

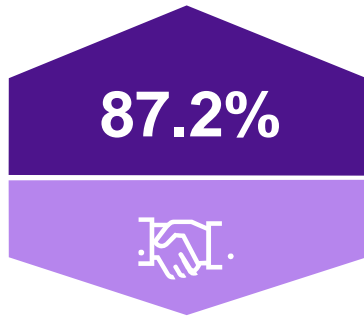
FedEx Latin America  
Customer Experience

**"OWNING  
OUTSTANDING"**

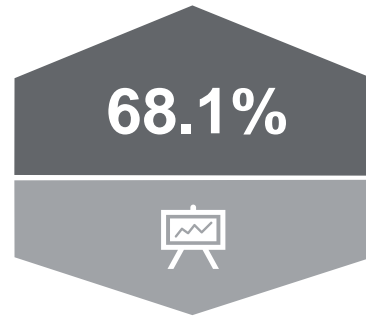


# Today, leading organizations in various industries have recognized the importance of customer experience and attribute it to being a key differentiator in their success

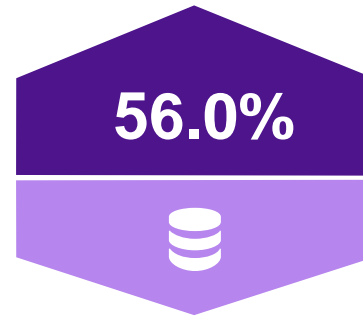
**88.3%** companies recognize Customer Experience as a competitive differentiator and the leaders in their industry identified four common benefits:



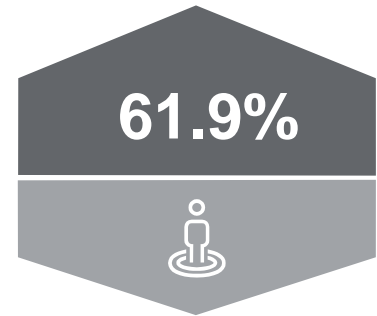
Can evidence an uplift in customer loyalty



Can evidence an uplift in revenue/profits as a result of improved CE



Can evidence cost savings as a result of improved CE



Can evidence an increase in employee engagement

Source: Dimension Data 2019 Global Customer Experience Benchmarking report – 2018 vs 2017 pg20

# Differentiated Customer Experience can only be delivered when we understand market forces that impact us and influence our decisions

**LAC E-Commerce sales expected to Grow 21.3%**

Source: <https://news.crunchbase.com/news/where-ecommerce-is-headed-in-latin-america/>

**Explosive growth in e-commerce**



**Technology evolution & Digitalization**



**LAC Social Media presence has grown by 36% over the last 5 years**

Source: <https://www.statista.com/statistics/244929/number-of-social-network-users-in-latin-america>

**~50% of Customer Service calls are specifically related to tracking**

Source: EDW

**26% of ALL WhatsApp users are in LAC**

Source: <https://www.colibricontent.com/social-media-latin-america/>

**LAC has a mobile connectivity rate of 106% (users have multiple mobile devices)**

Source: <https://www.statista.com/statistics/934766/penetration-rate-mobile-internet-latin-america-region/>

**Majority of Customer Service calls are related to the delivery experience**

**Changes in customer expectations**



**Customer interactions**



**Channel diversification**

Source: MX CS

**The Customer**

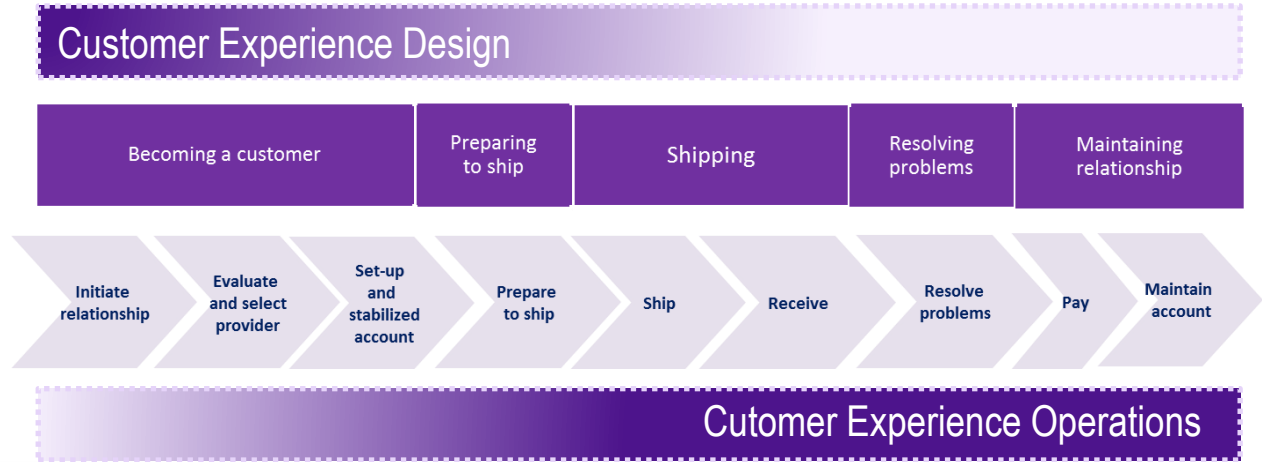
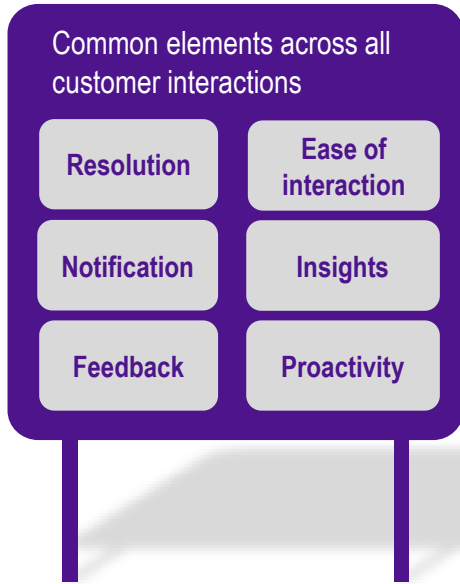
**Large Strategic Accounts (control towers)**



Source: P2P Covering every corner research 2018  
\* US Market research

# Each function has a role to play in building the customer journey and delivering an outstanding customer experience

Customer Experience design defines the customer journey, working in close collaboration with each function. Customer Experience monitors and collaborates with functions to improve along the journey whilst operating customer support



# FedEx global vision is built on strengthening four foundational elements that will help us focus on six transformational areas



## ANTICIPATION OF NEEDS

Data analytics, to anticipate customer expectations



## QUALITY FOCUS

to continuously improve the customer journey



## DIFFERENTIATED SERVICE

to meet or exceed our customer needs



## RIGHT FIRST TIME

to service our customers while reducing cost to serve



## TAILORED EXPERIENCE

for different customer segments and channels



## CONSISTENT EXPERIENCE

at every touch-point, every time



## VOICE OF THE CUSTOMER

is at the centre of everything we do



## CULTURE ENABLEMENT

to support the change in leadership approach, and employee empowerment



## OPERATIONAL EXCELLENCE

to become an industry leader in customer experience



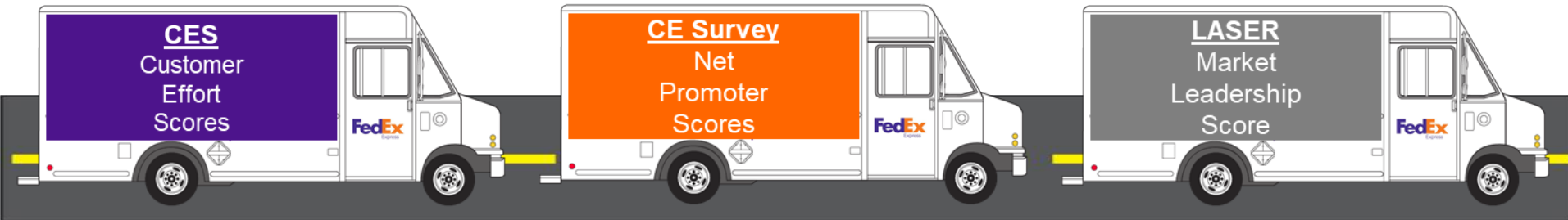
## TECHNOLOGY & INNOVATION

to stay one step ahead

**Where is the finish line?**

**How do we know that we are  
winning in Customer Experience?**

Customer Experience Design has a number of tools at our disposal to gather and analyze customer feedback to deliver continuous improvements on a holistic customer view



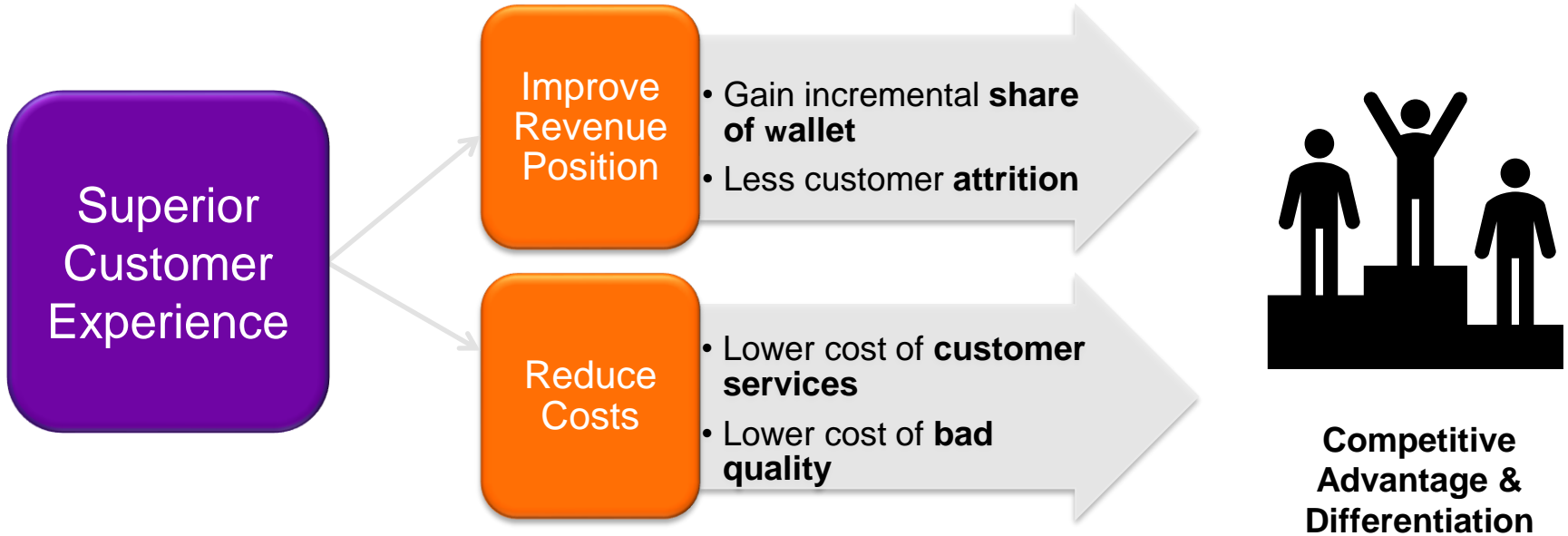
- Daily
- Fast & Easy

- Semi-Annual
- Customer Satisfaction Scores

- Annual
- Brand Preference

Road to “Own Outstanding”

At the end it is simple: Customer Experience can improve our revenue position and reduce costs, to create **competitive advantage and differentiation**





# Thank you!

