**Open questions with answers**

**9 Touchpoints**

**Question 1**

Read the case on the ‘Jij & KLM’ event for travel agents again and work out the assignments below.

**THE ‘YOU & KLM’ EVENT FOR TRAVEL AGENTS**

Under the umbrella ‘You & KLM’ KLM has introduced useful services to facilitate the work done by travel agents. At the same time, KLM will be having talks with travel agents. To this purpose, a website has been designed, Bluelab Agent. Here, travel agents can bring in their thoughts and think along about KLM services. On the new website klaf.biz all information from KLM/Air France for travel agents can be found and services provided by the Service Desk (helpdesk for travel agents) has been improved.

The essence of ‘You & KLM’ is teamwork. KLM lays emphasis on cooperation: services can only be improved by closely listening to one another. KLM wishes to collaborate more closely to optimize its services for agents, earn their appreciation and improve mutual sales results. It is about strengthening each other’s qualities, where the agent comes first, as it appears from the name of this initiative.

**KLM’s objectives can be worked out as follows:**

• Improving KLM’s services for travel agents and realising more sales via travel agencies;

• In the field of knowledge: travel agents are kept up to date on (the contents of) ‘You & KLM’ and know its objective;

• Travel agents judge ‘You and KLM’ positively and are enthusiastic about joining its activities and making an effort to collaborate more closely;

• Travel agents feel appreciated by KLM and are positive about the improvements that KLM is implementing and are extra motivated to collaborate with them.

**The ’You & KLM’ event**

An event for the entire target group of 8,500 travel agents had to add an extra dimension to this initiative. The event had to be a direct and cordial gesture towards travel agents. The event had to show KLM’s face-to-face appreciation for the collaboration and relationship with all employees of travel agencies. It was meant to thank and reward them and had to strengthen their relationship with travel agents.

The Live House was hired as the agency designing this event and helping to realise it. They translated the strategy into the concept and actual realisation of a party. To this end, the internet was used in an innovative fashion.

**Target group**

The target group of the event consisted of employees of all IATA and non-IATA travel agencies in the Netherlands, of whom approx. 75% is female; their average age was between 25 and 35. Of KLM itself, the parties involved were also identified ranging from management to account managers, employees of the Service Desk and Consumer Relations. A limit was set to the max. number of KLM employees that were allowed to represent their company at the event. Guests were invited without their partners; the max. number of participants was 2,000.

**Concept**

Central to the basis of the creative design was ‘You’ of ‘You & KLM’. The starting point was the principle of applying ‘You’ to the entire party. Travel agents themselves, for example were offered the opportunity to give substance to certain elements of the party via www.klmbluelabagent.nl. The party also had to revolve around listening; not just before, but also during and after the party. By including elements to pamper its guests, KLM was able to show its appreciation. Personal attention was paid by KLM staff members themselves including the management.

**Communication**

Eventually, all information around the party was communicated via the ‘You & KLM’ portal. The invitation campaign was run through this site. Agents could pass on their choice of entertainment and catering in advance. Via a digital campaign, a real face-to-face moment was created to have KLM express its gratitude towards desk staff and to personally enforce KLM’s gesture. After the event, reports by means of reactions in the form of visuals and text were published via the site.Extra attention was drawn through advertisements and editorial texts in trade journals Reisrevue and Reisbureau Actueel. Also, banners were shown and flyers were made.

**Programme**

Visitors were pouring in at 19.00 hours for a ‘live’ introduction to “You & KLM’. Everyone was personally welcomed by KLM hostesses. They checked admission tickets that were lottery tickets at the same time which prizes could be won with. There was a ‘You & KLM’ trend reporter who was asking questions to visitors about their expectations. An overwhelmingly big number of desk staff had a very original way of obeying the ‘touch of blue’ dress code. Photographers framed all the creations.

When entering the ‘You & KLM Blue Box’ visitors entered the world of ‘You & KLM’. On the screen the last seconds were counting down to the opening. It ran parallel to the clock counting down on the website.

At 8 p.m. sharp, the trend reporter had a ‘live’ talk with Welmer Blom, Sales & Services KLM Netherlands manager, who was on a KLM plane heading for the ‘You & KLM’ event. All elements of the ‘You & KLM’ programme from the employees’ were highlighted from the employees’ point of view aided by ‘pilot’ Bram Gräber, KLM Netherlands managing director and co-pilot’ Roel van Velzen. Roel appeared on stage soon after his band had played the first tones. This marked the start of the party.

Personal attention was central at the ‘You & KLM Foyer’. KLM contact persons of travel agents and the entire management team were talking with visitors very easily. Stylists Maik de Boer and Marielle Bastiaansen were doing ‘total hair and face make-overs’, so that everyone’s personality was expressed even more. A large team of cosmeticians saw to a party look.

Kluun was reading out his new book while guests were lying relaxed holding colourful cocktails in Fatboy bean bags. Chair masseurs were giving brief personal relaxation treatments. Throughout the evening, waiters (mainly male, attractive, young and attentive) were serving delicious healthy snacks and refreshments, which were presented attractively.

During the evening, the winners of the ‘You & KLM VIP Arrangement’ were offered ample opportunity (via the website) to talk to the artists in a luxurious environment and were given preferential ‘make-over’ treatments. Furthermore, two KLM tickets Europe and two KLM tickets worldwide were raffled off on stage. At the request of many guests, DJ Erick E showed a spectacular ‘You % KLM’ finale. The ‘You & KLM’ VJ videos and the taped talks between trend reporter and guests emphasised: KLM listens to us!

Upon departing, everyone was given a well-filled and valuable goodie bag containing, among other things, the latest VanVelzen CD.

**Venue**

The Heineken Music Hall was chosen as the venue for the party. It is the only location in the Netherlands that is specially designed for amplified pop music and has been nominated several times for the much-wanted Pollstar Award as the best international concert hall. Nowhere else in the world does sound sound so good as in the Black Box (big concert hall) of the Heineken Music Hall according to connoisseurs.

In line with the starting points, the big party hall was divided into several smaller halls, where KLM was given plenty of opportunity to spoil, talk to and thank everyone personally. The look & feel was kept powerfully simple: the striking brand mark ‘You & KLM’ was central as well as the familiar KLM blue. That’s where visitors were glowing with joy.

**Accountability**

The aim was to reach and touch 1,500 people with the party; eventually, over 2,000 people applied, of whom 1,800 visited the party. Over a quarter judged it very favourable. The reputation (…..) of the ‘You & KLM’ programme was 92% after the party. Almost 62% said that it was about improved service. A great majority found ‘You & KLM’ very useful for the travel agency and themselves. Two-thirds of visitors assessed ‘You & KLM’ good and believe that KLM should continue this programme.

aDescribe the customer journey that visitors of ‘Jij & KLM’ may follow. Include the pre-exposure, direct exposure and post-exposure phases in your answer.

***Answer to question 1a***

Touchpoints in the pre-exposure phase :

* Invitation campaign took place via the site/portal ‘Jij & KLM’.
* Entertainment and catering choices could be communicated in advance.
* Advertisements and editorials appeared in professional journals.
* The ‘blue’ dress code was obviously thought through by visitors in advance, so there was a lot of talk about the event and a lot of wardrobe searching / borrowing.

Touchpoints in the direct exposure phase:

* personal welcome by hostesses
* entry ticket was also lottery ticket to win prize
* trend reporter
* clock
* contact with people from the top of the company
* Roel van Velzen
* Kluun
* programme details
* location: Heineken Music Hall
* sound

Touchpoints in the post-exposure phase:

* goody bag
* photos
* CD of Roel van Velzen

bExplain which touchpoints in the customer journey are satisfiers and dissatisfiers.

***Answer to question 1b***

Satisfiers (surprising elements in the programme):

* entry ticket as lottery ticket

Dissatisfiers (preconditions, simply must be in order):

* catering quality
* photos
* technology (speeches)

cExplain, by means of how the event was structured, how the peak-end rule was applied.

***Answer to question 1c***

Event structure / storytelling:

* introduction
* trigger moment
* build-up
* crisis
* climax
* rundown
* peak at the end

**Question 2**

Take figure 9.1 from the book as a starting point and give three examples of a staged experience and three examples of a customer experience by means of self-control of events. Explain why you chose these examples.

***Answer to question 2***

Staged experience:

* Anniversary event entitled ‘Yacht 2402’ at a secret location for all staff (without partners). On 16 December 2006, Yacht marked its 2402-day anniversary and this was cause for a celebration. The objective was to increase solidarity and commitment among all target groups – including interim professionals and freelancers. Everything was taken care of down to the last detail by a professional event agency.
* Libelle Zomerweek: 3D variant of the best-known women’s magazine in the Netherlands.
* De Partij is an event for employees of childcare organisations to thank them for their efforts in a parade-style set-up. What’s important in the development of the concept, was that the target group primarily consisted of women. Entertainment was geared to that given, including service and the use of beauty stands.

Customer experience:

* Organizing an outing for a boy named Bas, who is seriously ill, to forget about his troubles for a day. Stichting de Opkikker combined Bas’ wish – starring in a real Hollywood film – with a campaign for its foundation.
* Achmea Festival on the occasion of its bicentennial anniversary. For and by Achmea, featuring Achmea talents. Many of its own employees were mobilized and they were rewarded for sharing their talents with their co-workers in the form of coaching from experienced professionals. Employees were performers in a festival-like ambiance.
* Five charities were given the opportunity by C&A Nederland (major chain of clothes stores) to present themselves at three primary schools in Sneek and convince the children to donate money to them. During the final event, the children chose the charity that they wanted to give money to.

**Question 3**

Fill in figures 9.3 and 9.4 from the book for the Huishoudbeurs (zie [www.huishoudbeurs.nl](http://www.huishoudbeurs.nl) [linken]).

***Answer to question 3***

Have the student fill in the touchpoint models from both an organisational and visitor perspective. Start in the middle.

**Question 4**

Choose an event that you visited yourself and map out the individual customer journey. Explain your answer by means of examples.

***Answer to question 4***

Have the students fill in the customer journey in the pre-exposure, direct exposure and post-exposure phases. All contact moments and steps in this process are relevant.