



Business Game

ELEVATE THE TRAVELLER EXPERIENCE



Digital Transformation Program

CONTEXT

The company Fast & Move works in the railway sector and it is a Transport industry leader.

They manage both long haul and regional routes, working on two different business lines.

During the last years, new competitors are born and entered the market. The difference is that the new competitors work on only one specific business line providing targeted services for their customers.

In addition they provide also alternative transport services (e.g: Flixbus, Blablacar, etc.).

Fast & Move has decided to hire you to define a medium-long term strategy in order to maintain its leadership in the sector and also manage to attack the new emerging markets.



What should you do?



Define the Persona you are analyzing, his/her general needs and Pain Points



Define initiatives that aim to improve customer experience



Design a Customer Journey (for Long haul or Regional passengers) that show:

- The steps that involve the passenger in the interactions with Fast & Move (considering the initiatives you are proposing)
- A detailed description of the step
- The emotional curve
- A description of the emotions experienced by the client in all those points where the emotional curve reaches the enthusiasm

Result to Show

Pitch

You have ~ **10** minutes to show your results



The Persona characteristics, needs and pain points



The initiatives you want to propose, highlighting their strengths



What are the main moments of the Customer's Journey where your initiatives have the greatest impact



A Plan that shows "when" and "how" you want to develop your initiatives: try to justify it with numbers and metrics (eg: costs, economic benefits)



Learn from the best to ensure success
Reasons we will be successful

BUSINESS

Issue 764
Monday, Jun 14, 2016
#Citydailynews

25 great jobs for people who love to travel

Branding is defined as the process of coming up or making a unique name or design for a certain product. Having a good brand strategy allows you to have a major advantage in gaining a large increase in your market competitions. Your brand tells your customers what they can have or expect from the products and services you offer.

Are you innovative or are you the experienced type? or do you offer a high-cost, high-quality product, or a low-cost, high-value products? It's impossible to be both. You should consider on thinking what your customers need you to be. Your logo is the main foundation of your brand. All the promotional materials should be connected with your logo to communicate with your brand.

Brand messages are delivered and planned based on the questions how, what, when, to whom and where your brand strategy is. Advertisement, visual communication and distribution channels are parts of brand strategy.

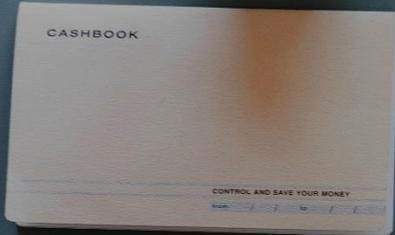
The branding strategy you have should be consistent as it leads to a strong brand equity. Branding is defined as the process of coming up or making a unique name or design for a certain product. Having a good brand strategy allows you to have a major advantage in gaining a large increase in your market competitions. Your brand tells your customers what they can have or expect from the products and services you offer. Are you innovative or are you the experienced type? or do you offer a high-cost, high-quality product, or a low-cost, high-value products? It's impossible to be both. You should consider on thinking what your customers need you to be. Your logo is the main foundation of your brand.

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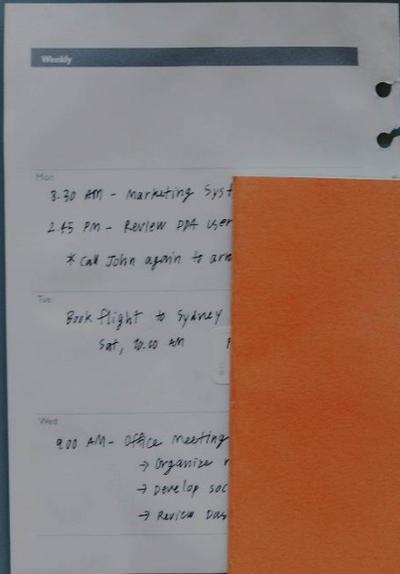
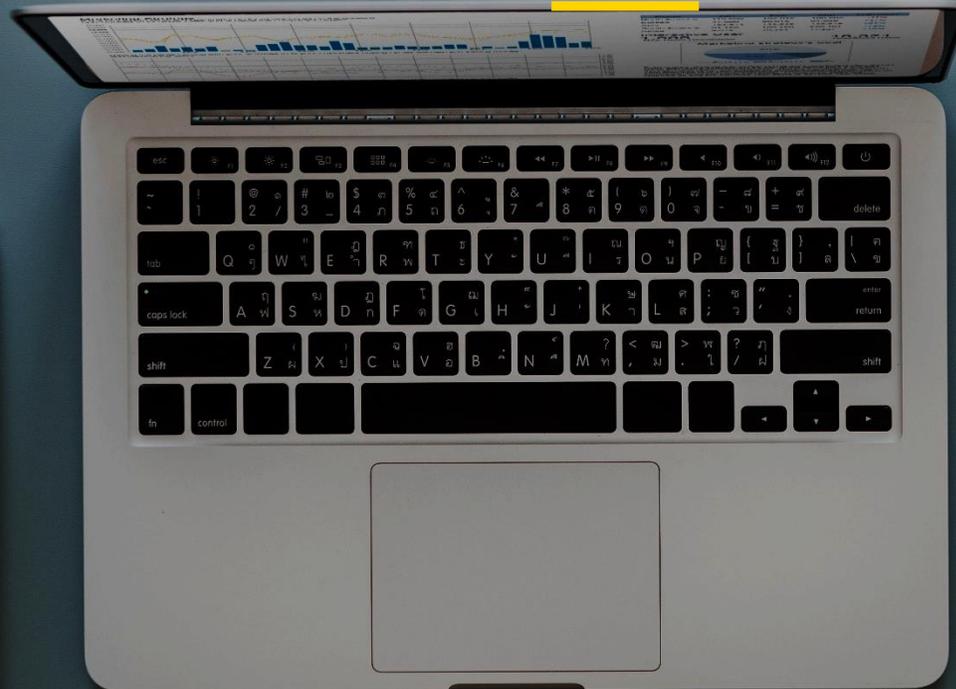
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Support Material



Business Company

123 consectetur ipsum vel, Fringilla ma, Fusce 00029
Tel: 123-456-789-0
Fax: 123-456-789-1

Date: xx/xx/xx
Invoice No: 00000001
Customer ID: 223

Bill to: Curebitur suscipit, LTD
456 Pellentesque, Aliquet
2W st., SUO, 9999
987-654-321

No.	Description	Quantity	Amount
1234	Id rutrum	2	246.53
2567	Sed interdum odio	5	855.75
0034	Pellentesque	8	594.67
0480	Maecenas molestie	3	492.74
4729	Integer varius nisi	4	358.40
4930	Quisque luctus turpis	7	400.00
4893		3	458.00

Subtotal: 4500.45
Tax Rate: 6.78%
Tax: 740.87
Other: -
TOTAL Due: \$241.12

Comment: Sed interdum odio vel molestie suscipit. Aenean placerat nulla nec lorem luctus varius. Donec egestas libero ac mollis efficitur.

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CRAS & NISI MAXIMUS, DICTUM NULLA UT, GRAVIDA SAPIEN.



How to build a Customer Journey

Some suggestions on how to think and build a customer journey in the proper way



To BE – Customer steps: These are the moments of interaction between Business and the Customers.



Pain points: These are the critical aspects that each phase inevitably brings with it.
Which activities, actions, operations could be changed with a focus to improvement?



Initiatives: All possible solutions in terms of options that support the Journey and that will shape the strategic roadmap.



Touchpoints: Interaction channels between the business and the customers according to the new initiatives.
Think out of the box and from different perspectives (A Digital touch is appreciated)

Persona Description

Deloitte.
Digital

NEEDS

I would like to have clear information on the delivery status / times of my car.

I need an efficient and fast service.

TOUCH POINTS

B2C

“ I need an efficient experience, without wasting time. ”

PAIN POINTS

The documents required are too many and I lose a lot of time to find them.

There are too much information on internet about the car rentals.

I am forced to call because I do not know how the car is delivered.

NLT

WITH POSSIBLE SEASONAL NBT

Ecommerce & Store

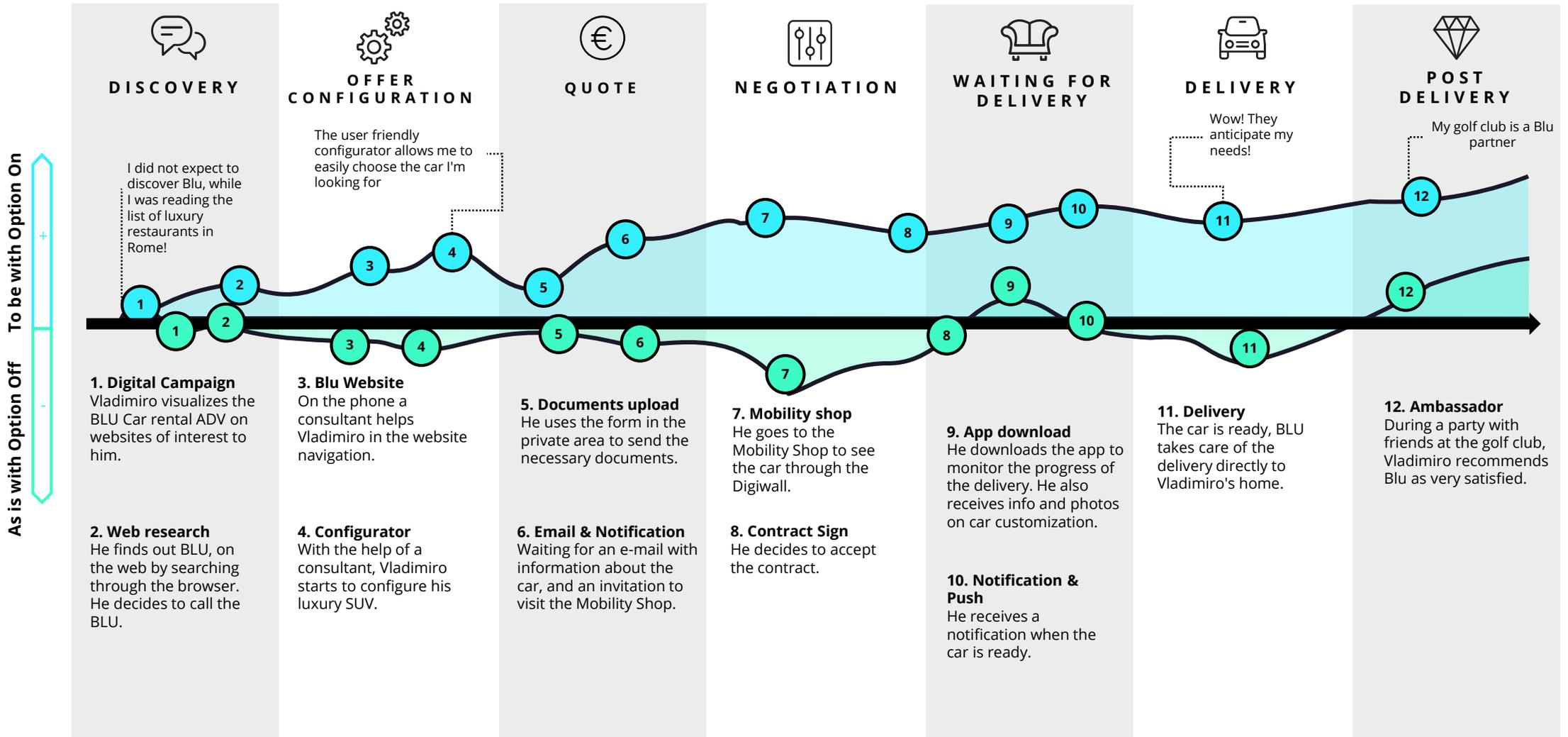
Vladimiro

34 years old, young business man, he rents for his personal usage



EXAMPLE

Customer Journey



Next steps and due date

See you on 9th of December for Business plan presentation



Create a **Business Game Squad** (Max 5-6 px) and share the team details to Mr Cerruti



Send your **proposal** (Persona, To Be Customer Journey and impacts) to Mr Cerruti within **4th of Dec EOD**



Prepare your Pitch (ppt/video) and share with Mr Cerruti **before the 8th of Dec EOD.**
On 9th Dec the proposal will be presented to Deloitte Digital jury