



**Chris Goossens**

Managing Director  
Customer Experience  
TNT



Customers have always been at the heart of our company. Our ambition is to lead the express delivery industry in customer satisfaction by continuously adding value to our customers' businesses. We deliver 4.4 million shipments each week. So it is essential for our people to recognise that each shipment is important, from an aircraft part to a medical supply to save someone's life. Delivery on time and in perfect condition must be ensured, every time.

We heartily congratulate EFQM on its 25th anniversary and relentless effort to promote business excellence. Our long relationship, punctuated by prizes and awards, has helped us integrating customer satisfaction as a principle focus of our company. We have learnt a few lessons along the way, which I would like to share.

**Listening to customers**

We have learned the best customer service starts with listening. So we aim to understand and anticipate our customers' needs. We have measured customer satisfaction for more than 20 years using industry best-practices. The Net Promoter Score, which measures how likely customers are to recommend our services, is our main standard. While we carefully analyse customer experience data to constantly improve, we also reach out to

customers personally to ensure they receive the best possible service.

**Adding value**

In 2014 we launched a new Customer Value Proposition to articulate how we create value and benefits for customers. The Customer Value Proposition identifies five values connecting us to our customers: Choices, Control & Visibility, Convenience, Expertise and Reliability. These values are supported by 17 customer benefits, delivered through 60 service features, such as track and trace, customs clearance, e-invoicing, service recovery solutions and Customer Service Care Centre support.

TNT exists because customers buy our products and services, so we are alert to their needs. We provide special options while leveraging our core network services. Our Special Services menu offers customers extra choices for unusual shipments. We set up dedicated teams of experts for certain global customers on request. When customers tell us they see TNT as an extension of their business, we know we have succeeded.

**Customer-focused culture**

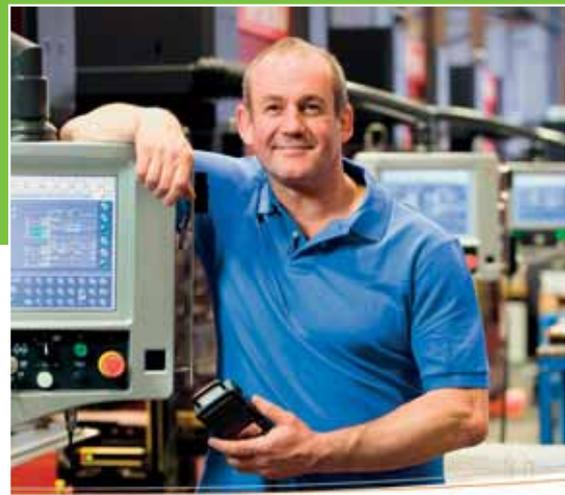
At TNT, we encourage managers to lead by example. Board Members





it's not just a box  
it's Sofia's critical blood sample

DELIVER FUTURE CURES IN PERFECT CONDITION



it's not just a box  
it's Jack's crucial line stopper part

DELIVER JUST IN TIME IN PERFECT CONDITION

Examples of an internal campaign to reinforce the importance of TNT Express customers' shipments to all employees

personally sponsor Strategic Accounts to ensure these customers are happy with our service. We constantly ask customers to tell us how we can improve. For example, customers were invited to our Global Convention this year as panellists, to tell senior managers how they experience their partnership with us.

Service quality drives customer experience. It is the first agenda item during our business review meetings and every morning, managers across TNT Express receive a text message with the previous day's service quality results to further enable focus on service.

### Striving for perfection

As part of our Outlook strategy we launched Perfect Transaction, a company-wide initiative touching all functions to enhance our end-to-end

process. Perfect Transaction aims to achieve a flawless cycle – perfect customer understanding, order process, delivery, and invoicing – every time, for every customer.

To achieve this ambition, we must simplify processes, adhere to them and get it right the first time. We are rolling out customer-focused training to employees worldwide to reinforce the importance of serving customers, and serving colleagues who service customers.

As a customer, you expect perfection, so this is our focus. The Perfect Transaction programme encourages people throughout TNT Express to take a close, honest look at how we all affect customer service to make the improvements needed so each customer enjoys an easy, hassle-free experience

## About TNT Express

TNT Express is one of the world's largest express delivery companies. On a daily basis, TNT Express delivers close to one million consignments ranging from documents and parcels to palletised freight. The company operates road and air transportation networks in Europe, the Middle East and Africa, Asia-Pacific and the Americas. TNT Express made € 6.7 billion in revenue in 2013.