

#021 HOW DO I MANAGE MY CUSTOMER RELATIONSHIP DURING THIS CRISIS?

Because of the multiple current and future disruptions, **you must be transparent, inform about the measures taken at your level** and despite that the possible disruptions of your service due to the hazards of your supply chain which involves a multitude of actors.

As customers are themselves largely affected by this crisis, **the level of understanding is generally higher than in normal times** and the level of demand is generally lower even if there are still customers who do not want to hear or see reality.



*Even if customers are undoubtedly more lenient in the period we are going through, **uncertainties related to operations (preparation & delivery) as well as high expectations on certain types of products (food, health, hygiene, IT) can generate many customer services contacts.** If customer service is operated by teleworkers, the productivity and efficiency of the agents may be reduced due to the lack of adapted tools.*



It is therefore important to try to reduce customer service contacts by sending proactive communication to customers to inform them transparently about the progress of parcel delivery.



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Founder of Colicoach, Supply Chain Digital consulting firm - e-commerce - Innovation - Urban logistics

10 years of Strategy & Operations consulting to adapt Supply to changing B2B & B2C consumer practices
20 years Operational and Management Shippers & Service Providers

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Entrepreneur for about fifteen years, Frédéric has a technical background and has been Technical Director in several Web Agencies. In 2007 he co-founded several online stores. Following this experience in e-commerce, he founded WelcomeTrack in 2012 to help e-merchants build customer loyalty in the post-purchase phase



WelcomeTrack

| About ASLOG

ASLOG brings together more than 400 companies from all sectors, with 2,000 professionals working together to promote and build tomorrow's Supply Chain. ASLOG is a neutral and independent association that addresses Supply Chain issues.

As early as 1972, visionary men sensed that this function would be decisive for all companies. For almost fifty years, professionals in the sector have made ASLOG the reference partner.

ASLOG is the privileged interlocutor of institutions and public authorities on all questions relating to the sector.

| #supplychain4good

The **#SupplyChain4Good** community was created at the initiative of Michelin and ASLOG, as part of the Movin'On ecosystem, in favor of a more sustainable mobility of goods.

#SupplyChain4Good's ambition is to federate the actors who work for Supply Chains that are simultaneously good for the planet, the people and the business performance. The members of this community are «shippers» (industrial and commercial companies), «operators» (transporters, logisticians, shipping companies, ports...), «support functions» (academics, consultants, information systems, regulators, NGOs...).

They cover all economic sectors and all regions of the world. Their work takes place throughout the year and culminates in the annual Movin'On Summit, the world summit on sustainable mobility.