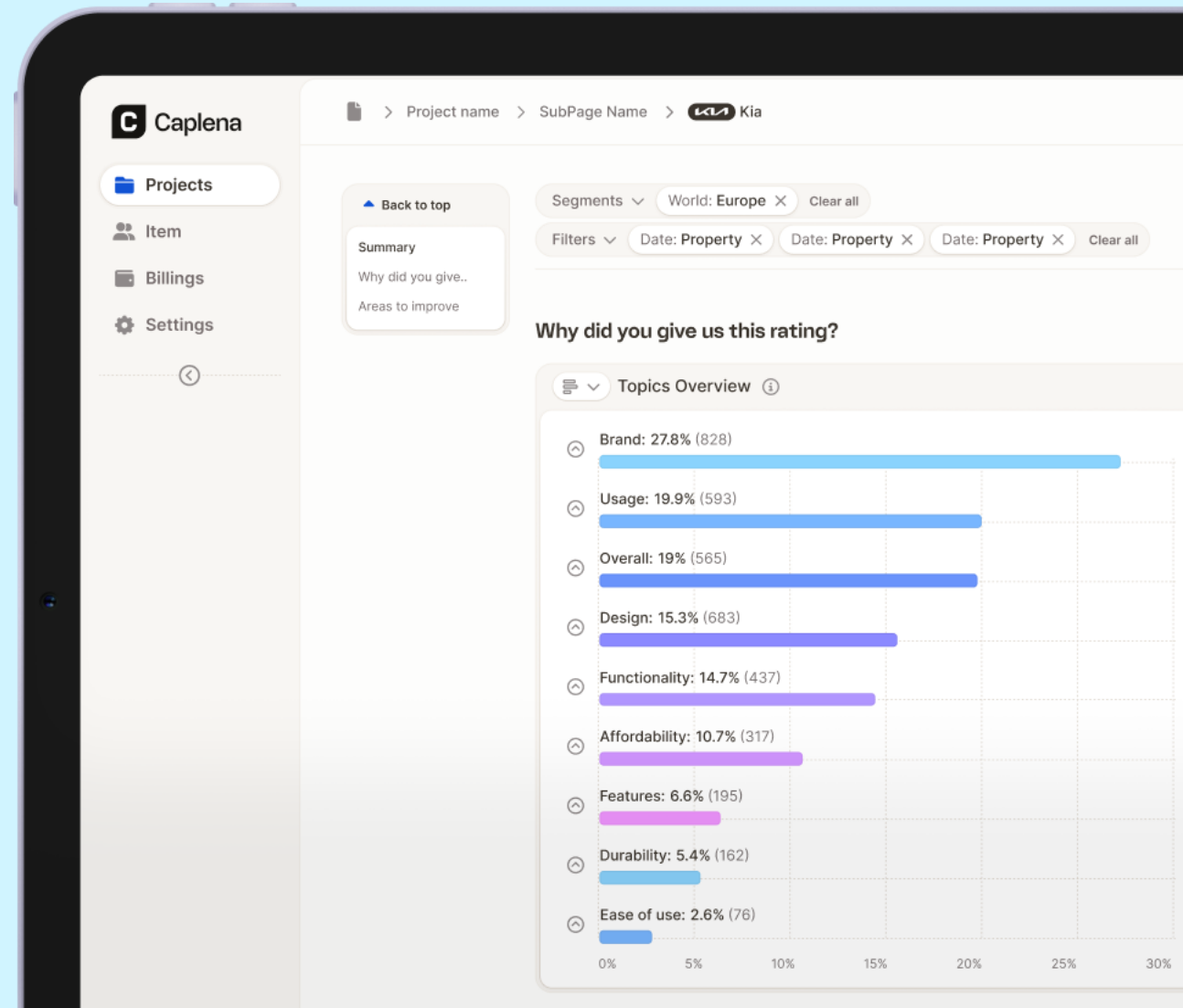


A CX Dream

Unifying feedback analysis across markets and functions at Kia Europe.





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About Kia Europe

Kia Europe oversees operations across **39 markets** and manages production at its facility in Žilina, Slovakia.

Aligned with Kia's ESG vision, it supports the rollout of **15 new EV models by 2027** and aims for **58% of global sales from electrified vehicles by 2030**.

The **CX team** plays a central role in driving customer-centric innovation — leveraging journey mapping, **feedback analysis**, and touchpoint optimization to **enhance services and engagement**.



Which is true?

☞ Kia's EV customers, compared to ICE customers...

- A. Expect a higher-touch **handover**.
- B. More often request **vegan leather** interiors.
- C. Are more likely to request ambient **lighting** that syncs with their **mood** playlists.



If the Kia CX team had to answer this question in 2022...



01

It would have taken weeks to answer.

Let's roll out a quant survey with these specific questions to find out.

02

The insights would have stopped at 1, 2 or 3.

CX to Country managers: We now know the answer. BTW here you also have 10k verbatims to read through.

03

No central 360 view.

It wouldn't even have been clear who to ask, with different CX & MR teams voicing opinions based on different data.

If you ask the KIA CX team today



01

They will have an answer in a day.

02

Besides the answer, they also know the root cause.

03

It's clear who to ask.

This is the story of how they got there, and our agenda today.

01

Culture

02

Technology

03

Process

04

Results

Culture

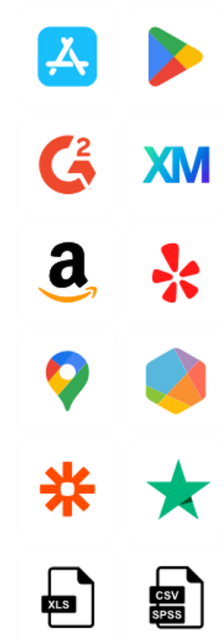
Kia's organizational culture reinforces its customer-focused approach. The company has established a "**Customer-Centric and People-Focused Culture**" that prioritizes:

- ***Collaborative efforts*** to achieve shared goals.
- ***Empowerment*** of individuals to take initiative.
- ***Continuous improvement*** to exceed expectations.

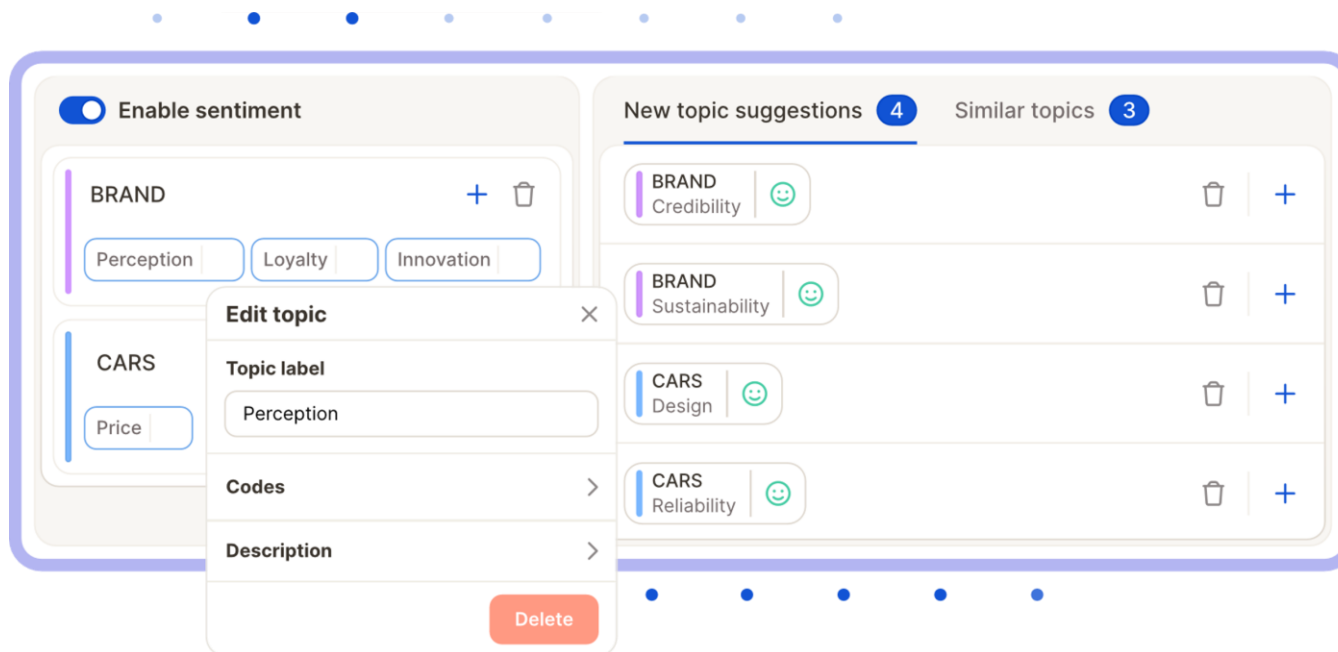


Technology

Caplena enables you to measure & act.



How do I make sure I track the right topics? (and don't miss any)





Text

AI quality score unavailable
Reviews until update: 20

Created
Aug 28, 2024 by Pascalsd adsf

Data type
Open

Last modified
May 5, 2025

Export

Filters

Order of upload

Select all rows (806)

Search

- ☐ 7 😊 Metro pcs is good service
- ☐ 9 😊 Metro PCS is good and bad.
- ☐ 10 😊 Because I like t mobile but I lose service quite often
- ☐ 11 😊 I like Verizon because it has the best coverage
- ☐ 12 😞 Over priced
- ☐ 13 😊 I have been with Tracfone for 15 years, no complaints

1 - 8 of 806

Topics

AI Quality Score

Result Chart

Statistics

Let's create your first Topic Collection

How would you like to go about setting up your Topic Collection?

Start from scratch

Generate topics

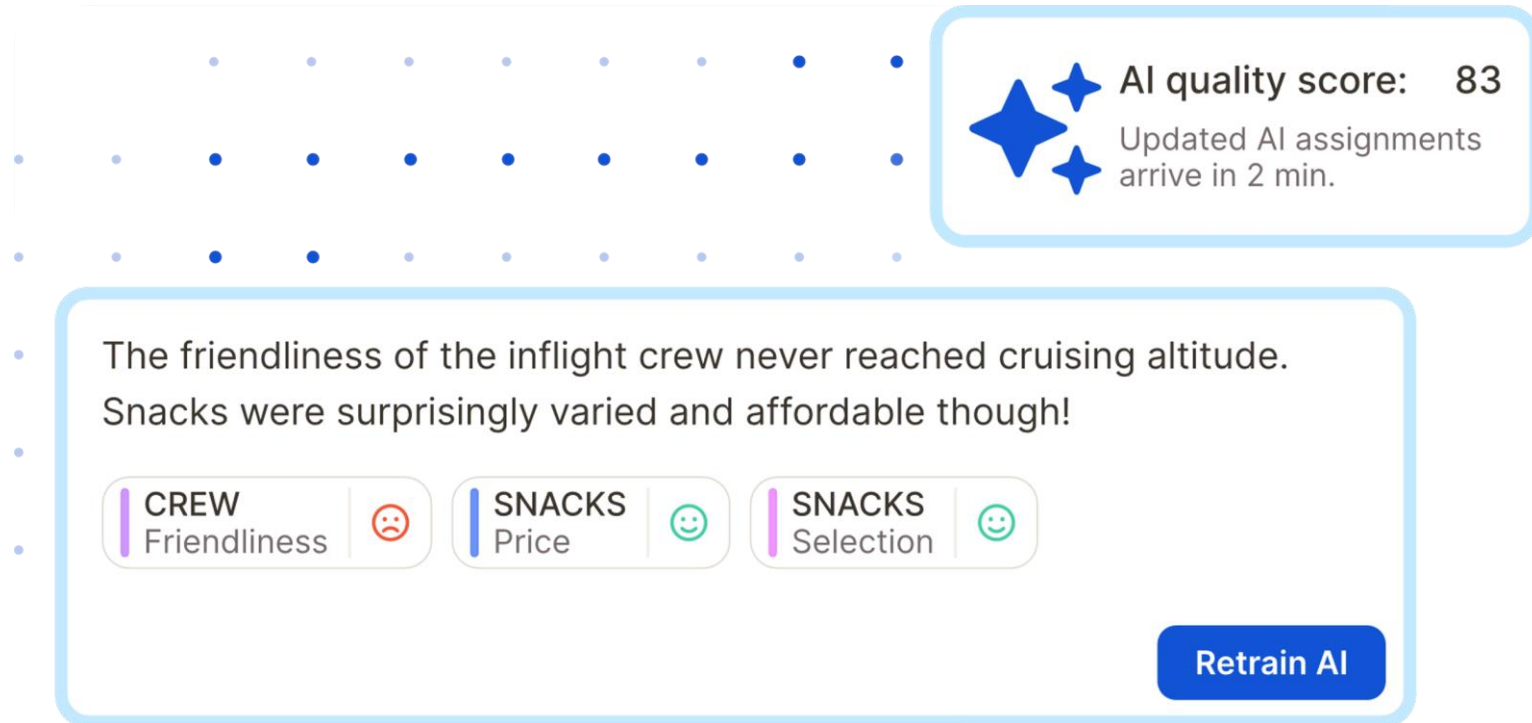
Import topics

Import topics

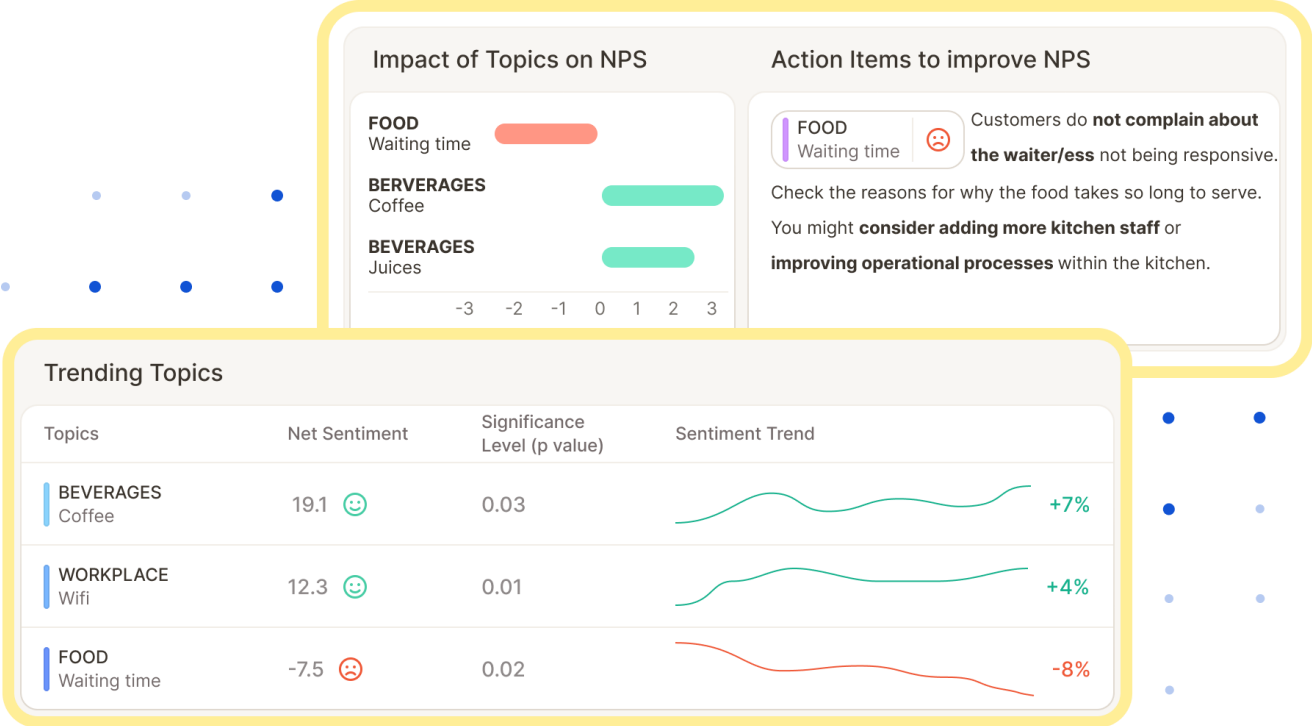


New category

Can I trust my results for decision-making?




How can I get to the root cause of issues?



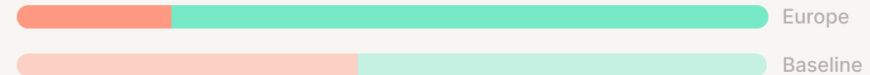
How do I get my insights to be consumed?



 What do people from Europe say?

C Europeans are **more happy** with snacks on board (90% significance).

FOOD & BEVERAGES: Snacks



...

Next insight

...or ask a question





History



Today

What do people say about

Start new conversation with filters



What questions about the project **NPS Carrier demo** do you have today?
Or just hit "Next Insight" to browse on autopilot.

AI-Generated

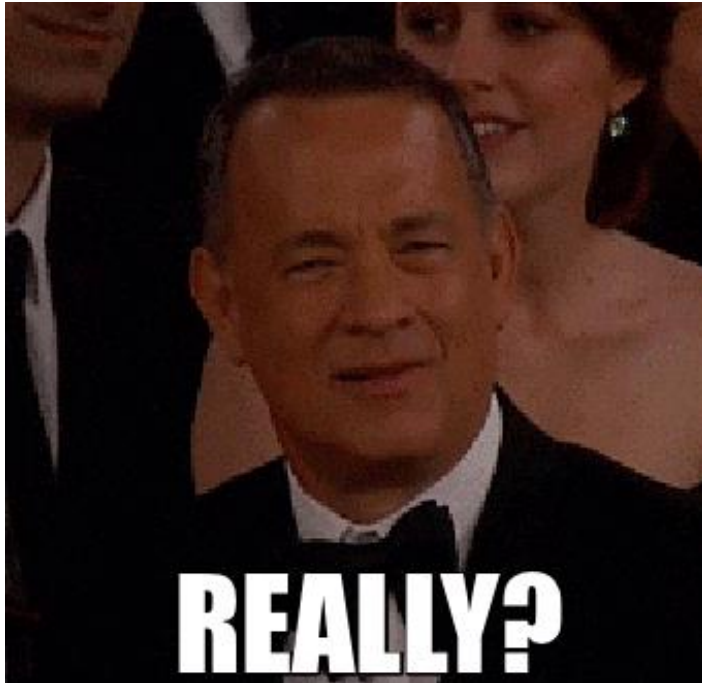
Next Insight

...or ask a question and [Enter]



How to do work in 2025

Manual



Do I *really* have to do this
work in 2025?

How to do work in 2025

Manual



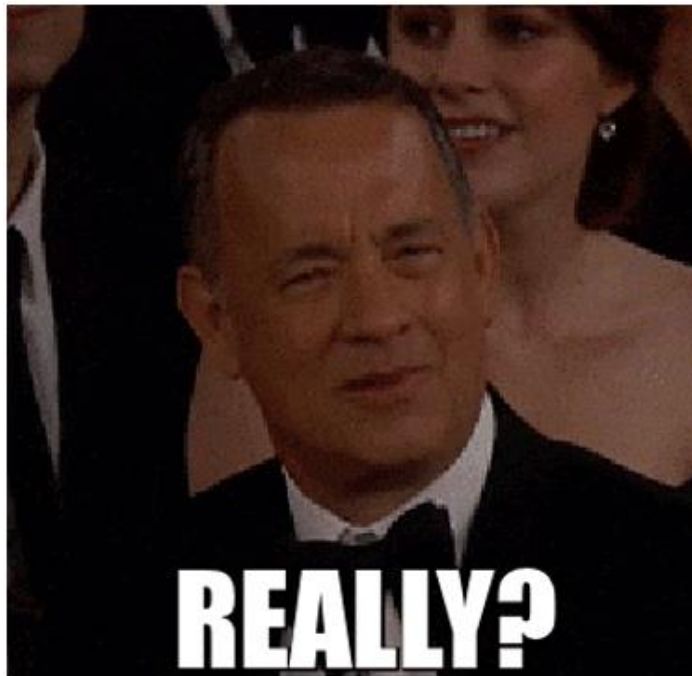
Autonomous AI



Is that your
best answer?

How to do work in 2025

Manual



Autonomous AI



Guided AI



Feeling just right.

Process

It's in the **verbatim**s, stupid.

Bias
/ Top of mind

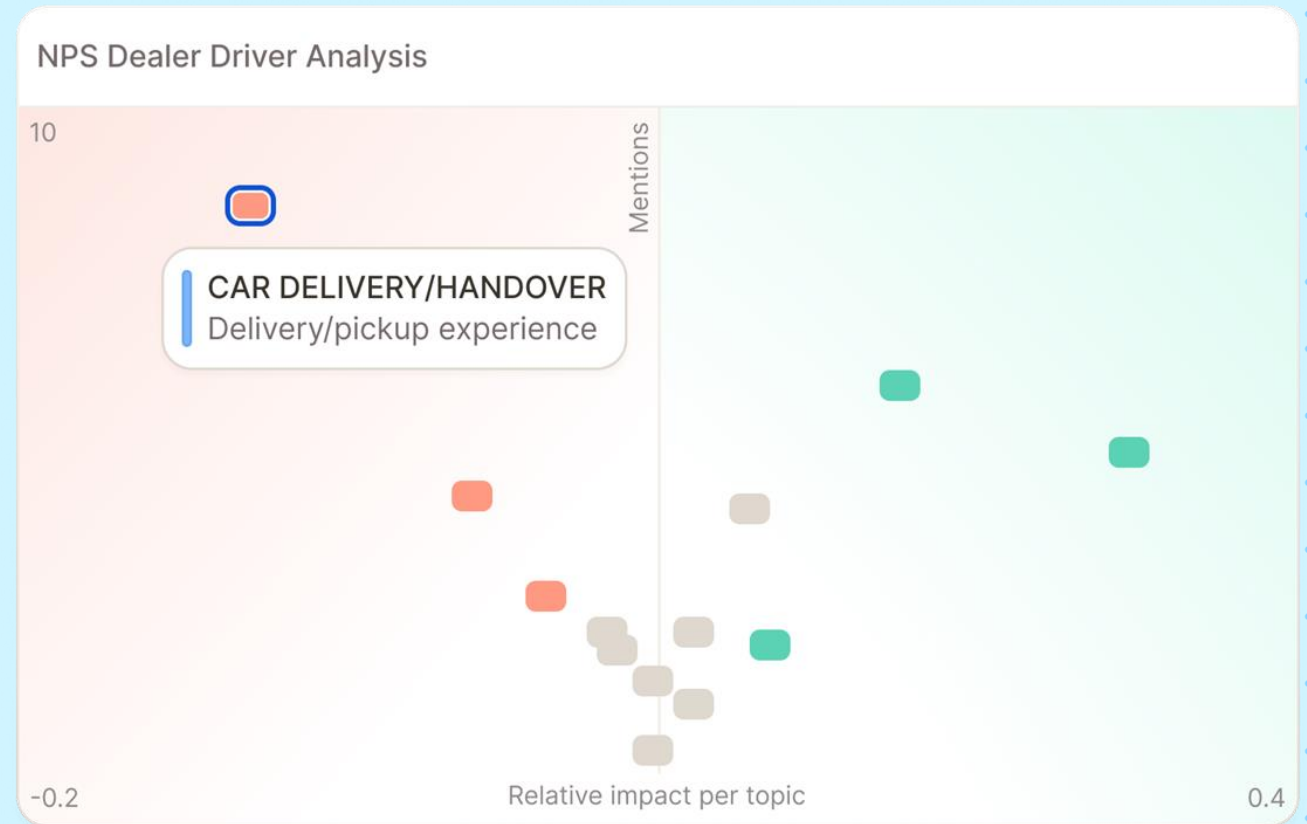
Questionnaire
fatigue

Coverage

Why was NPS slightly lower this month in France?

1. **Driver analysis** to identify cause
2. Identify the negative sentiment topics
3. Filter for segment
4. Qualitative **deep-dive** on topic
5. Generate detailed summaries based on comments

How the feedback discovery process works nowadays



Making the insights heard

To ensure these insights lead to **meaningful change**, we **actively share** them across all key levels of the organization and engage stakeholders in continuous dialogue.

01

Quarterly Meeting with top Management

Presenting key findings and strategic recommendations at the highest level.

02

Monthly NPS meeting

Cross-functional collaboration across departments, sharing monthly customer feedback trends to guide improvements.

03

Direct discussions with market managers

Collaborating to tailor insights into actionable market strategies.

04

Discussions with dealers

Bringing the voice of the customer directly to guide customer experience improvements.

Results

The *EV Handover* case

Handover is one of the most important last steps in the purchasing stage of the customer journey.

Using the driver analysis Kia Europe discovered **the handover of an EV car** has a large impact on NPS.

Training implemented across dealer network.

All staff in dealerships get extensive training in all steps of the customer journey to deliver exceptional customer experience.

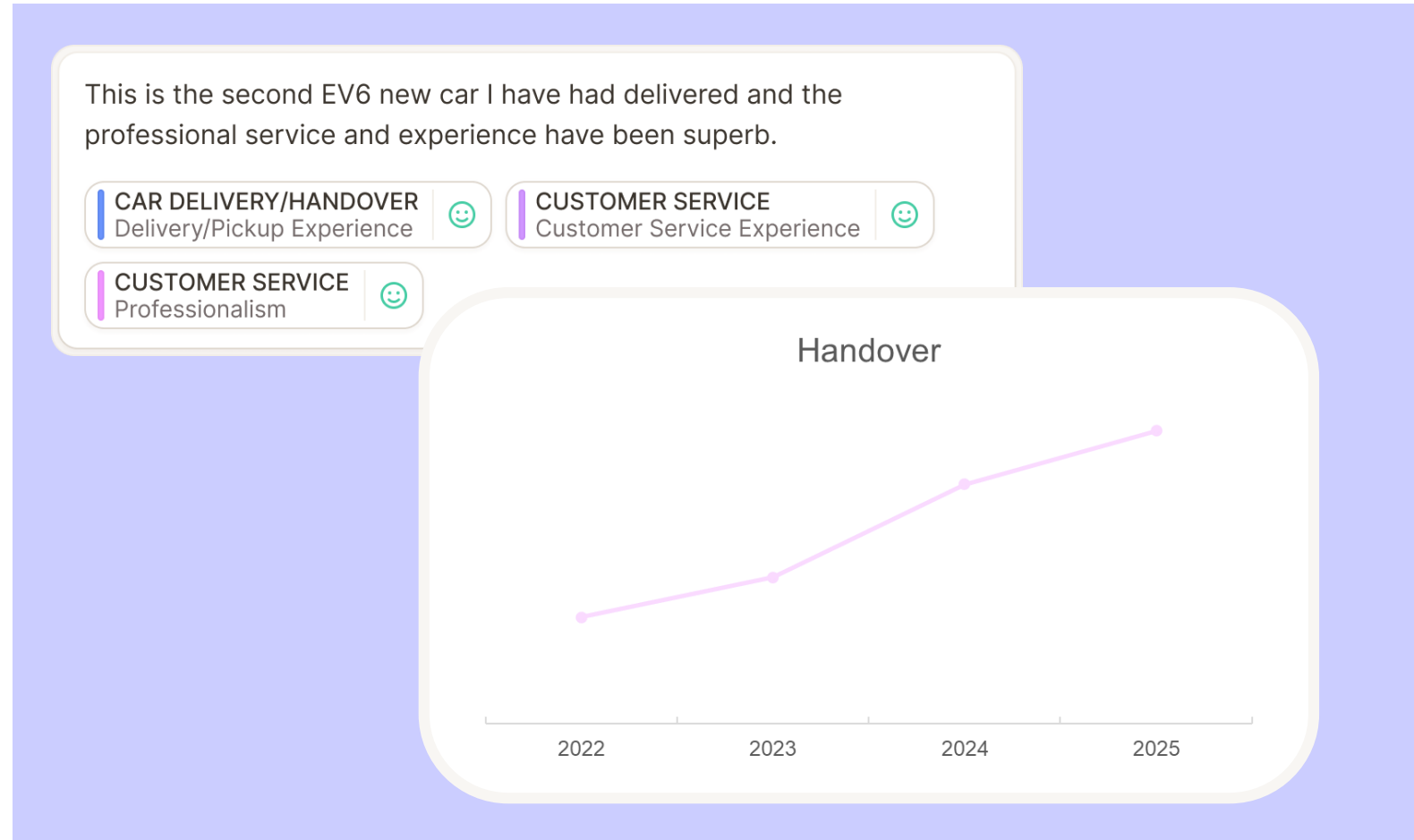
The insights from Caplena help address gaps within the training.

EV NPS

+6% improvement

250K+

Text comments analysed across customer journey



Kia Implementation Timeline



Use of Caplena across our 360° CX Measurement



Customer Acquisition

Shopping tools, Social Media, Website

Ownership Experience

Product & Service Experience, EV charging

Plus many more touchpoints!

Thanks for joining us!



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Scan the QR code to download
our presentation.



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