

Press release

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SINGAPORE

GEODIS wins Singapore Customer Experience of the Year at Asian Experience Awards 2024

GEODIS, a world leader in transport and logistics, has been presented with the Singapore Customer Experience of the Year – Logistics Award at the 2024 Asian Experience Awards. This accolade recognises the company's efforts to enhance customer satisfaction through its technology-driven Voice of Customer (VoC) programme.

GEODIS is committed to creating long-term value for its customers through a strong focus on customer rapport. To ensure a constant feedback loop and timely closure of service gaps, GEODIS introduced continuous Voice of Customer (VoC) program to 18 markets across the APAC and Middle East region, enabling real-time feedback and immediate action when necessary. This programme complements an annual Global Customer Satisfaction Survey, which provides a comprehensive overview of the customer experience across the organization, revealing key trends and enabling strategic decisions and long-term improvements.

The VoC program deploys brief, targeted surveys immediately following critical interactions along the customer journey. This real-time, closed-loop feedback allows GEODIS to pinpoint and address potential service gaps within five business days, ensuring a swift and proactive approach to customer concerns. A unique feature of the programme is its ability to send automatic alerts and initiate follow-up actions once a survey response is received. This approach ensures that customer feedback is not only heard but acted upon promptly, turning transactional engagements into long-lasting relationships.

The VoC program also effectively transforms data into actionable insights. By leveraging advanced analytical tools, it identifies customer pain points and key satisfaction drivers. These insights enable prioritisation of issues and targeted improvements.

The success of the VoC program is reflected in GEODIS' customer satisfaction scores, which have been consistently improving year-on-year. In 2024, 82% of customers surveyed in this programme indicated that they are either "very satisfied" or "extremely satisfied". Additionally, the company's Net

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Promoter Score (NPS) doubled to +48 in 2024, highlighting heightened customer loyalty and advocacy.

"Receiving the Customer Experience Award is a testament to our commitment to placing the customer at the heart of everything we do," said Onno Boots, Regional President & CEO, Asia Pacific, and Middle East, "We firmly believe that delivering exceptional customer experiences is absolutely critical to our long-term success and growth. Our VoC feedback programme has significantly strengthened our ability to build deeper relationships with our customers. Crucially, it ensures we can respond to their needs with greater agility and precision than ever before."

GEODIS – www.geodis.com

GEODIS is a leading global logistics provider acknowledged for its expertise across all aspects of the supply chain. As a growth partner to its clients, GEODIS specializes in four lines of business: Global Freight Forwarding, Global Contract Logistics, Distribution & Express Transport, and European Road Network. With a global network spanning nearly 170 countries and 53 000 employees, GEODIS is ranked no. 5 in its sector across the world. In 2023, GEODIS generated €11.6 billion in revenue. GEODIS is a company owned by SNCF group.

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