

# ILENIA VIDILI

## CUSTOMER CENTRICITY:

A Journey of Transformation With  
Customers at The Centre

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CONSAFE LOGISTICS, MALMÖ, 2026



## 10 Questions To Start Your 3 Transformations

1. When you look at the full experience a Consafe Logistics customer has today, from first contact to ongoing partnership, where is the one place where a small change would make the biggest difference?
2. Where in the organisation do you see the biggest distance between what leadership says about the customer and what actually happens on the ground??
3. What would it take for every function at Consafe Logistics, engineering, sales, support, finance, to feel equally responsible for the customer experience?
4. Think about a customer interaction that Consafe Logistics handles routinely. What does that experience feel like from the customer's side, and what would change if you moved it one level up the pyramid from functional to emotional?
5. What is a decision, feature, or process at Consafe Logistics that has been running on autopilot for years? What was the original reason for it, and does that reason still hold?

6. Is there a process, policy, or habit at Consafe Logistics that no one questions anymore, but perhaps should? What fear is keeping it in place, and what would change if you removed it?
7. What would you discover about your customers' real challenges if you spent one day alongside them, observing rather than presenting?
8. Think of a situation where you had to say no to a customer because of a policy or process. Was that the right answer? What would "Finding the Yes" have looked like in that moment?
9. What companies, inside or outside logistics, do you admire for how they treat their customers? What is one thing Consafe Logistics could borrow, adapt, or be inspired by from them?
10. What is one small thing, one clearer explanation, one less step, one faster response, one warmer interaction, that you personally could change in your role to make the customer experience 1% better starting this week?

Notes