

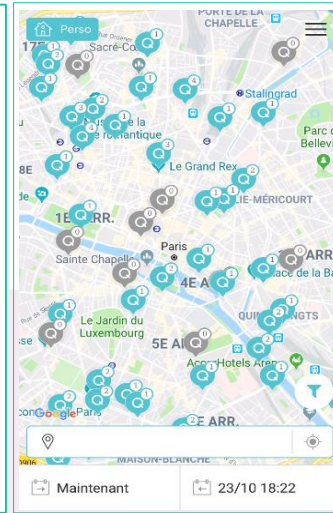
# WE ARE A MOBILITY SERVICE COMPANY

6m customers

## CAR + LCV RENTALS



P  
L  
A  
T  
F  
O  
R  
M\*



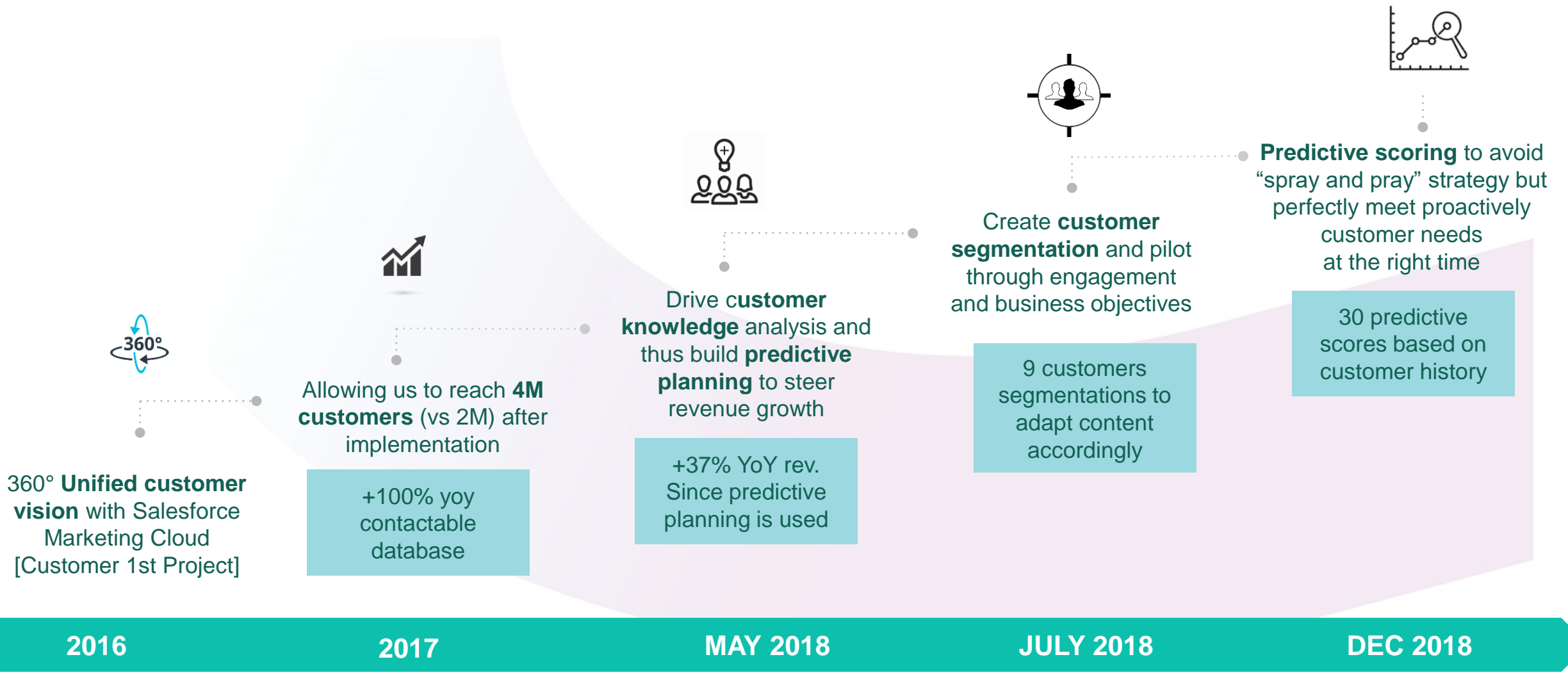
## NEW MOBILITY



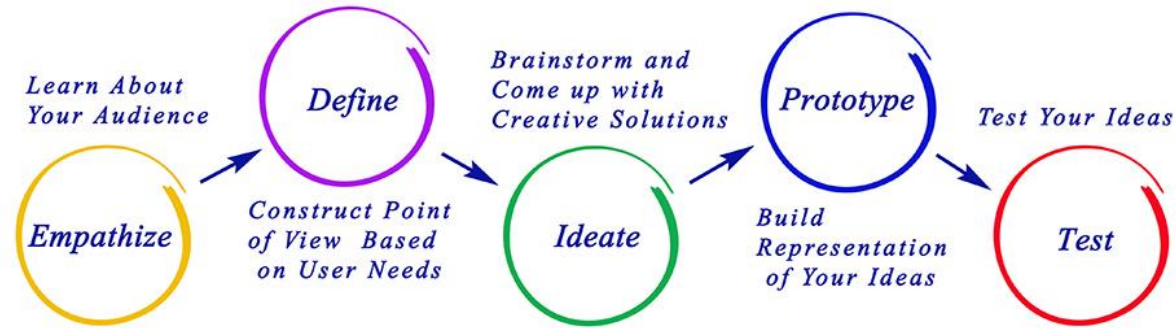
\* Minority stake

STRONG CAPACITY TO MEET CUSTOMERS' MOBILITY NEEDS  
IN ALL SEGMENTS WITH APPROPRIATE SOLUTIONS

# PILLAR #1: CUSTOMER INTIMACY /// RETAIL INTELLIGENCE



# PILLAR #2: CUSTOMER CULTURE /// DESIGN THINKING



For Click&Go, this is how we worked with customers before even starting the design:

Understand how customers behave and experience our service, pain points and needs.

**40 customer interviews** in 5 countries.



Propose and select opportunities for improvements.

2 ideation workshops generating **175 ideas** to resolve **customer pain points**.



Workshops to prioritise 27 concrete concepts to design.

Prioritise based on feedback from **4 customer focus groups** in 2 countries.



# PILLAR #3: CUSTOMER ADVOCACY /// FEEDBACK INTO ACTIONS

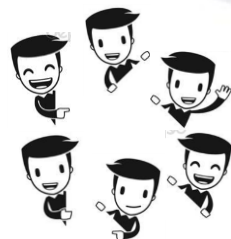


1 community including  
**CODESIGN**  
with customers



30 000 verbatims  
analysed per month

1 dedicated  
& cross-functional team  
operating globally  
with local champions



3 meetings/ year  
with customers

