



TRANSDEV MOBILITY
PARTNER OF
PASSENGER
WORLD CLASS
AT HEART
ORGANIZATIONS

83,000

EMPLOYEES

\$7,8 bn

REVENUES

19

COUNTRIES

CORE BELIEF #1

PRODUCT



SERVICE



GOOD BUT NOT ENOUGH

CORE BELIEF #2

EXCELLENCE



EMPATHY



GOOD BUT NOT ENOUGH



MIND THE GAP

MIND THE GAP

OPERATOR

DESIGNED SERVICE

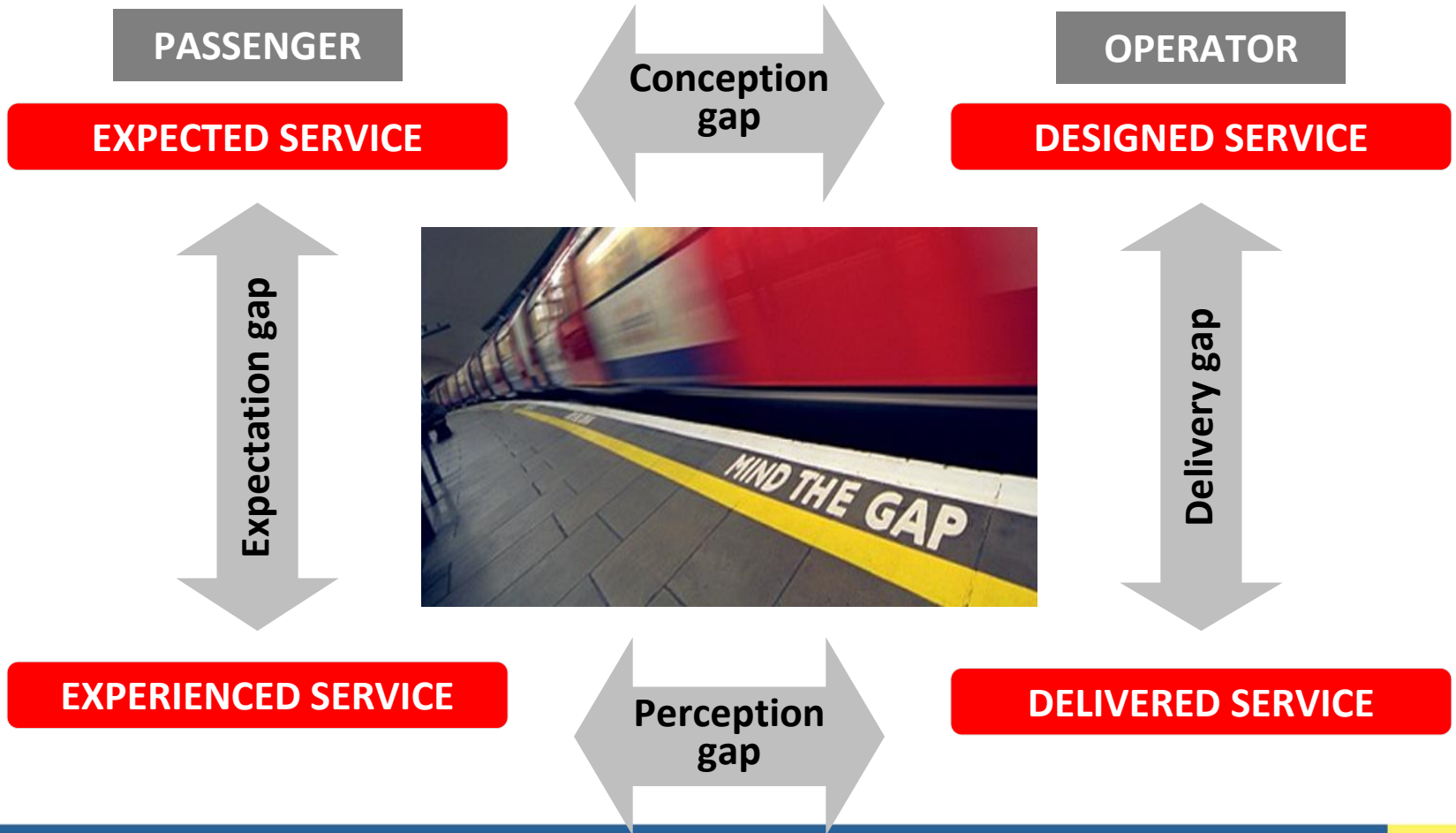


DELIVERED SERVICE

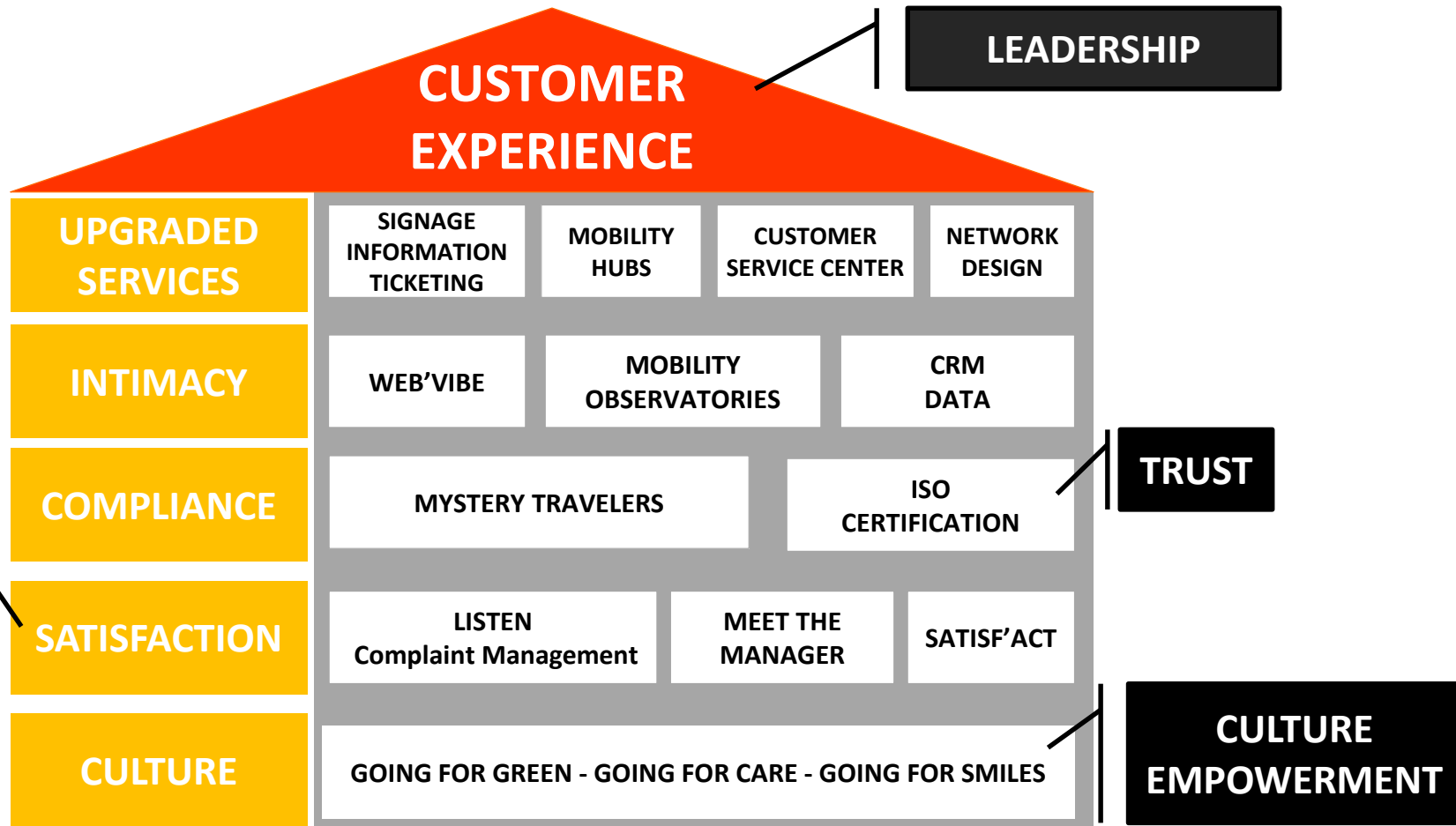


transdev

MIND THE GAPS!



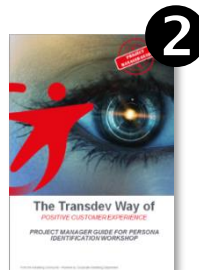
THE WORLD-CLASS CUSTOMER-CENTRIC HOUSE



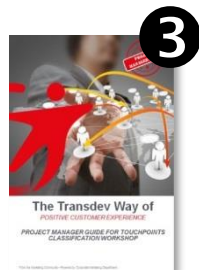
FIVE STEPS – ONE MEASURE... MANY IMPROVEMENTS



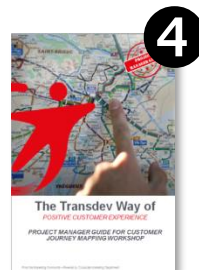
Collect Customer
Insights



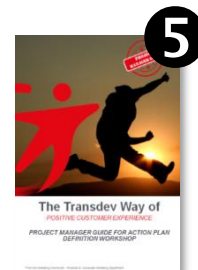
Define Persona



Classify Touch
Points



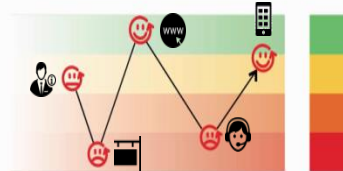
Map Customer
Journey



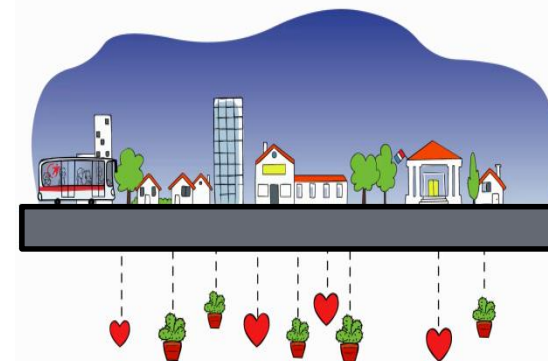
Define Action
Plan



Persona



Touchpoints



Customer journey

WORLD-CLASS ORGANIZATIONS

PRODUCT



SERVICE



PASSENGER
AT HEART



EXCELLENCE



EMPATHY



PASSENGER
AT HEART