

**Kris Vervaet**  
**Vice President Marketing, Belgacom**  
**“Making our customers’ life easier”**

**How do customer expectations are evolving at Belgacom?**

Merely in a bi-directional way. In one hand, customers want more simplicity through all-in offerings. In the other hand, they require more freedom of choice with a largest set of products and services. But at the end of the day, what still counts for most of them remains the price, like for instance a subscription for Belgacom TV. In the context of a rude commercial war with cable-operators and foreigner operators, new customer expectations oblige us to permanently adapt our offering and quality of service.

**How do you effectively meet to those expectations?**

We undertake huge efforts to strengthen the proximity with our clients in order to better know them. In the past, our culture was the one of a public organisation within a monopoly and we suffered from rigidity. But we closed the gap with our clients and developed a language that inspired trust and confidence. Today, we keep a high level of humility in all our channels to ensure customers get a real pleasure to communicate with us.

**How do you maintain this quality of dialogue ?**

We invest a lot in data collection in order to engage an authentic dialogue with our customers, thus far from the traditional mass marketing methods, aggressive slogans and undifferentiated promotions. It’s even easier since we have launched Belgacom TV as we better know the habits and taste of our customers. This results in new types of data that our customer intelligence department analyses in a very methodical way.

**Do you believe that social media could play a vital role in this data enrichment?**

Yes, undoubtedly. For a couple of months, a small team of so called social media gurus is studying how to best exploit those new tools. For instance, we have experienced the power of social media through a simple call for candidates for a casting. In just a couple of days, the number of Belgacom fans on FaceBook increased from some hundreds to more than 100.000! Consequently, it is certain that we will use those tools for our upcoming marketing campaigns or to collect customer feedback.

**What are you key plans for the coming months?**

We want to make our customers’ life easier and easier. We’ll start with a simpler pricing, more readable and easier to understand. We will also simplify our points of contact like the Belgacom shops, our call centers, our website, advertising campaigns, etc. We also plan to communicate more about the value of our services instead of focusing on pricing and promotions. We have started with some innovative services like free 3G internet access in case of modem outage, and of course on some basic services like reducing the queuing and waiting time when contacting our call centers.

This interview has been realised in the context of the customer intimacy barometer survey undertaken by CSC in collaboration with the Marketing Executive Circle

