

Press Release

18 December 2017

“WHAT COUNTS?”

Air France KLM Martinair Cargo is further enhancing its services for small and medium-sized customers by introducing WHAT COUNTS.

Air France KLM Martinair Cargo is currently rolling out **WHAT COUNTS**. This new scheme has been designed for our customers among small and medium-sized enterprises (SMEs). But why **WHAT COUNTS?** Extensive research revealed that we have a good understanding of the specific needs of this diverse group of customers. Using this knowledge, we have bundled together a number of relevant 24/7 easy-to-connect services, tailor-made offers, and a loyalty programme, under the title **WHAT COUNTS**.

"We are able to approach every customer in a unique way, based on their particular needs, by sending them specific offers and information appropriate to their level of specialisation. Big data and a sophisticated CRM strategy make it possible for us to adopt this approach", according Gertjan Roelands, Vice President Cargo Europe.

WHAT COUNTS offers our customers **myCargo**, a unique digital portal where our customers can make and manage their bookings themselves, 24/7. It contains a range of services, such as Quote & Book, Notify Me, Track & Trace, Claims, and so on. We are developing myCargo in an agile way. Based on customer needs, we are introducing enhancements to existing services and completely new services every three months. Alongside these e-services, we have also created dedicated customer Service & Sales desks in our market organisation, so that we can further specialise in the specific needs of our SME customers and interact with them more effectively.

We highly value our customers' loyalty, which is why we are now awarding blue credits for cargo bookings, in the same way we do passengers for flights, through our [BlueBiz](#) programme. So, our customers can now receive blue credits for both their cargo and passenger flights when they book Air France and KLM. These blue credits can be spent on airline tickets, thereby presenting our customers with a way to further reduce their travel costs.

Since the beginning of this year, we have successfully implemented and developed the **WHAT COUNTS** programme in the Netherlands. *"We have seen our market share and customer satisfaction growing in this specific customer segment in the Netherlands. At the moment, we are gradually introducing this new scheme in Germany, the UK, and Italy. The rest of Europe will follow in the first half of 2018",* according Roelands.

The implementation of **What Counts** is a substantial enhancement of our service through the utilisation of big data, digital and CRM, while still maintaining our human touch.

WHAT COUNTS.

IN OUR BUSINESS,
YOUR BUSINESS COUNTS.



AIRFRANCE / KLM
Martinair CARGO



For more information related to our Cargo business, please contact:

AIR FRANCE KLM MARTINAIR Cargo – Cargo Press Relations

Gerard Roelfzema

E: gerard.roelfzema@klm.com

M: +31(0)6 53 66 30 29

Company profile

The Air France KLM Group is a global airline group with a strong European base. Its main areas of business are passenger transport, cargo transport and aeronautical maintenance.

Air France KLM is the leading group in international air traffic from its hubs Paris Charles de Gaulle (CDG) and Amsterdam Airport Schiphol (AMS), which are ranked among the Top Three European cargo hubs. With a fleet of 534 aircraft and 93.4 million passengers carried in 2016, Air France KLM provides service to 320 destinations in 114 countries.

AIR FRANCE KLM MARTINAIR Cargo is the Air France KLM Group's dedicated air cargo business. Our three airlines offer the industry more than a thousand weekly frequencies to 127 destinations. In 2016, AIR FRANCE KLM MARTINAIR Cargo transported 1.1 million tonnes of cargo. In addition to the Group's global network of passenger aircraft, we offer cargo main deck capacity on two Boeing 777 Freighters, four Boeing 747-400 Freighters and nine Boeing 747-400 Combi aircraft.

In 2016, Air France Cargo and KLM Cargo and our hubs (CDG and AMS) obtained the IATA CEIV certification, providing service excellence to the pharmaceutical industry.

Air France KLM Cargo is a member of SkyTeam Cargo (www.skyteamcargo.com) offering an even larger network coverage. Special partnerships include China Southern Cargo, Delta Cargo, Jet Airways Cargo and Kenya Airways Cargo.

For more information about AIR FRANCE KLM MARTINAIR Cargo, please visit www.afklcargo.com.

===