

# ENHANCING CIRCULARITY OF KPN IN-HOME PRODUCTS BY CUSTOMER ENGAGEMENT

The project developed in collaboration with **KPN**, one of the greenest provider of telecommunication and information technology in the Netherlands.

In contrast to what KPN has contributed to circular economy, a surprising reality is that customers know almost nothing about these efforts.

In KPN's sustainable strategy, customers are indispensable participants. How to engage them more in-depth in pursuit of sustainability and circularity together is the main problem this project aims to solve.

# Status Quo

**Customers:** 

Low perceived

sustainability

Sustainablility information asymmetry

**KPN:**Ineffective communication ways

How to design effective approaches to communicate with customers so that they can engage more deeply in the KPN's circular supply chain?

Problem

# **Guidelines**

### **For Providing Product Sustainability Information**





















# SOLUTION

### Redirect



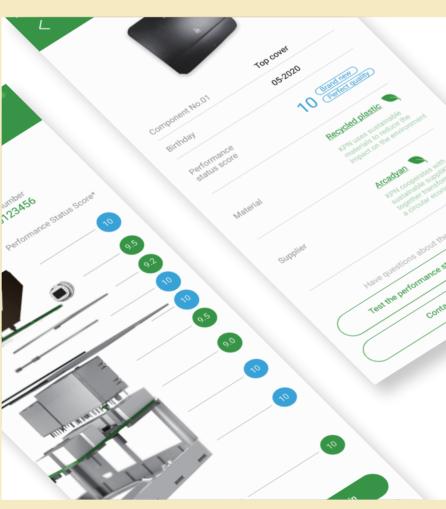
Element 1: Little note from your devices

A little note of first-person narration with handwritten fonts is affixed to new devices,

which triggers customers' curiosity to scan the

QR code and know more.

## Inform



Element 3: Product component performance and source panel

Customers can see the performance status score of refurbished products and information about sustainable materials and providers.

### **Behavior change**



### Element 6: "Circular memories" exhibition

Customers are encouraged to share memories or stories about the devices they return. These stories are collected and shown in this exhibition ro raise awareness.

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by Customer Engagement
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Strategic Product Design

Committee

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