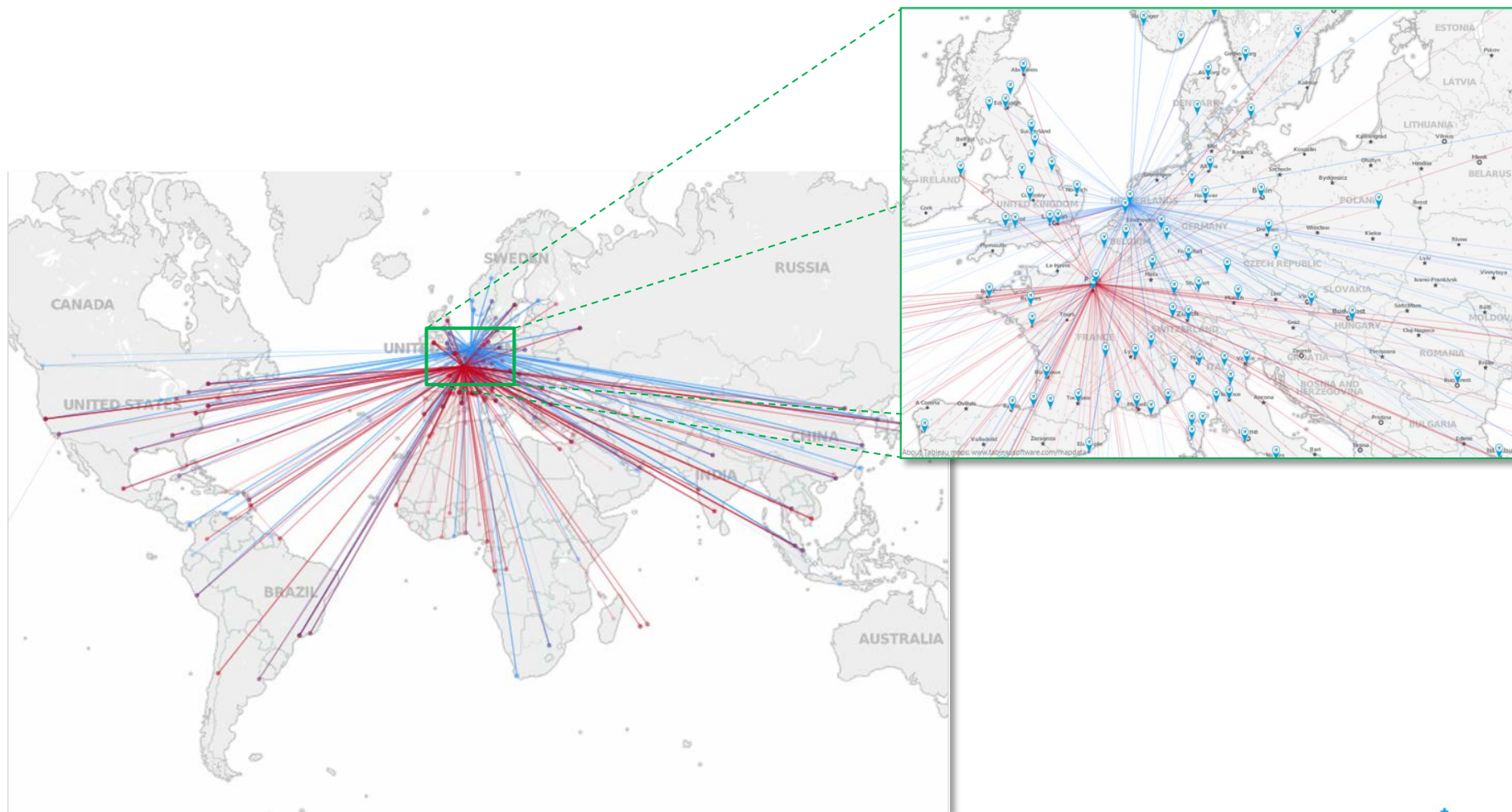




Quality Observer – Process steps (fully automated)

The overall objective is to have (at least) one Quality Observation per station once every week (in total app. 26,500 Quality Observations).





QualityObserver

HOME ABOUT INSTRUCTIONS NEWS SUPPORT Q.O.MMUNICATE WEBSHOP

WELCOME!

Madam, Sir, Dear Quality Observer,

We are very pleased to welcome you to the Quality Observer website! Through this platform you can learn all about the [background](#) and purpose of the AIR FRANCE and KLM Quality Observer program. You can post questions and comments on our [support page](#) or read the latest [headlines](#).

If you want to get started quickly, [click here](#) for instructions.

We also invite you to look at the video below, it will explain your role as Quality Observer (do not forget to activate your sounds).

AIRFRANCE / KLM
QualityObserver

DESIREE2 ▾ NOTIFICATIONS

WHO IS ONLINE?

POLL

What kind of additional information would you like to read on your home-printed boarding pass?

- Weather forecast at destination
- Aircraft information
- Local tourist / cultural information

Quality Observer: Positive impact on the brand image of both AF and KL

“The possibility to take part on an exclusive panel and to provide a reliable information to the companies in order to correct some errors or incidents that may occur during a flight” (Silver member AF, Spain)

“I am flying anyway and the extra work is relatively small. I think it would be fun to participate and observe more consciously the different process and quality aspects” (Platinum member KL, Germany)

“Getting a bit involved makes flying more interesting. Anything that improves service levels is positive” (Platinum member AF, UK)

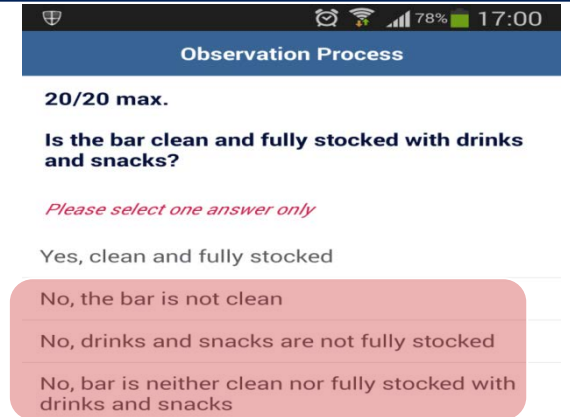
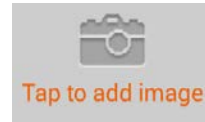
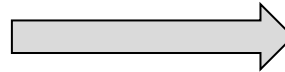
“My comments will really change things” (Platinum member AF, Germany)

From specifications & survey questions to results

All questions in exclusive app



For some product questions photo option included



All results to online reporting tool

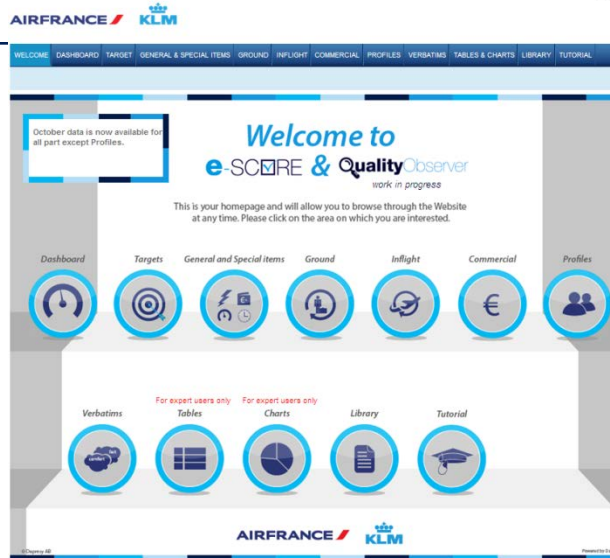


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Unlocking results into the organisation

eSCORE & Quality Observer reporting Tool

Dapresy reporting tool is a friendly Web-based reporting tool



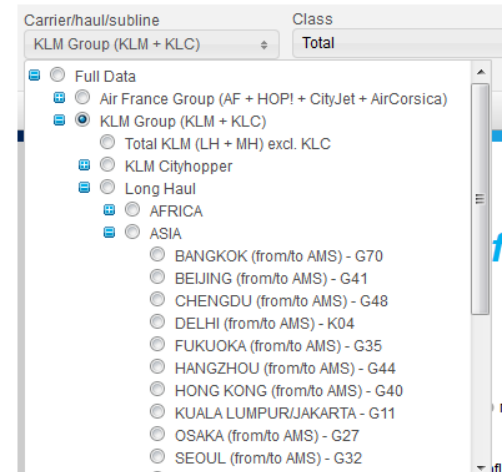
Word Cloud and spontaneous verbatims



Dashboard with selection possibilities



Details per country



A single dashboard is not enough



- Highover Management report

- Specific details for operational level

But also:

- Monthly newsletter (infographic)
- User fora
- Continuous presence in meetings

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Learnings

What are our learnings?

- Keep it simple (intuitive tool)
- Take care of 'the engaging factor'
 - Quality Observers
 - Users
- Share feedback & learnings as frequent as possible



↔ -1,000 words