



DIGITAL
POWER

Van frustratie naar frictieloos: hoe KPN met data de klantreis transformeert

Insight-Driven Optimisation (IDO)

Laten we ons voorstellen

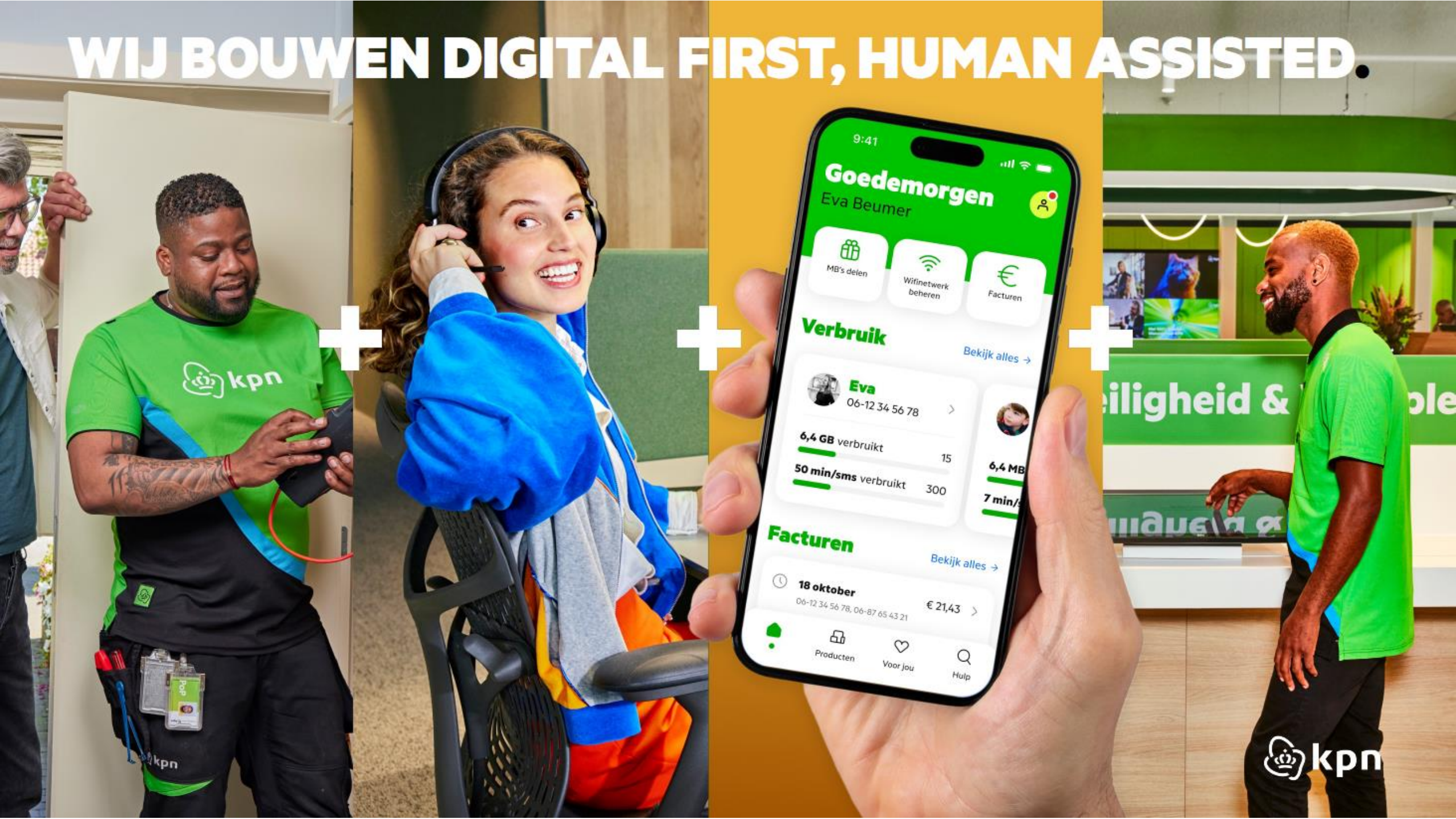


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Digital Power**



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KPN**

WIJ BOUWEN DIGITAL FIRST, HUMAN ASSISTED.



WIJ BOUWEN DIGITAL FIRST, HUMAN ASSISTED.



 kpn

KPI's & Targets

Beleving

Klantervaring

NPS



% CES



Innovatie

Digitalisering

% Digital



Efficiëntie

Operationele efficiëntie

Calls



Tickets

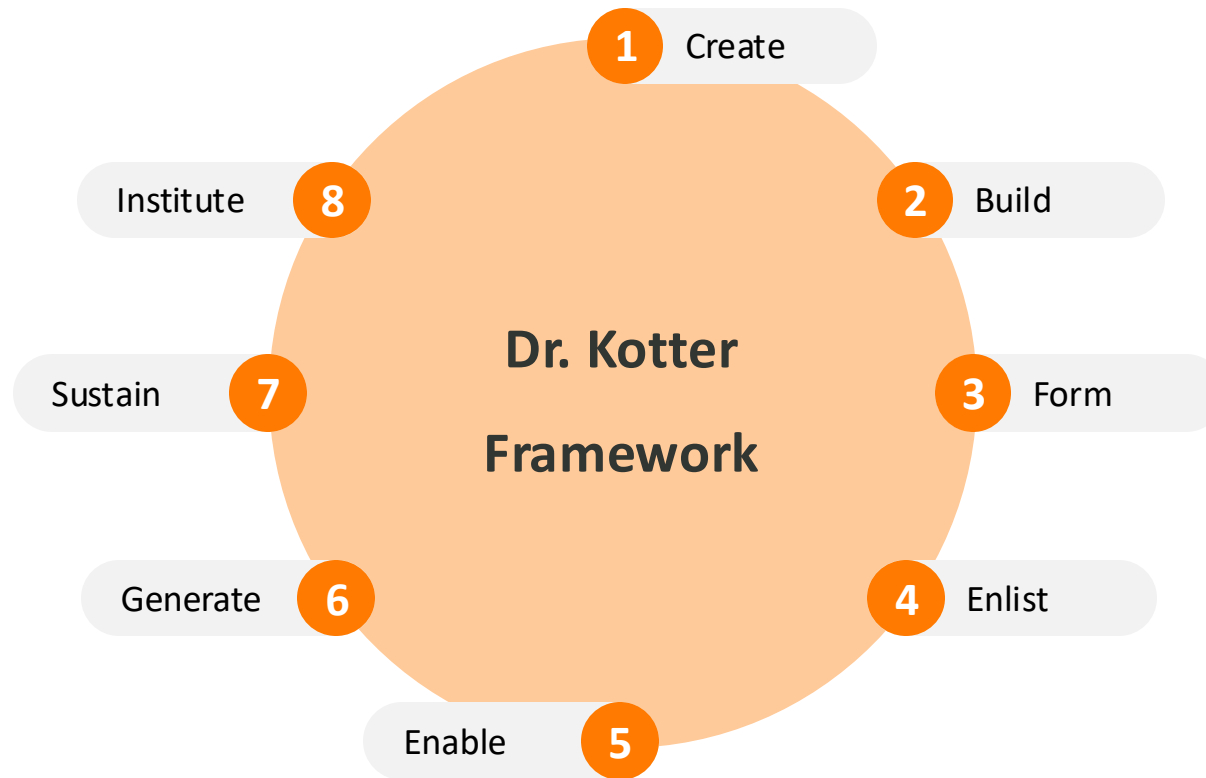


KPN klantreizen



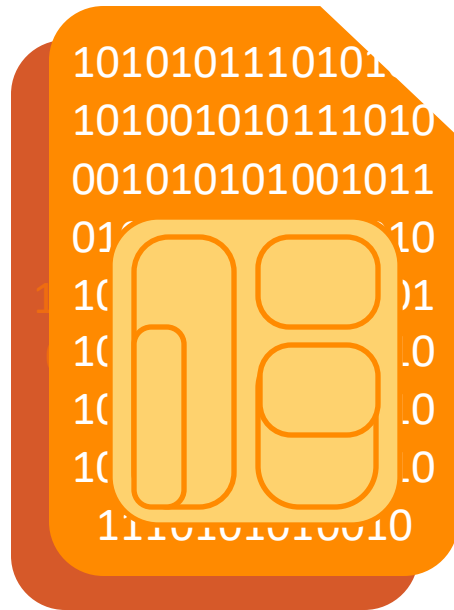
Hoe bereiken we ons doel?

Gebaseerd op het Dr. Kotter framework



E-sim

Een digitale simkaart



A screenshot of the Apple Newsroom website. The top navigation bar includes links for Store, Mac, iPad, iPhone, Watch, Vision, AirPods, TV & Home, Entertainment, Accessories, and Support. The main heading is "Newsroom". Below this, there is a "PRESS RELEASE" section dated "September 9, 2025". The main title of the article is "Introducing iPhone Air, a powerful new iPhone with a breakthrough design". The sub-headline reads: "iPhone Air features an impossibly thin and light design that is more durable than any previous model, with innovative camera experiences and remarkable all-day battery life".

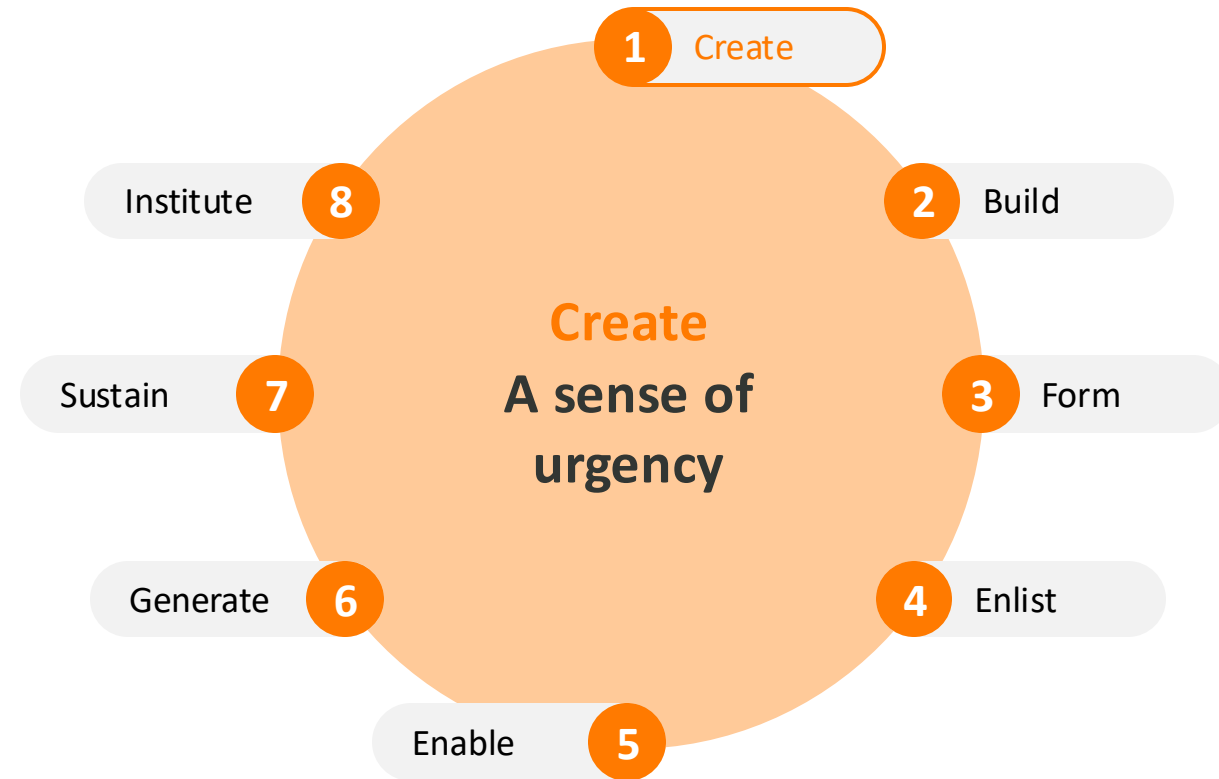
eSIM: A Flexible, Convenient, and Secure Connection

iPhone Air features an **eSIM-only design** that saves space internally, helping enable the unbelievably light and thin form factor.⁴ eSIM offers greater flexibility, better security, and seamless connectivity compared to traditional physical SIM cards. An industry standard, eSIM is supported by over 500 carriers worldwide, including AT&T, T-Mobile, Verizon, and more. eSIM also makes staying connected while traveling even more convenient, allowing continued connectivity through affordable international roaming plans from users' home carriers or local prepaid options available with more than 200 carriers. For better security, eSIM cannot be physically removed if an iPhone is lost or stolen, and managing travel eSIMs is even easier with a new streamlined setup in iOS 26.

Samenhang creëren in de totale klantreis

Stap 1

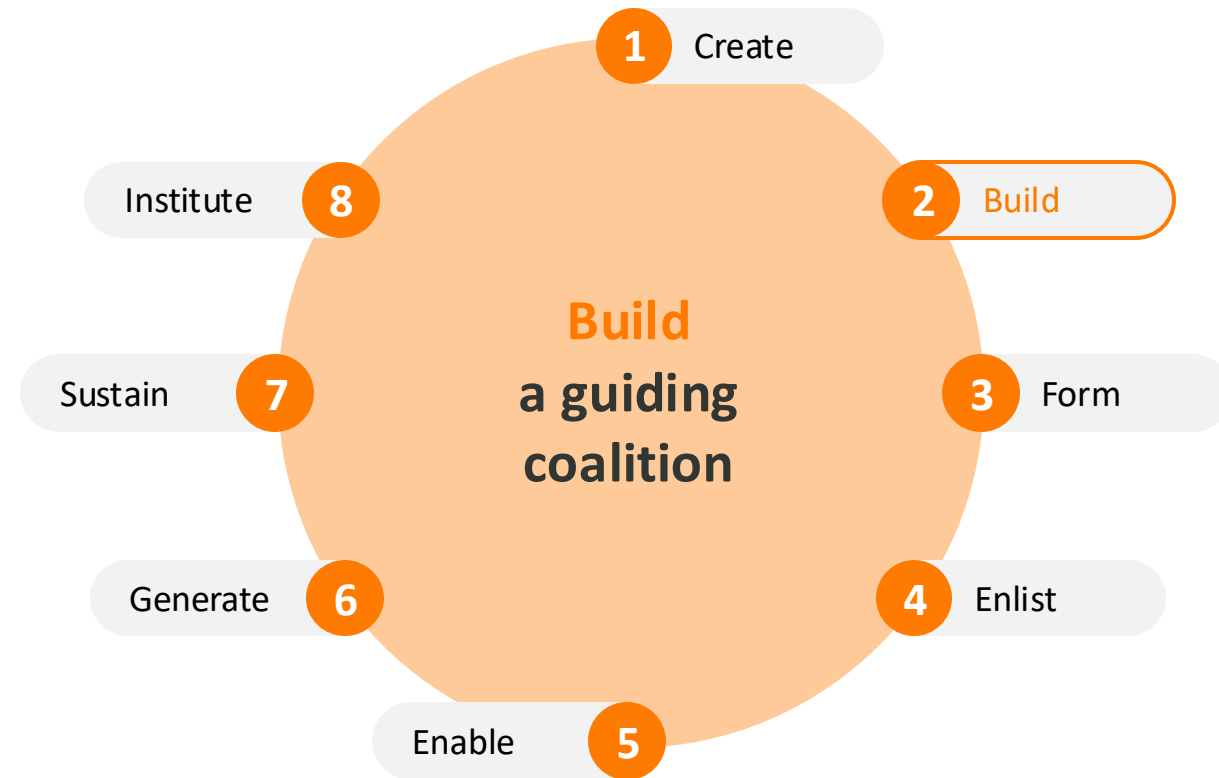
“Ik kan wel focussen op het optimaliseren van één pagina, maar bereikt iedereen die pagina wel? En met welke behoeften komen ze daar?”



Samenwerking als versneller van klantbeleving

Stap 2

- Multidisciplinair team
- Doel: klantproblemen écht begrijpen
- Focus: call reductie en CES verbetering
- Resultaat: succesvolle A/B-testen
 - Aantal experimenten steeg met 54%
 - Win rate steeg van 37% naar 43%



Keten management

Employee improvement

Channel manager

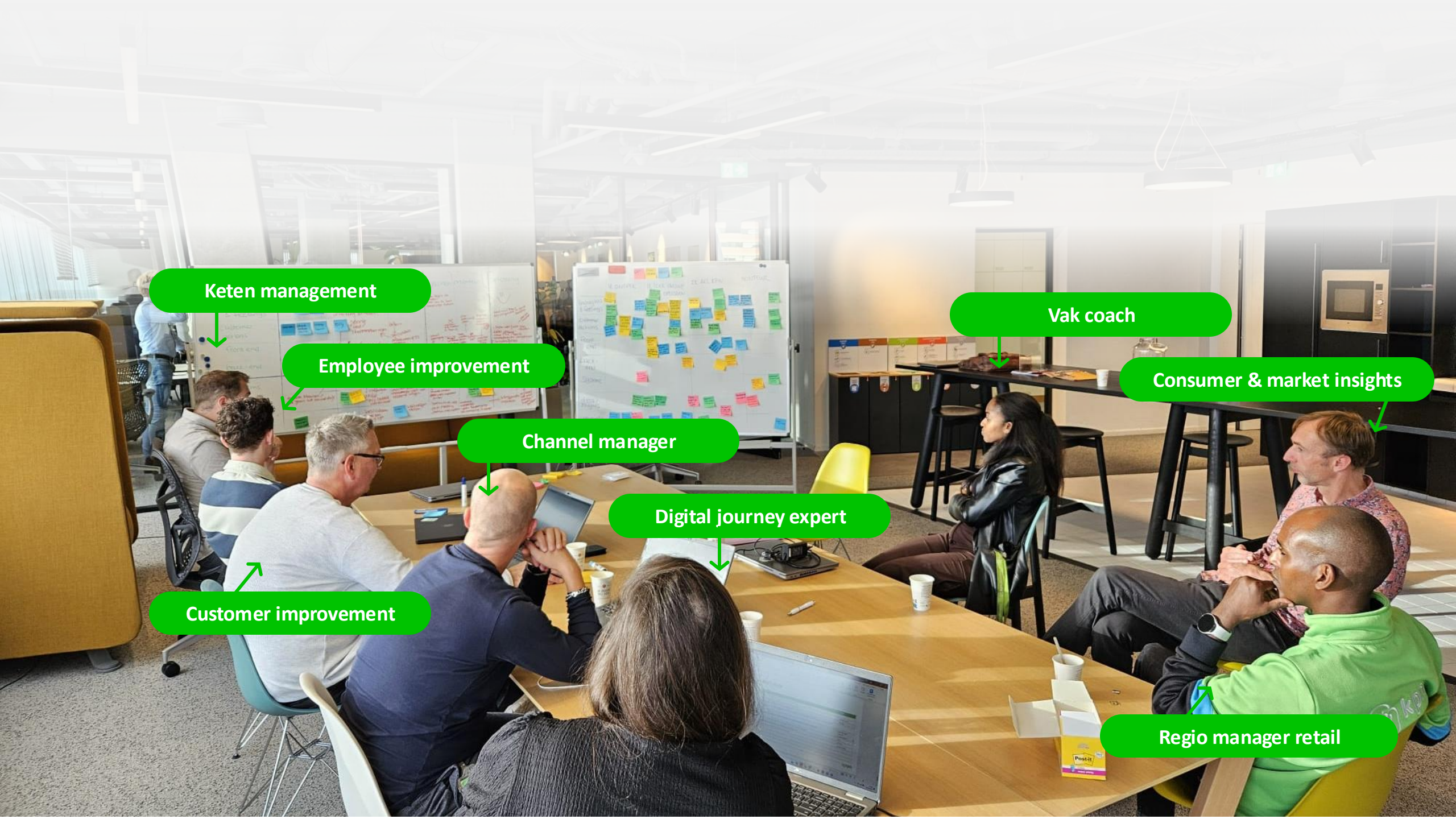
Digital journey expert

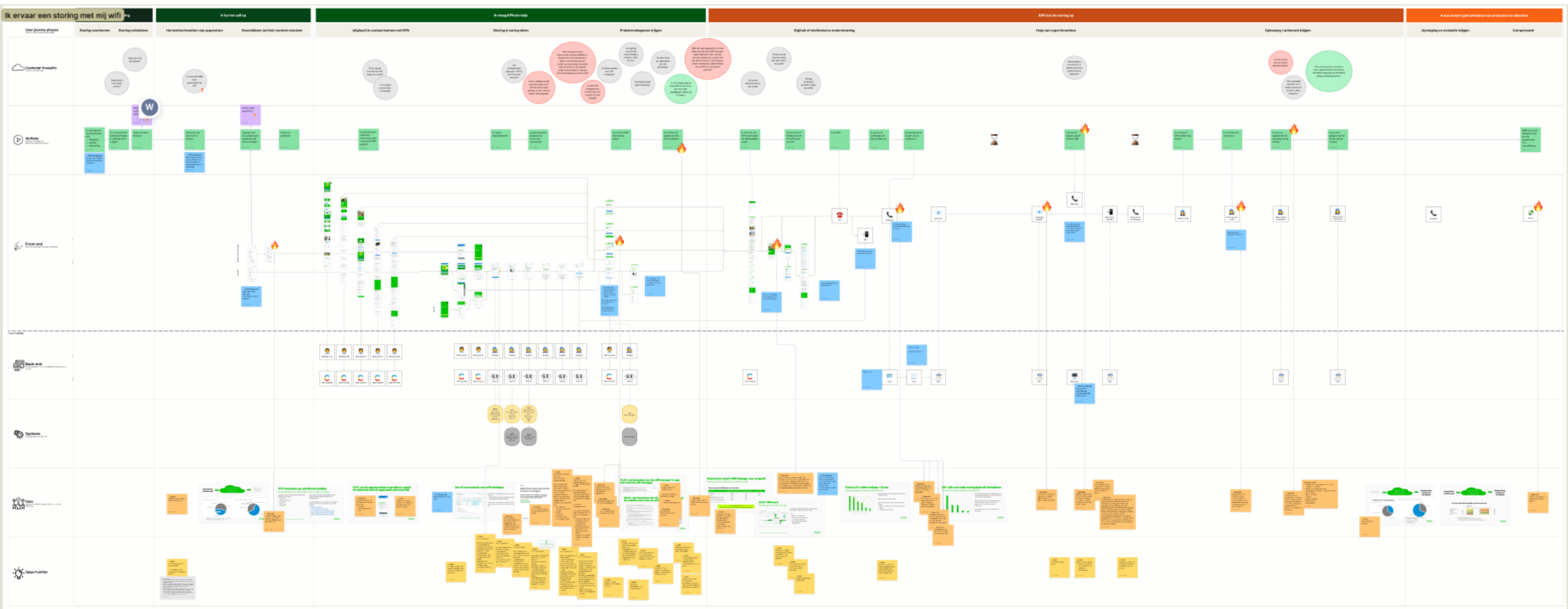
Customer improvement

Vak coach

Consumer & market insights

Regio manager retail





Number porting

“Ik word mobiele klant met e-sim”

phase

I discover & explore

I place an order

I wait ...

I download my eSIM

I use my plan

Customer action



Front-end



Customer story

I'm looking for a **new mobile plan**, and KPN catches my eye. What stands out? The option to order a digital simcard. No more plastic cards!

I pick my plan and complete my order. After checkout, I get a tip to **download the MijnKPN app**. Smart, because the app shows me when my phone arrives and when my plan starts. This way, I can download my e-sim profile on time.

I **track my order** step by step in the app. The shipping status of my phone is clear, and I know when my plan begins. My phone arrives quickly with a flyer about the **instructions to download my e-sim profile**. Just waiting for my current contract to end, then I can go online with KPN.

On the day my plan starts, I get a notification in the MijnKPN app: my **eSIM profile is ready to download**. I check my wifi connection. With a few clicks, it's all set. No waiting, no physical sim card, just digital and instantly active. If online doesn't work, I can activate my e-sim in-store with a QR code.

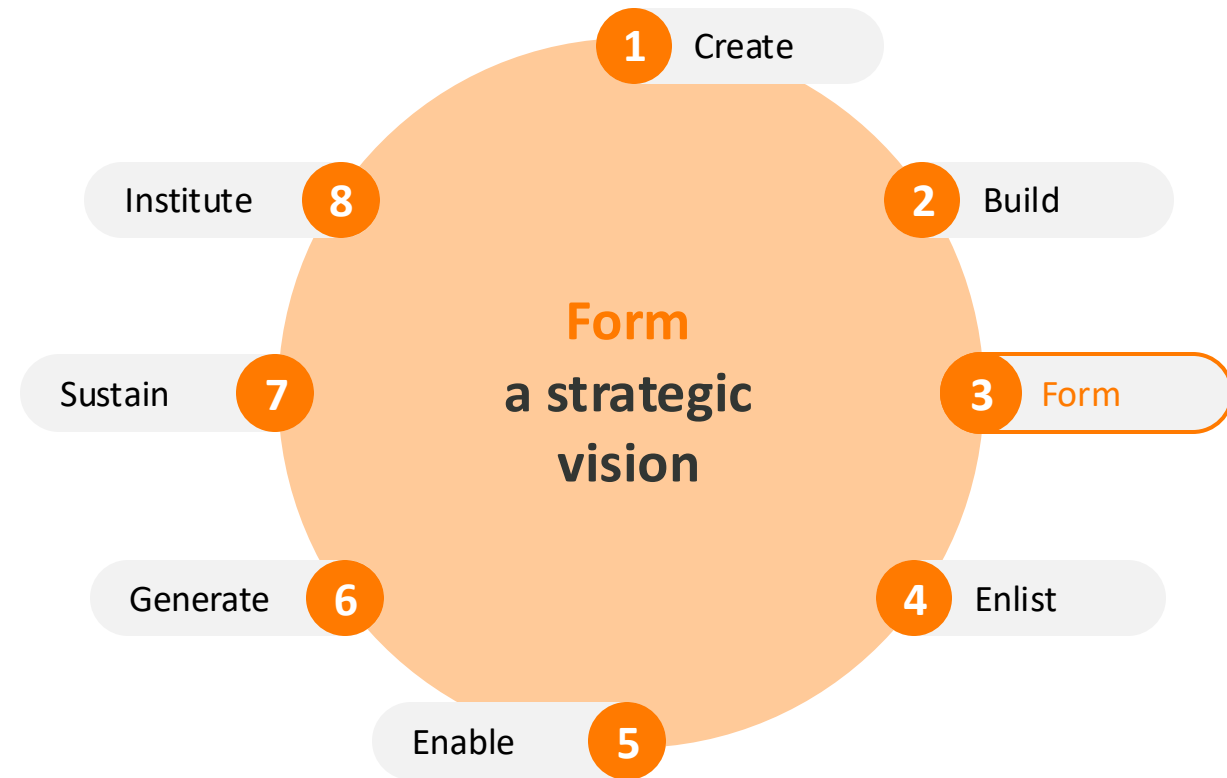
My phone is here, my eSIM is activated, and my plan works right away. Everything runs smoothly and fast. Through the MijnKPN app, I easily track **my usage, bundles, and bills**. Plus, it's all eco-friendly with no plastic waste!

Toegevoegde waarde van klantreizen in kaart brengen

- ✓ Kansen formuleren o.b.v. geïdentificeerde klantproblemen
- ✓ Prioritiseren op basis van impact
- ✓ Doorbreken van silo's
- ✓ Geef eigenaarschap aan alle contactpunten
- ✓ Gedeeld begrip van klantreis

Insight-driven optimisation (IDO)

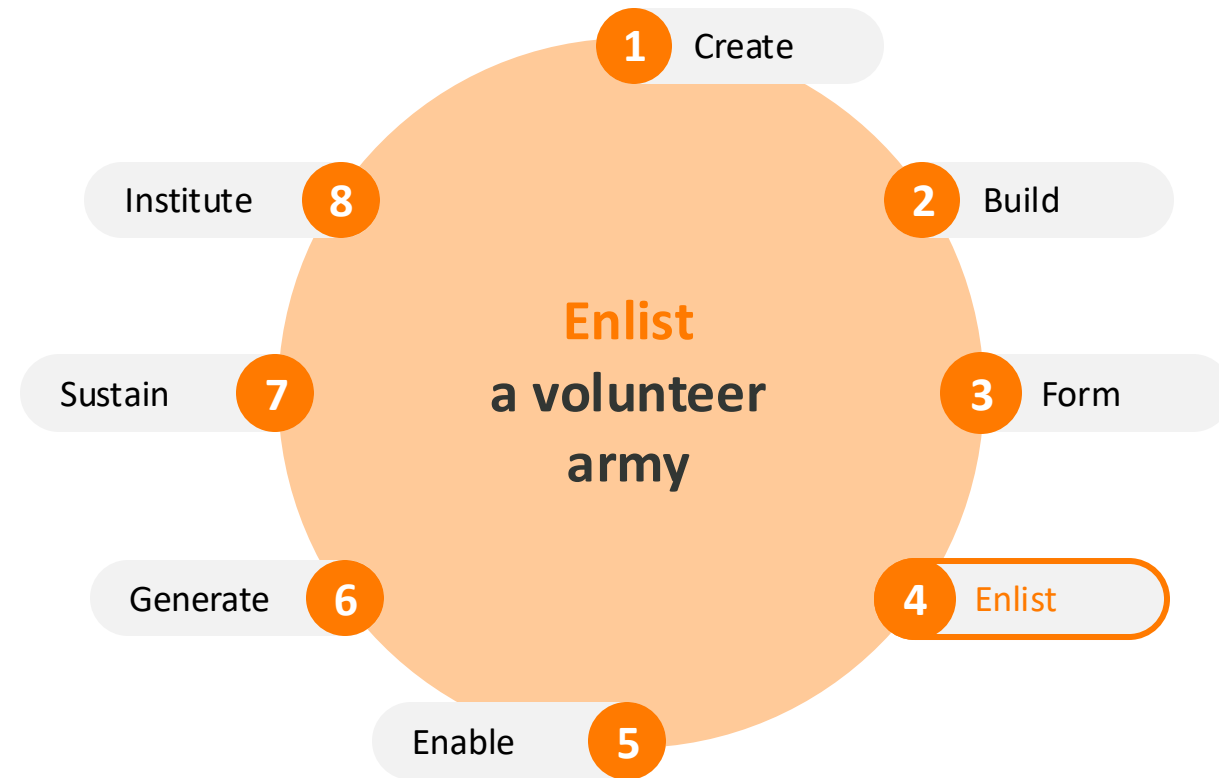
Stap 3



Draagvlak creëren voor de visie

Stap 4

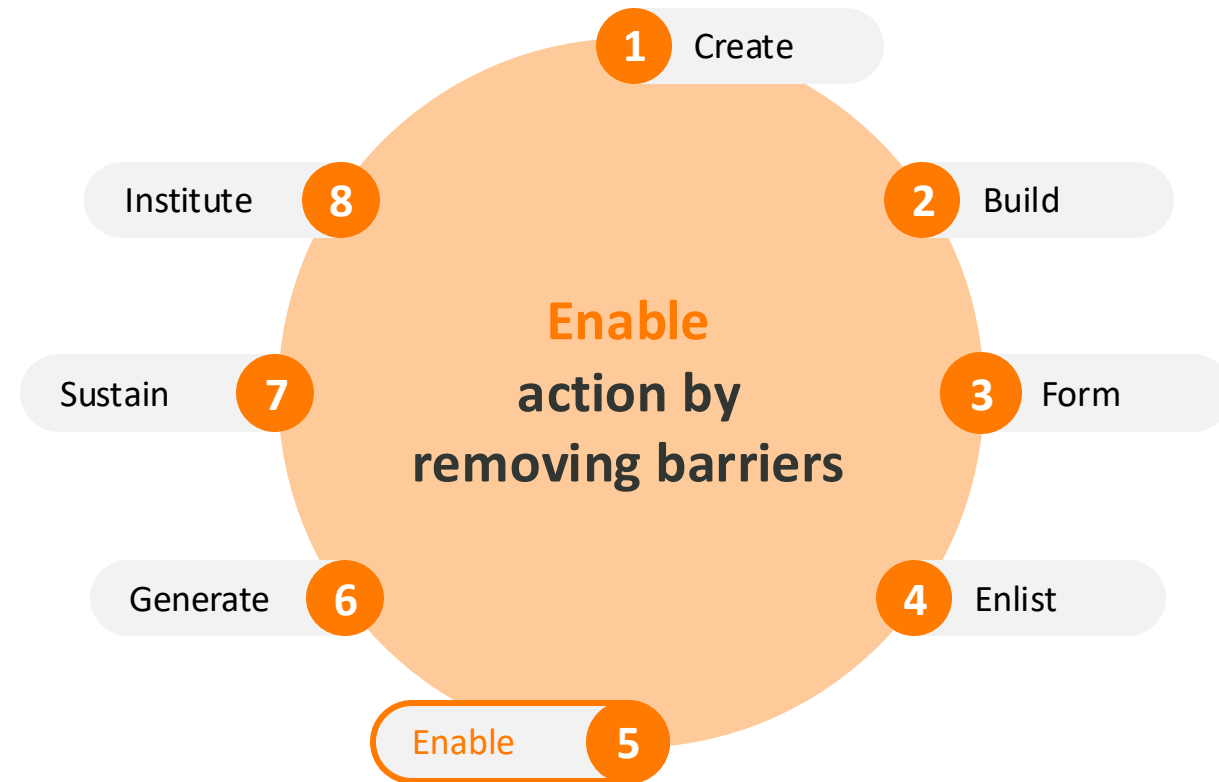
- Kick-offs en workshops
- Trainingen
- Insight-driven optimisation (IDO) stappen verwerken in de backlog



Obstakels wegnemen, actie mogelijk maken

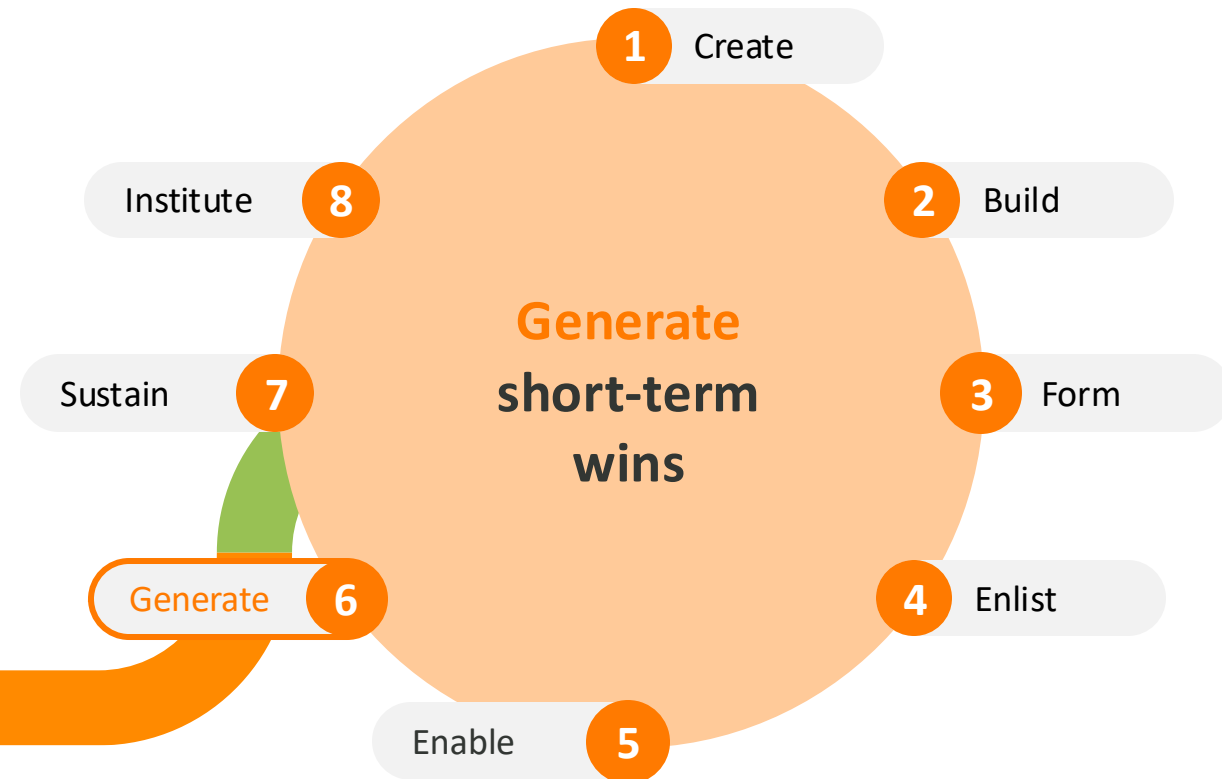
Stap 5

- Introductie sprints en focus per kwartaal
- Alle initiatieven in één overzicht
- Sprint doelen
- Prioritering in samenwerking met stakeholders



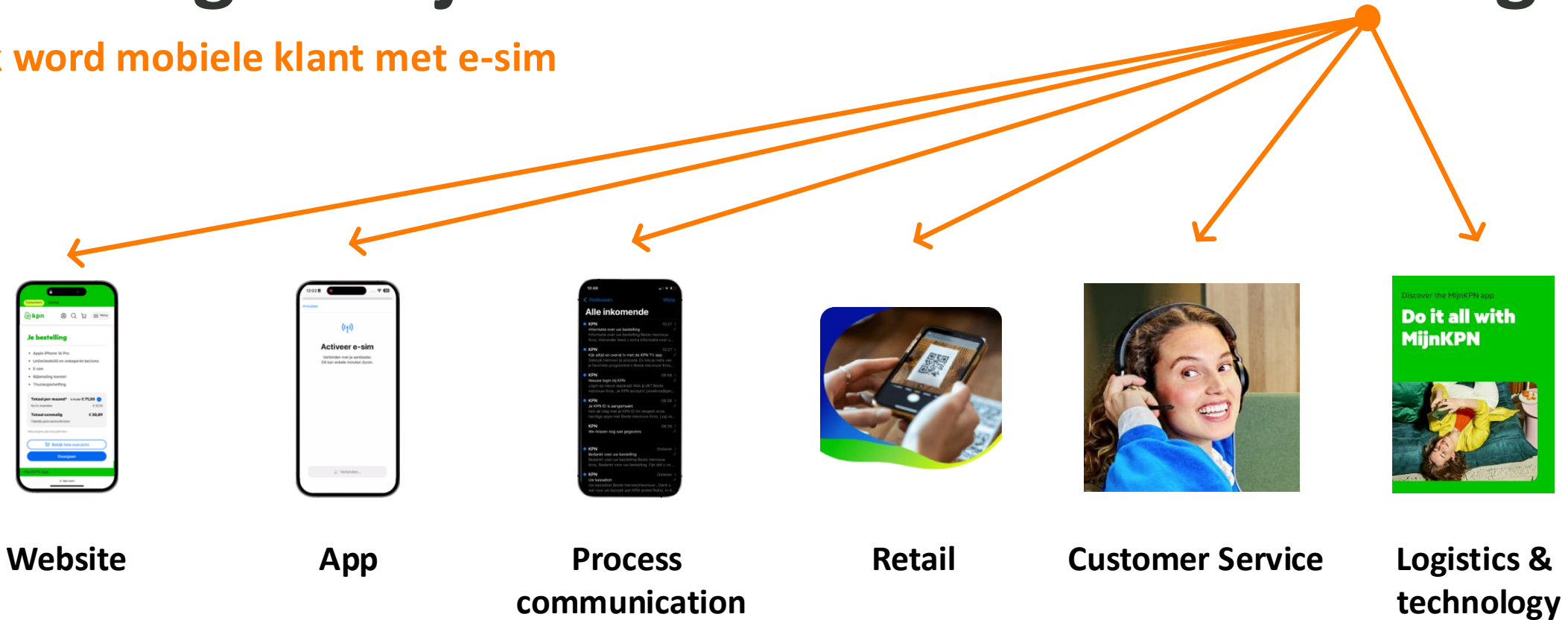
Van data naar actie: de e-sim case

Stap 6



Zo zorgen wij voor een vlekkeloze ervaring

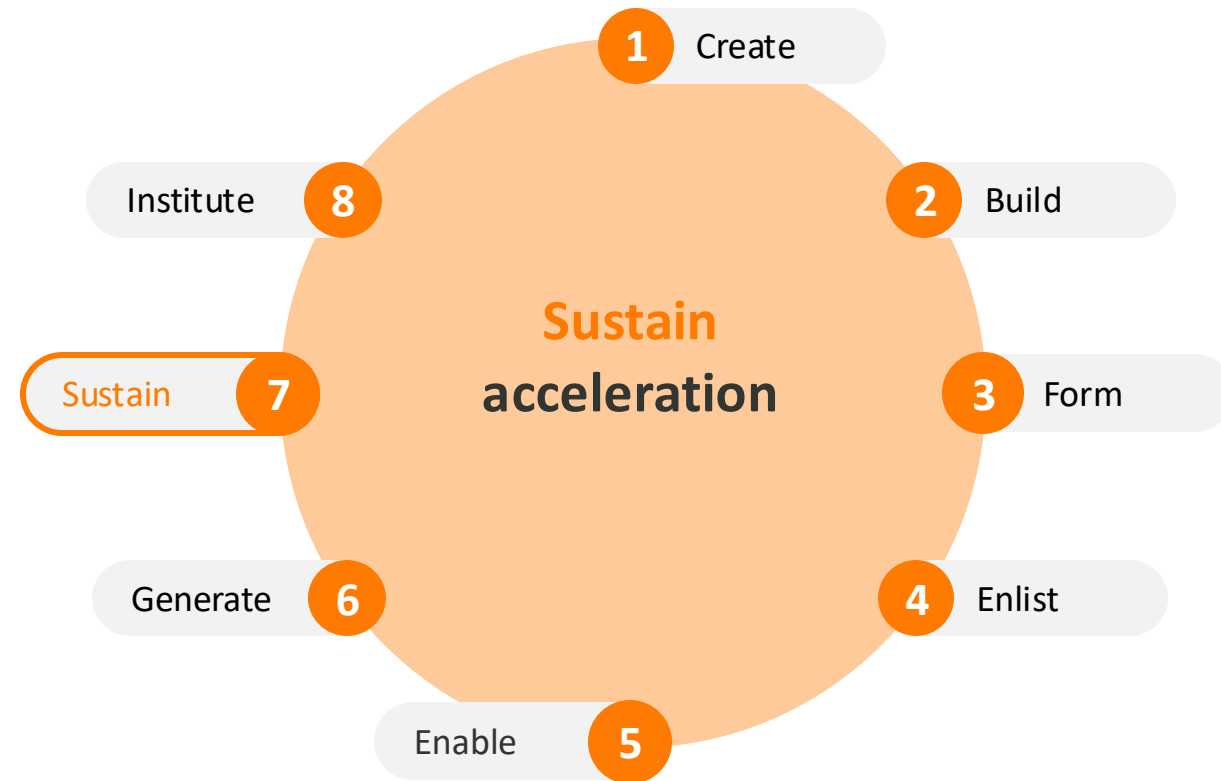
Ik word mobiele klant met e-sim



Versnelling door opschaling

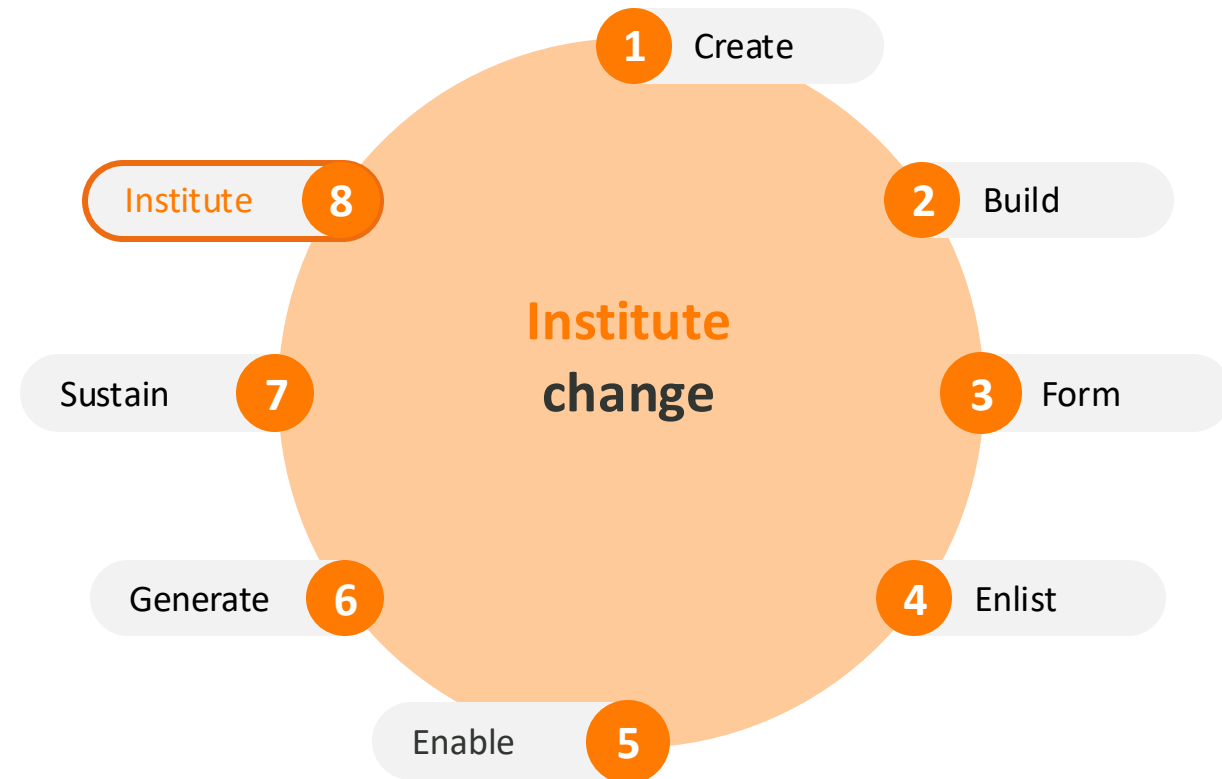
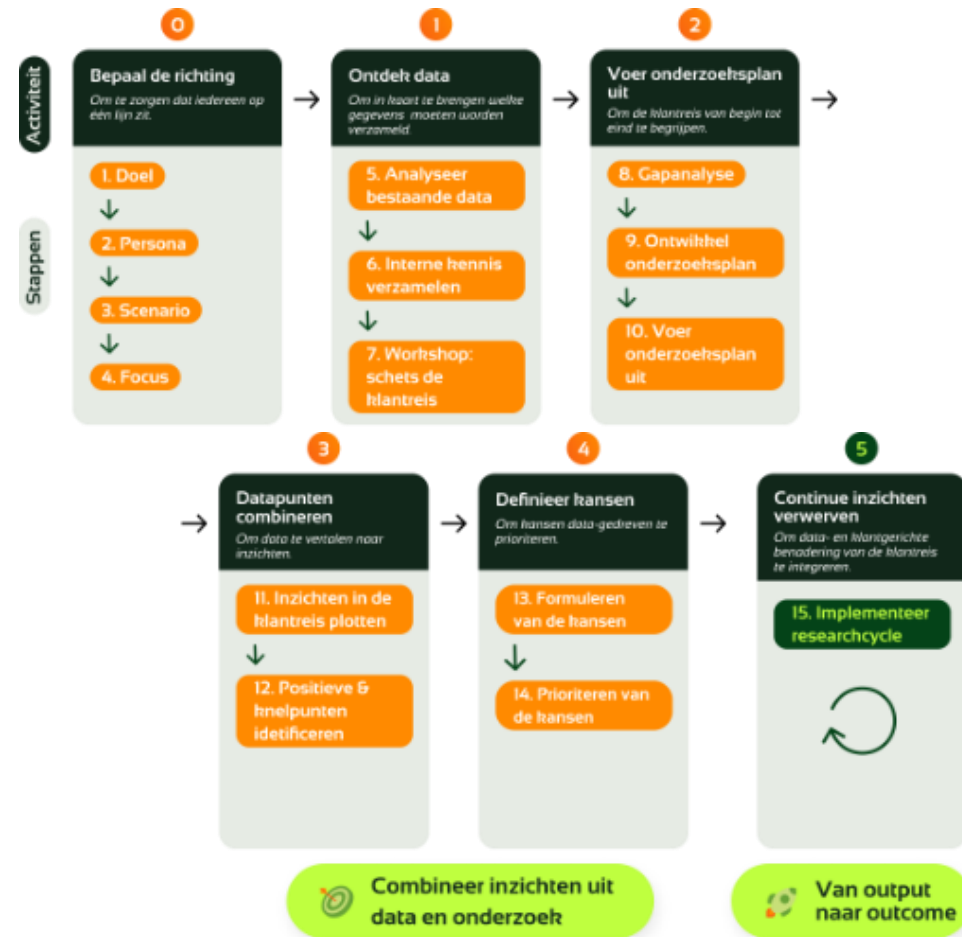
Stap 7

- Journey teams uitbreiden met disciplines
- Structuur in de tools TheyDo & Airtable
- Kennis verspreiding TheyDo & Airtable
- Automatisering van A/B-test analyses.
- Standaard 20% development capaciteit
- AI voor snellere data analyse



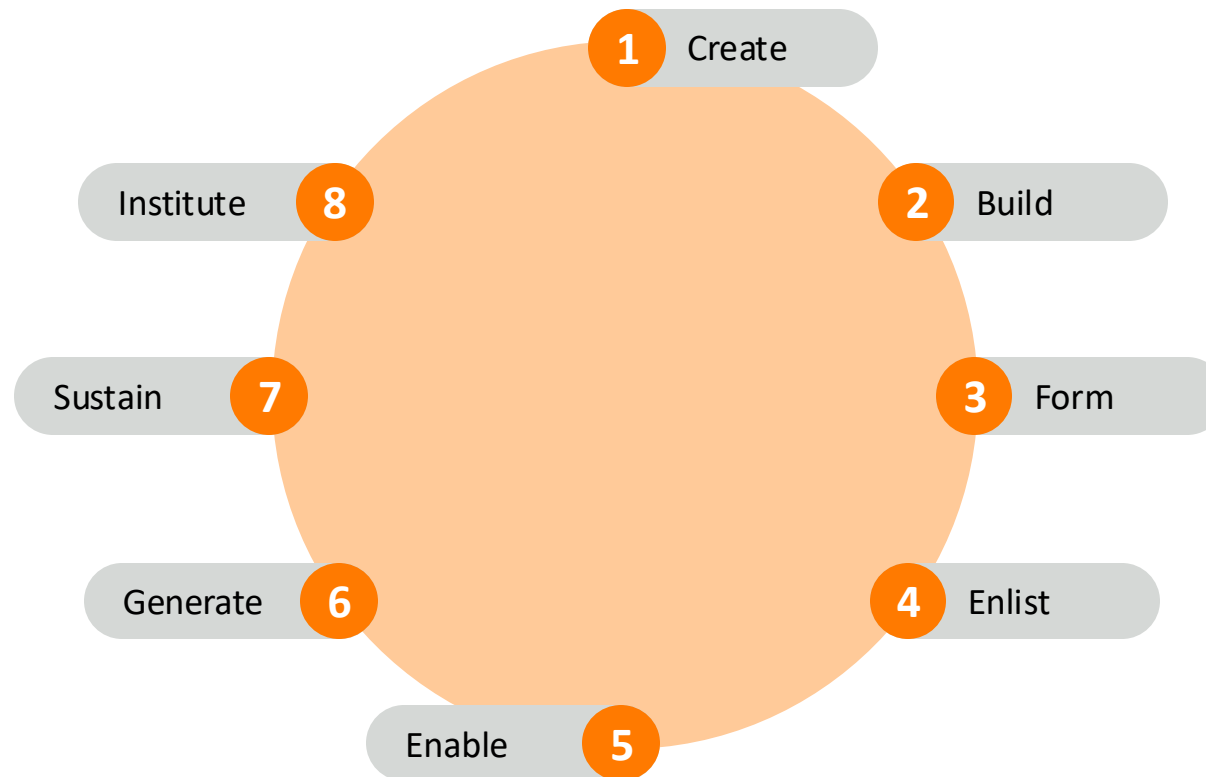
Van project naar werkwijze

Stap 8



De stappen om ons doel te bereiken

Gebaseerd op het Dr. Kotter framework



Waarom deze aanpak werkt

- ✓ **Echte klantproblemen oplossen**
- ✓ **Datagedreven en onderbouwd**
- ✓ **Meetbare resultaten**
- ✓ **Gedeeld begrip binnen teams**
- ✓ **Continu optimaliseren**

Waar kan jij vandaag mee starten?

1. Geef ruimte voor klant denken
2. Stimuleer multidisciplinaire teams
3. Benoem duidelijke klantdoelen
4. Investeer in tooling & proces
5. Maak optimalisatie een vast ritme



DIGITAL
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Bedankt!
Lets connect 😊

Heb je vragen of wil je sparren? Ontmoet ons bij stand #10.

