

CLIENT SUCCESS STORY

Uncovering the FedEx Customer Experience

Customer Experience Research Uncovers Customers' Goals, Pains and Unmet Needs

The Client

The FedEx Corporation, headquartered just outside Memphis, TN, handles more than 7.5 million daily shipments and provides service to more than 220 countries and territories. Through its four operating companies -- FedEx Express, FedEx Ground, FedEx Freight and FedEx Services -- FedEx employs more than 290,000 employees and contractors worldwide.

The Situation

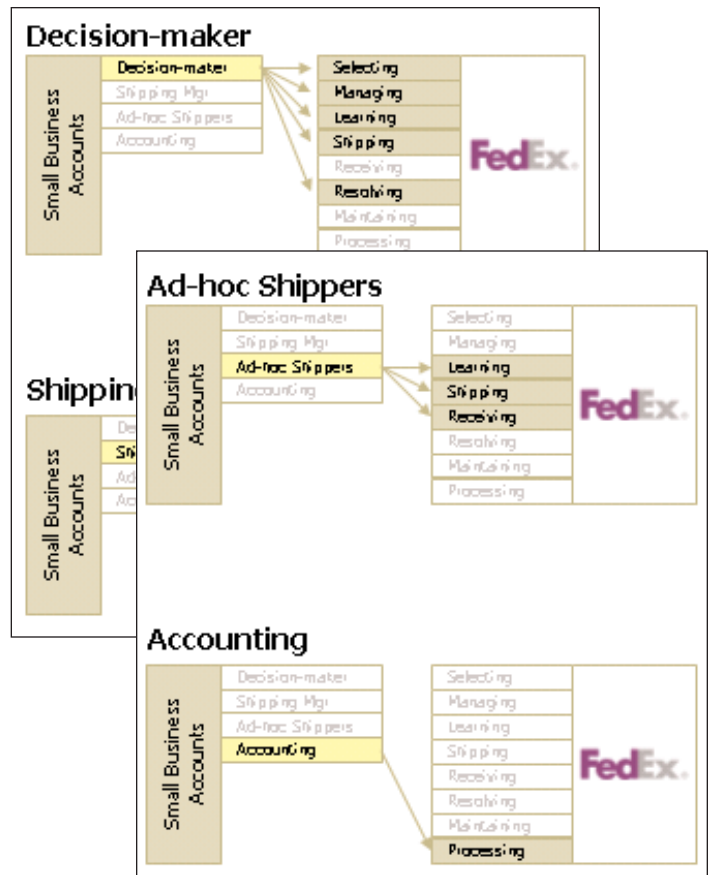
In 2002, FedEx set a new corporate mission -- to understand and improve its customers' experiences. To initiate that mission it partnered with iXL/Scient's Customer Experience team to design and manage a research initiative for understanding the experiences FedEx customers have when interacting with the company across channels and business units.

The Solution

The six-person Customer Experience research team conducted field interviews with over 80 customers, representing 35 companies within seven markets. The research aimed to identify the various roles/constituents that interact with FedEx and the experiences these customers see themselves having with FedEx.

The Results

A finalized customer-defined Experience Catalog was developed that mapped roles to experiences and defined what was most important in their eyes. These "moments of truth" helped FedEx fully realize its customers' goals, pains and underserved needs and its impact: heightened mistrust by customers; damage to the brand; and overwhelming burden on reps. Furthermore, following this effort FedEx created an internal division tasked solely with improving the customer experience.



"We intend to improve our customers' experiences with FedEx to the extent that it becomes unthinkable for a customer to want to choose a competitive service. It is my hope that after every FedEx experience, the customer can say "I like doing business with FedEx because I always get easy, reliable and seamless solutions from people who care about my business."

Frederick W. Smith
 Chairman, FedEx Corporation
 January 2003