



Customer
Centric
DNA
Awards



D-reizen

Danja Lekkerkerk Manager Marketing & Communicatie D-reizen & VakantieXperts



ij staan
r je klaar



D-reizen onderscheidt zich door

1

**Grootste
onafhankelijk
reisbureau
en grootste aanbod**

2

**We zijn altijd
bereikbaar,
hoe en wanneer
jij wilt**

3

**Onze
Persoonlijke
Reisadviseurs**

D-reizen **ontzorgt**

D-reizen regelt jouw vakantie slim, snel en gemakkelijk
D-reizen zorgt voor zekerheid







Customer
Centric
DNA
Awards
2016

BearingPoint.
dvj insights

Winnaar Vakantie - D-reizen

BearingPoint.



insights

Overall winnaar
CCDNA Awards 2016

D-reizen

De winnaars outperformed concurrentie op vele aspecten: perceptie & performance





Customer
dv insights
Overall winnaar
CCDNA Awards 2016
D-reizen

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Waarom heeft de consument ons gekozen als Customer Centric Company 2016?

*"I just got back from a trip to Malta, I booked at D-reizen. **Both the travel and the hotel were much better than we expected** because of the low price we paid. I have recommended D-reizen to my family."*

*"**Good service.** They really think along. On our last holiday there was a booking mistake when we arrived at the hotel. We were on Curacao and we immediately called to the customer service desk. The problem was solved in just 1 hour!"*

An aerial photograph of a vibrant beach scene. The water is a clear, bright turquoise, transitioning to a sandy shore where many people are sunbathing. Numerous colorful beach umbrellas and towels are scattered across the sand. The overall atmosphere is one of a busy, sunny day at the beach.

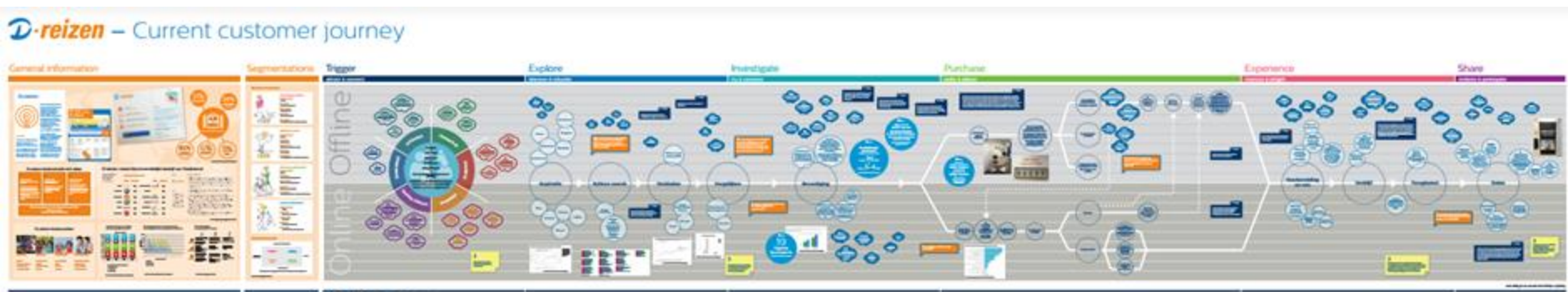
De PRA's als kracht van

D-reizen

Waarom kent de PRA haar klant zo goed?



PRA weet precies wanneer er contact opgenomen moet worden met de klant





Bijverkoop tijdens of na boeking



Online ook koppeling aan PRA

Vakantie zoeken

Waar wilt u heen?

Maand of datum

7 - 13 dagen

2 volw

Vliegtuig

Zoek uw vakantie

alle vakanties
onder de zon

Wij hebben alle vakanties van o.a.:



Kies als eerste uit het Beste van D-reizen! ▶

Last minute Top 10

Alléén deze week, OP=OPI

1



Costa del Sol

8-daagse vliegreis inclusief
4*-hotel met ontbijt en diner.
Vertrek in februari.

Vanafprijs p/p

384,9

Bekijk nu ▶



Alle vroegboekkortingen onder
één dak!

A person wearing a black snorkel mask and blue fins is swimming in clear, turquoise water. The water is shallow and rippling. In the background, there are large, dark grey rocks and some green vegetation on a rocky shore. The sky is blue with a few wispy clouds.

Wat is ons geheim?

Waarom lukt het D-reizen wel?

- Omnichannel
 - online boekingen worden in winkel afgehandeld
- Traffic blijft op peil
 - behoefte aan persoonlijk contact bij boeken van reis
- Maar wel mét netwerkoptimalisaties:
 - locaties, eventueel winkel sluiten als er 2 te dicht bij elkaar zitten
 - minder m2
 - lagere huren



Waar zijn wij tegenaan gelopen?

- Personeelsplanning was niet goed op orde
- Geen winkelmanagers werkt niet optimaal
- Toch lanceren terwijl niet helemaal af is



