

Enabling further growth in Hospital segment

Improving the value proposition and customer journey at CEVA Logistics

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RevelX has been of great help in developing a deeper understanding into our Hospital customers and had lead us to design a much more appealing and complete value proposition for this customer segment.

- Bas van den Berg
Manager Business Development”

About the client

CEVA Logistics is an Internationally operating logistics services provider. The company is among the world leading players in its field and generates more than 7 B USD in revenues. It is headquartered in Marseille (France) and has a large operation in The Netherlands. CEVA Logistics offers Ocean, Ground and Air logistics services as well as specialised project oriented logistics services.



The Challenge

CEVA NL wants to accelerate its growth in Healthcare in general and in hospitals in particular. The Dutch Business Development team has started a project to improve its value proposition for hospitals and to improve the customer journey for this client group. In this project the team wanted to deploy design thinking for maximum creativity and develop a clear picture on jobs to be done, pains and gains of its key target customer group.

The Solution

RevelX conducted several workshops with the team to develop the teams value proposition and customer journey design thinking skills. We also interviewed a large number of hospital supply chain / logistics managers to gain clear understanding on their jobs to be done, pains and gains. We also collected best practices in advanced hospital logistics from several overseas CEVA operations. Based on gained insights the CEVA team and RevelX jointly designed an improved value proposition and customer journey.

Results

The main result of the project was a well-accepted list of innovative ideas to improve CEVA's value proposition and customer journey for hospitals. CEVA Logistics' business results in healthcare and in hospitals has developed at high pace.

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