# Let’s make a Fair Call

Strengthening Customer Relationships and Loyalty at Fairphone

**From** → **To**

**Selling** → **Supporting**

**The Problem: Limited customer engagement**

Fairphone’s sales-focused approach and lack of consistent post-purchase engagement limit its ability to build strong, lasting relationships with its newer customer audience.

**The goal: Supporting existing customers**

Build stronger, long-term customer relationships through supportive and customer-centered post-purchase communication.

**A new way of communicating: Autonomous Informing**

Introduce Autonomous Informing as a consistent, customer-centered design direction that focuses on solving customer problems, demonstrated through one example intervention.

**Autonomous informing**

- Proactively provide relevant information
- Set clear expectations
- Give customers clarity, confidence, and control

**What customers need and the problem they currently have**

**Accessible Self-Repair**

I am unsure when and how to repair my phone because I cannot easily identify what is wrong with it.

**The problem solution (example intervention)**

A digital support platform that helps customers identify issues with their phone, understand what is wrong, and know when and how to repair it. The platform also notifies customers of known bugs and helps them manage these issues until Fairphone resolves them.




**The Impact: A more meaningful customer experience**

By putting customer needs first and proactively providing relevant information and support, Fairphone empowers customers to take control of their phone while building a more supportive and lasting relationship.


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