



# How to improve customer experience in a highly decentralized, multimodal & multicultural company?

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# A complex environment to improve customer experience

- Multimodal
- Multicultural
- Highly decentralized



# Transdev Customer Experience methodology, T.ex

- Design Thinking-inspired methodology (includes personas, field visit, ideation,...)
- Developed in 2015 especially for Transdev
- Highly adaptable to each local context





# What T.ex brought to Transdev

- 8 countries have deployed the T.ex methodology
- ~50 T.experts have been trained
- During each T.ex actions, 4 to 6 personas are being studied and dozens of ideas generated



# What T.ex brought to Transdev

- A parenthesis in a network's life to think through the passengers' eyes
- A common culture around customer centricity
- Quick wins... But also engaging, long term actions



## 5 tips to improve customer experience from the HQ *(Conclusion)*

- **Integrate participants from different silos**
- **Identify “T.experts” or Ambassadors that will bring the voice of customers alive**
- **Involve yourself : go observe and interact with passengers**
- **Demonstrate resilience : Customer Experience is not a one-shot, it’s a day-to-day job**
- **Make people learn from each other to make the most of the T.ex community**

# Questions and thoughts ?





**Thanks for your attention!**

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