



Kategorie: Management Consulting

Customer Experience Master Global Plan

Einreicherdaten

Firma: everis

Ansprechsperson: Conde Serrano

Anzahl Angestellte: > 1000, Anzahl freie Mitarbeiter: no specification

Umsatz: über 600.000 Euro

Beschreibung: everis is an employee-owned multi-national consulting company offering business and strategy advisory, transformation programs, solutions integration, technological applications maintenance and outsourcing services. Our consulting firm works within the banking (Retail, Corporate, TCM and Wholesale), consumer goods and retail, energy and utilities, healthcare, insurance, media, manufacturing, public administration, telecommunications and tourism sectors.

Kundendaten

Firma: Repsol

Ansprechsperson: Martín

Anzahl Angestellte: > 1000, Anzahl freie Mitarbeiter: none

Umsatz: über 600.000 Euro

Beschreibung: Repsol is a multinational utilities and energy company, operating across 30 countries. With over 20,000 employees, it is one of the world largest private oil companies.

It is the 1st company in refining and marketing in Spain and 3rd LPG supplier in the world. It is a people and value creation oriented company, mainly focused on technological innovation and sustainability.

Projektbeschreibung kurz

In Spain, Repsol Gas is traded under the brands: K6 (6 kg bottle), Repsol Gas + (bulk and piped) and Repsol Autogas (automotion), reaching about 8 million customers in sold bottled gas, 52,000 for bulk and 550,000 piped.

Repsol operates in a mature market, with strong competition from substitute products such as natural gas and electricity, which has slowed LPG products adoption. At this point, Repsol decides to invest in reinforcement the main LPG business asset: customers, supporting the definition of a Master Plan for Customer Experience focused on how to build closer relationship with customers, increasing satisfaction and retention rations and empowering cross selling. The starting point was a global diagnosis through a 360 degree view on current customer experience, understanding the most highly valued pieces within experience and which are worth investing to improve the overall relationship for later co-create the desired future customers experience.