

» from
factory
» to
dealer

An Improvement program in Wallenius Wilhelmsen Logistics

»» Excellence in Customer Care

Delphine Echenique



WALLENIUS WILHELMSSEN
LOGISTICS

Presentation

» Wallenius Wilhelmsen Logistics



» Customer Care teams



Why the Excellence in Customer Care Program



» The Customer Care teams are key to the organization

- Executing customer contracts
- Key to bottom line results

» We needed to

- Raise their profile
- Empower them to trigger improvement
- Improved responsiveness

» Challenges

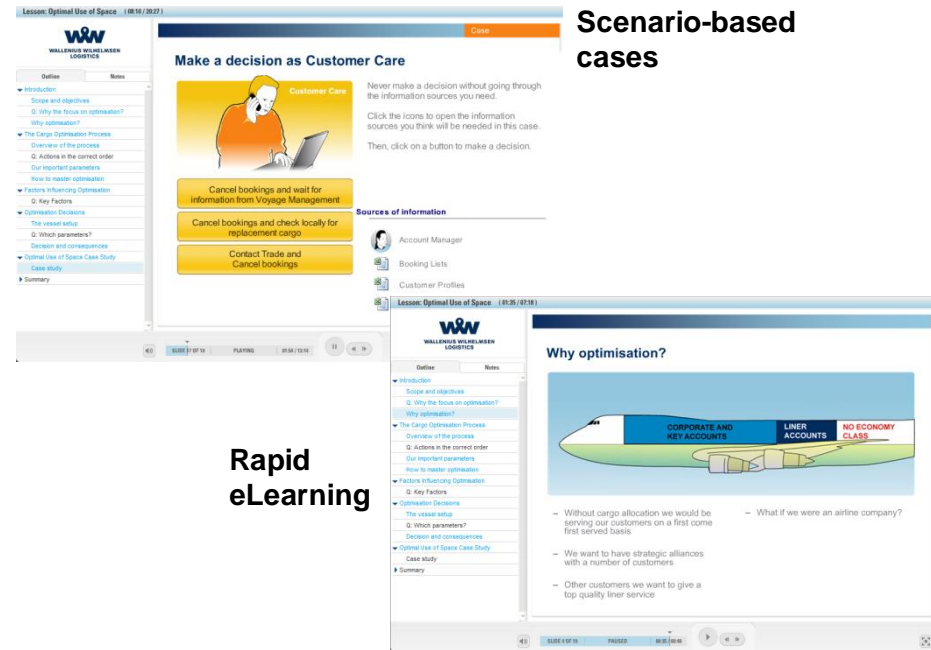
- How to engage the rest of the organization?
- How to keep it at a reasonable cost?
- How to make sure this is truly an improvement program?

A blended approach

- » Workshops
- » Cost effective mix of self-study modules
- » Reflective Questions
- » Pre- and post-tests
- » Assignments
- » Action plans

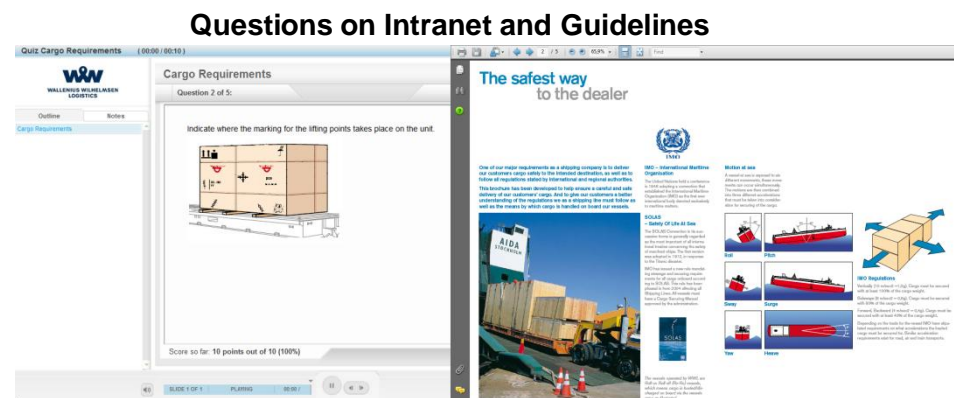
- » Cost effective open source
- » Reporting and follow-up

- » Not focusing on the how's (tasks) but the why and what for!



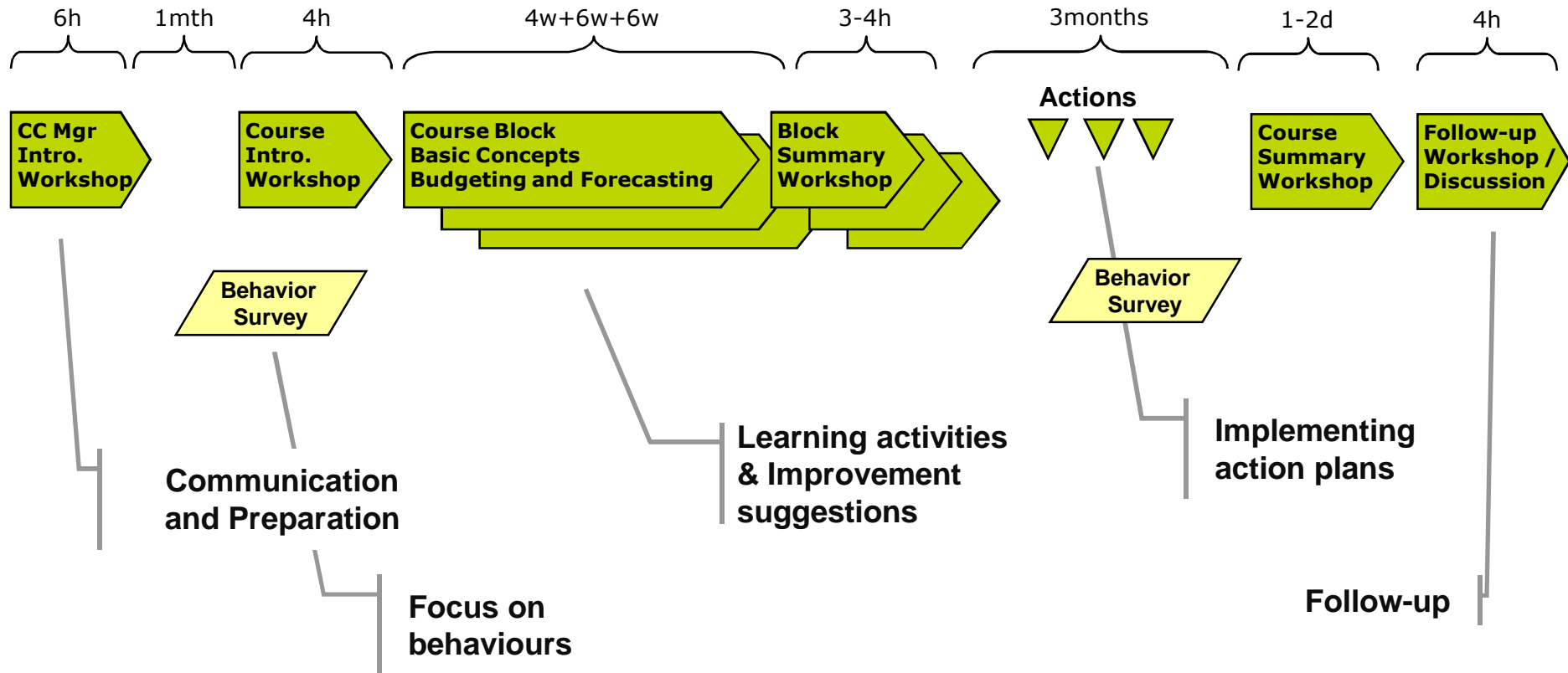
Scenario-based cases

Rapid eLearning



Questions on Intranet and Guidelines

What learning process did we put in place?



Focus on behaviors

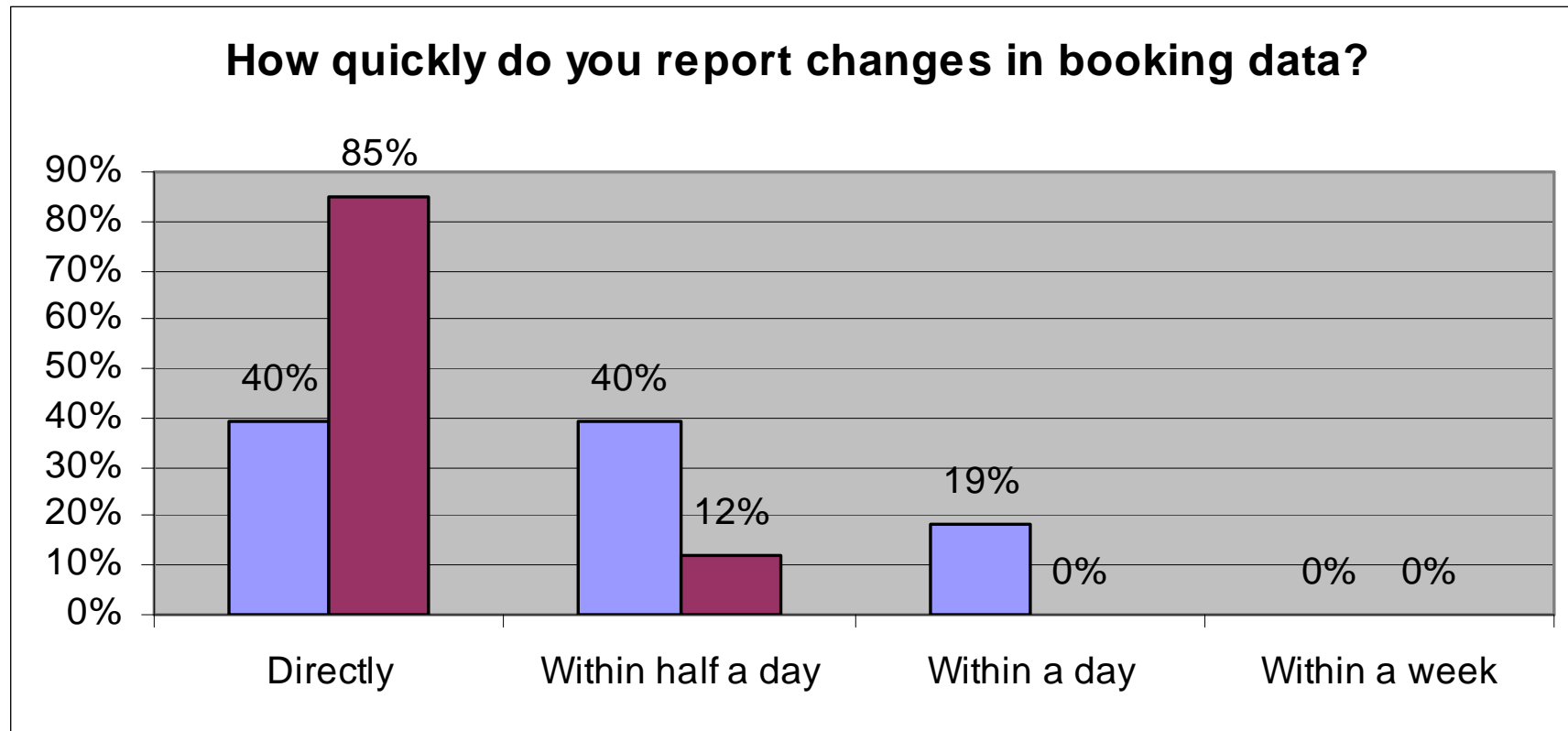
➤ **What shall Customer Care be able to do better than before?**

➤ **Behavior / focus areas**

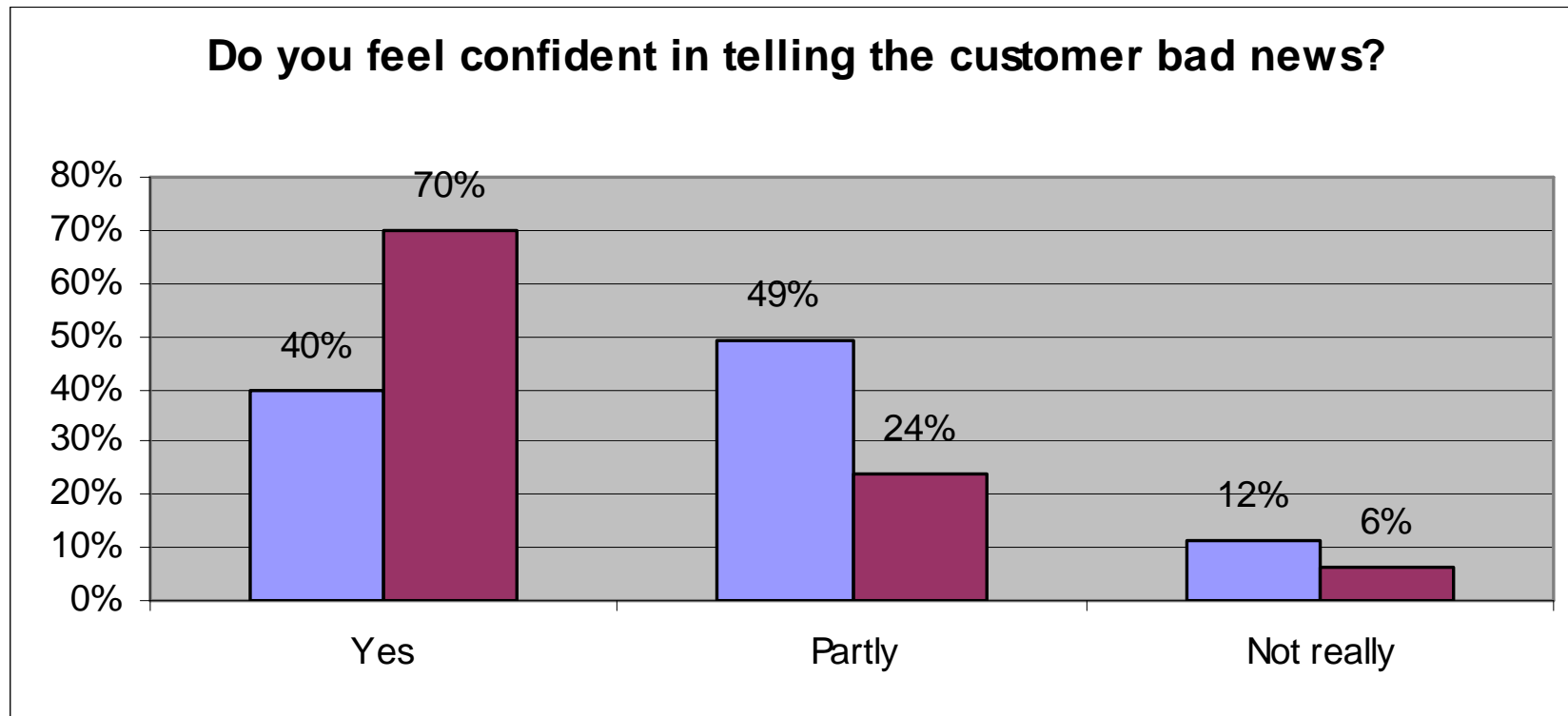
Budget & Forecast	Cargo Allocation	Sales
<ul style="list-style-type: none">- Innovative- Collaborative- Challenging- Interest	<ul style="list-style-type: none">- Pro activity- Result orientation- Collaboration- Global thinking / wider perspective	<ul style="list-style-type: none">- Wider perspective- Sharing information- Nurture your customer relationships- Active listening

➤ **Behavior related questions**

Some results...

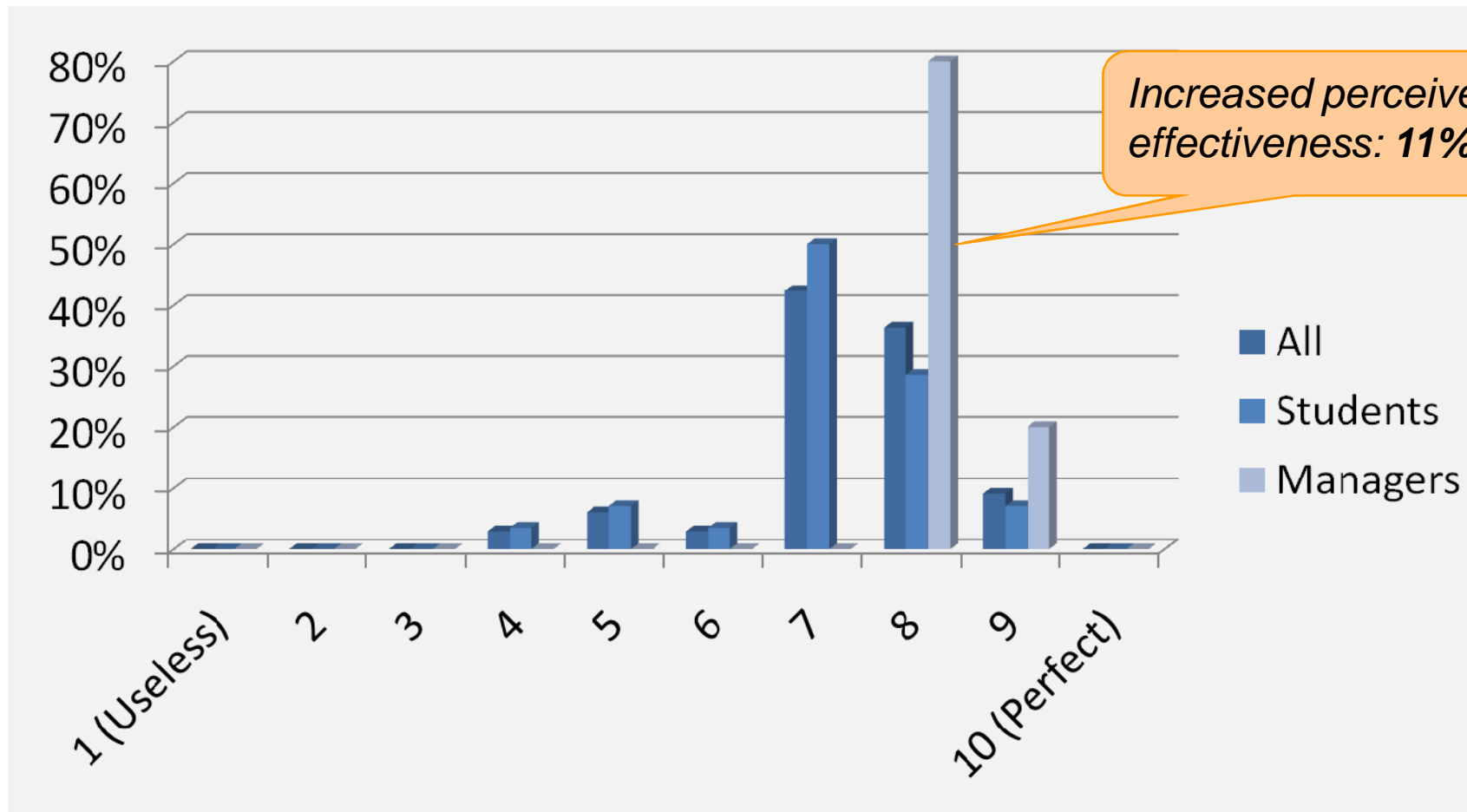


Some results



Overall results

How would you rate the whole program?



What went well / What was more difficult?

- » In general we are very pleased and proud of the project and project deliverables
- » New way for WWL to develop and deliver training
 - The focus on the learning process, on performance and behaviour
 - Good blend of activities, adapted to various training styles and enabling cost efficient approach
 - A good platform for the future
- » Main challenge : time!
 - Content provider
 - Student
- » LearnTech has been a very supportive and competent partner on this journey

» from
factory
» to
dealer

» Questions?



WALLENIUS WILHELMSEN
LOGISTICS