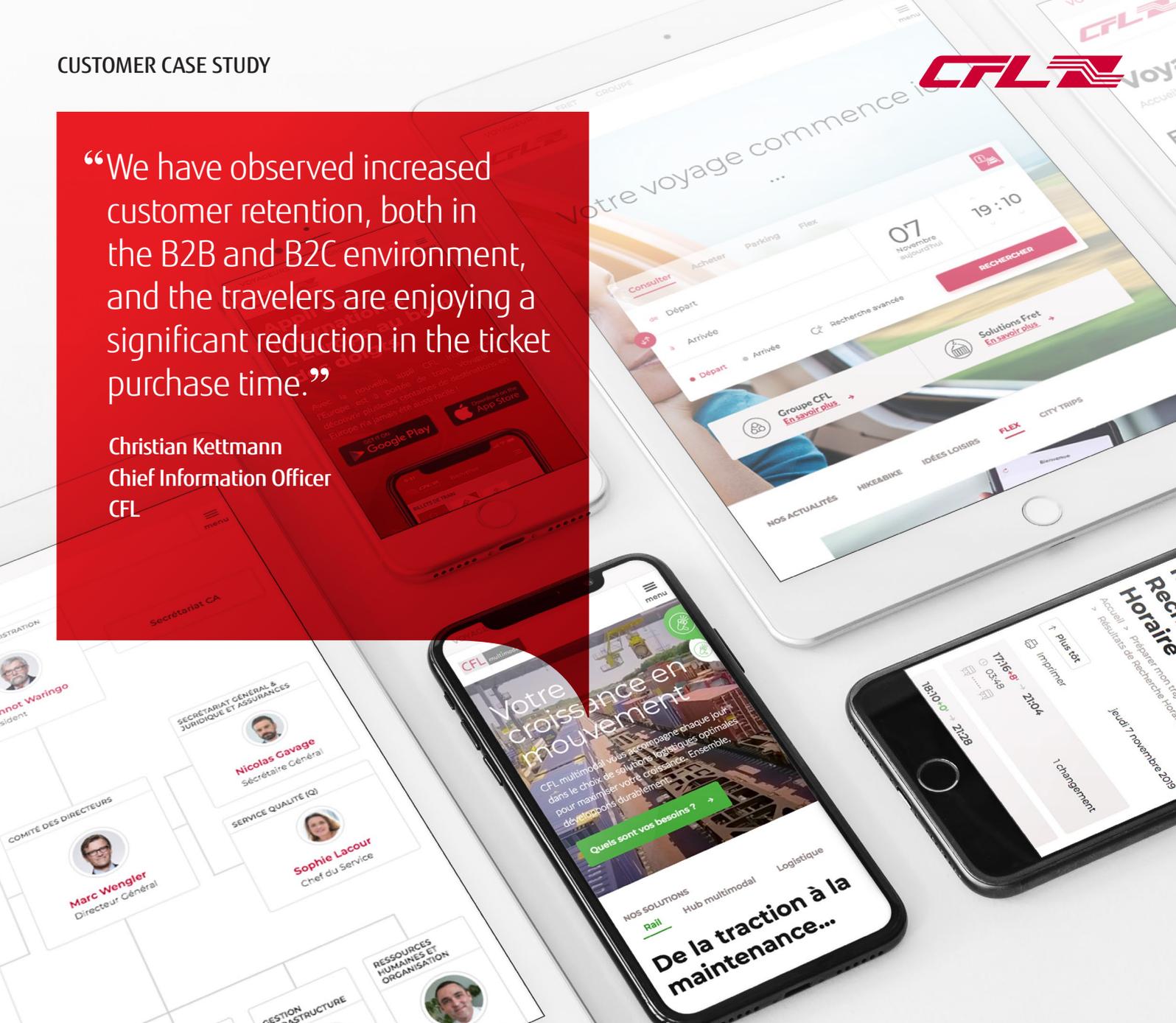


“We have observed increased customer retention, both in the B2B and B2C environment, and the travelers are enjoying a significant reduction in the ticket purchase time.”

Christian Kettmann
Chief Information Officer
CFL



Leading the way through digital transformation

At a glance

Country: Luxembourg
Industry: Transport
Founded: 1946
Website: cfl.lu

Challenge

CFL wanted to refresh its legacy web platforms for its consumer, freight and corporate offerings. It needed to find partners that could understand its requirements and deliver the requisite functionality.

Solution

Fujitsu, Nvision and CFL came together in a process of co-creation to sort and prioritize content, define a common graphical mood and identify essential features. The result is a more convenient, more visual Voyageurs site; a corporate website where people can quickly and intuitively find all company-related information and a robust B2B platform.

Benefit

- New digital platform improves user experience and reduces ticket purchase time significantly
- B2B platform for freight transport allows for online quotes and other enhancements
- Improved B2B freight portal emphasizes CFL's position in the logistics area
- Better customer service and increased satisfaction

Customer

The Société Nationale des Chemins de Fer Luxembourgeois (CFL) is the national railway company of Luxembourg and carries millions of passengers every year as the backbone of national and cross-border public transport. With a total of 22 companies and more than 4,600 employees, the CFL Group ranks amongst the country's largest employers.

Products and Services

■ FUJITSU DigitalSphere™



Refreshing a complete digital environment

CFL wanted to modernize its web platform to make it more user-friendly and feature rich. The company divided this project into three lots. The first part focused on the B2C Voyageurs website, which enables activities such as the consultation of timetables and fares, booking and the purchase of national and international tickets. The objective was to improve the user experience effectively, but also to provide an innovative portal to its users.

The second part is the freight website, which focuses on transport and logistics solutions, exclusively for goods. It allows professionals to make quotes online, to have customized solutions, and to easily contact a CFL advisor. The aim was to improve CFL's operational efficiency and competitiveness in the freight market. Finally, CFL also wanted to refresh the corporate website, dedicated to CFL's external communications.

Fujitsu demonstrated a profound understanding of CFL's specific business reality, with its dual B2B and B2C strategy and complex logistic processes. Fujitsu also excelled in its clear vision and end-to-end methodology to translate this into practical solutions. Last but not least, CFL was particularly drawn to Fujitsu's co-creation model, ensuring an unprecedented flexibility throughout the project and a result which exceeded the initial expectations.

Co-creating digital transformation

The project began with a phase of prototyping the different sites, during which Fujitsu, web partner Nvision and CFL teamed up to reshape and design the new sites. This collaboration and co-creation approach provided an ideal way to work hand in hand to build a solution that perfectly meets CFL's needs.

Fujitsu and Nvision applied the common methodology DigitalSphere™, which entailed 50 workshops, each with about 15 people from all sectors of the company. Through the use of personae, post-its, use cases and after-hours exchanges, the team gathered enough feedback to sort and prioritize content, define a common graphical mood and identify essential features.

Each of the three projects were handled simultaneously, taking into account the very different needs of their users. Leveraging the use cases provided by CFL teams, Fujitsu and Nvision defined the essential features for each entity to create a more convenient, more visual Voyageurs site; a corporate website where people can quickly and intuitively find all company-related information; and a robust commercial freight site.

Improved transparency, speed and productivity

Fujitsu and Luxembourg's national railway company CFL have now successfully finalized the first stage of a significant digital transformation journey. This overall project has become a genuine success thanks to the innovative co-creation approach, which ensured that the customer's requirements and preferences were met as closely as possible throughout the project. CFL currently offers a completely renewed digital platform, both for their passenger transport and freight activities, and boasts a modernized overall corporate image.

"The end result already proves it worthwhile. We have observed increased customer retention, both in the B2B and B2C environment, and the travelers are enjoying a significant reduction in the ticket purchase time," concludes Christian Kettmann, Chief Information Officer at CFL. "The improved B2B freight portal positions CFL ideally in the increasingly competitive logistics market. More generally, we have managed to improve the customer service and thereby increase customer satisfaction. And the entire environment has proven perfectly stable since becoming operational."

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IN COLLABORATION WITH

