



# Feedback Matters

## Customer Involvement

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# Customer Feedback

## The oldest known Customer Complaint Letter

In 1750 BC in Mesopotamia, Nanni wrote a complaint, which could be considered customer feedback, to the merchant Ea-nasir because he had received a substandard copper shipment that he had already paid for.

Additionally, Ea-nasir was rude to Nanni's servant when he raised the issue.

This ancient complaint is considered one of the earliest written records of customer dissatisfaction in history.



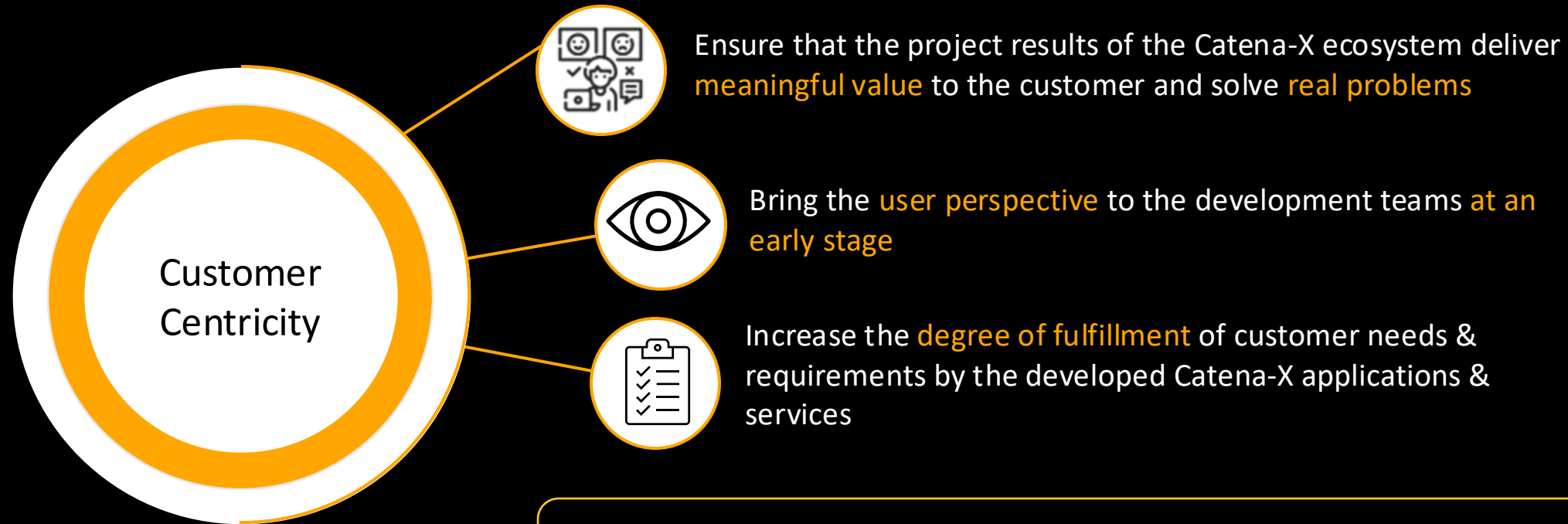
Complaint tablet to Ea-nāšir\*  
c. 1750 BC

\* ) Tablet on display in the British Museum, <https://w.wiki/A4BA>





# Through Customer Centricity we make sure that we create real value for the customer<sup>1</sup>



Our goal is to align the added value of our applications and services with your requirements and needs

1) The term "customer" is used for customers, partners and users in this presentation





# Customer Involvement has been beneficial

## Exemplary findings

- Circular Economy Marketplace Interviews
  - "...There are substantial differences between secondary materials processes across countries, requiring a working group setup with shredders, recyclers, workshops to ensure the marketplace covers those needs."
- Usability Test of SME Onboarding with Traceability
  - "Learning#2: Language Better know/understand your customer
    - Wording still focuses too much on OEM/Tier-1 perspective
    - Easier language & less tech. words on business user side
    - Describe it directly where needed"

## Findings regularly presented to the Community

PIRIS – Workshop on Understanding Demand

Further Learnings from our feedback sessions

### Usability Test of SME Onboarding with Traceability

2 of 4 SMEs from the Panel tested the complete onboarding journey  
Next tests: 14<sup>th</sup> of Feb. 23

**General Onboarding**  
Registration in CX Portal  
Use Case selection  
Traceability

**Traceability Onboarding**  
App selection: Auto/Setup & SDE  
App installation  
Data provisioning via SDE

**Learning #1: Flow**  
Improve customer flow & guidance to

- Find the needed information
- Choose right & setup the app correctly
- Understand what you do and why
- Get help at the point where you need it

**Learning #2: Language**  
Better know/understand your customer

- Wording still focuses too much on OEM/Tier-1 perspective
- More easy language & less tech. words on business user side
- Describe it directly where needed

**Learning #3: Automation**  
To achieve a real value it must support automation:

- Also for SMEs there must be a simple way to automate repeatable jobs

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# Insights from our Customers

Which barriers do you see to using Catena-X services?

Added value/benefit is not given or not clear compared to existing solutions

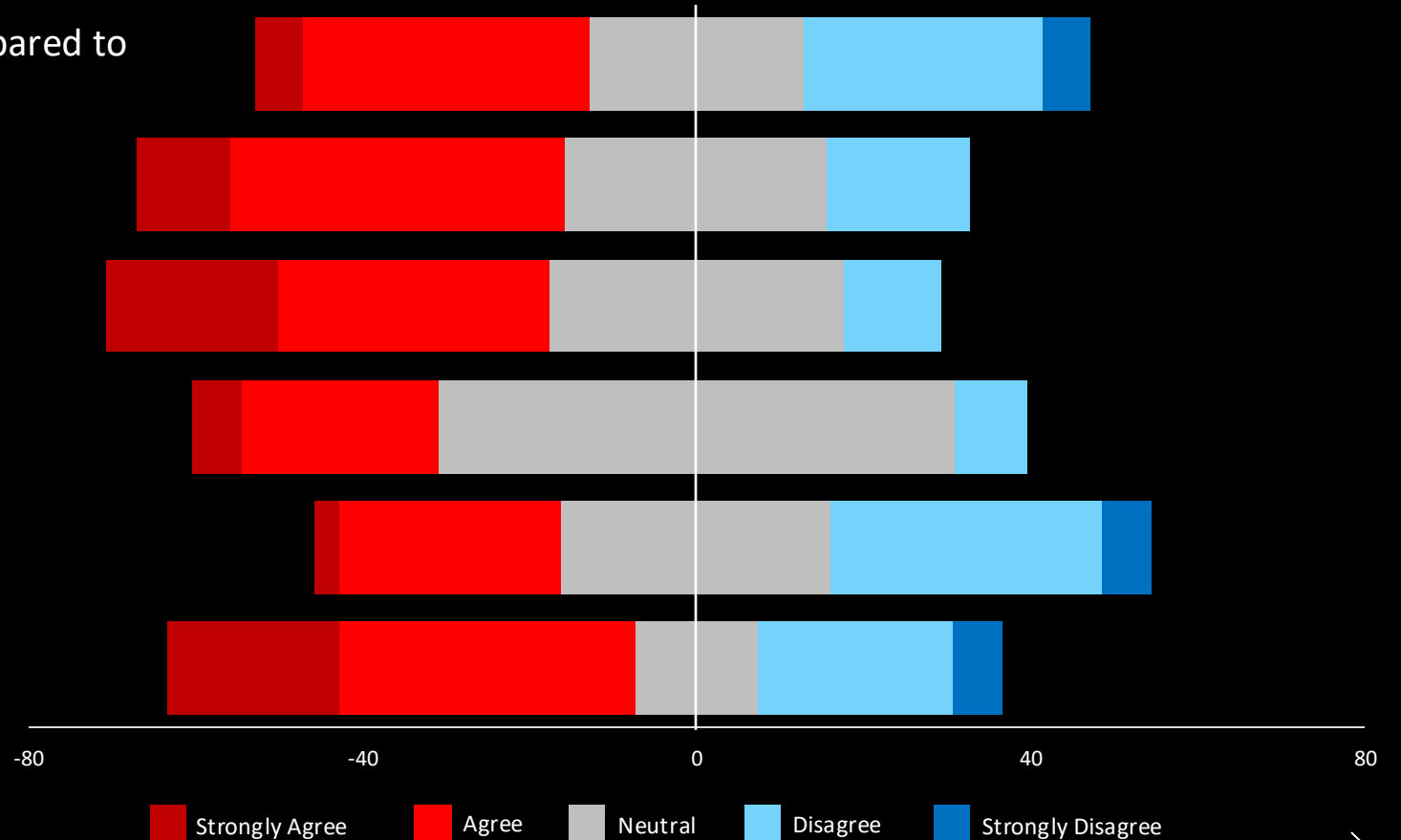
Necessary technical information is not offered

High costs for onboarding or operational cost in the longer run

Complexity of solutions is too high

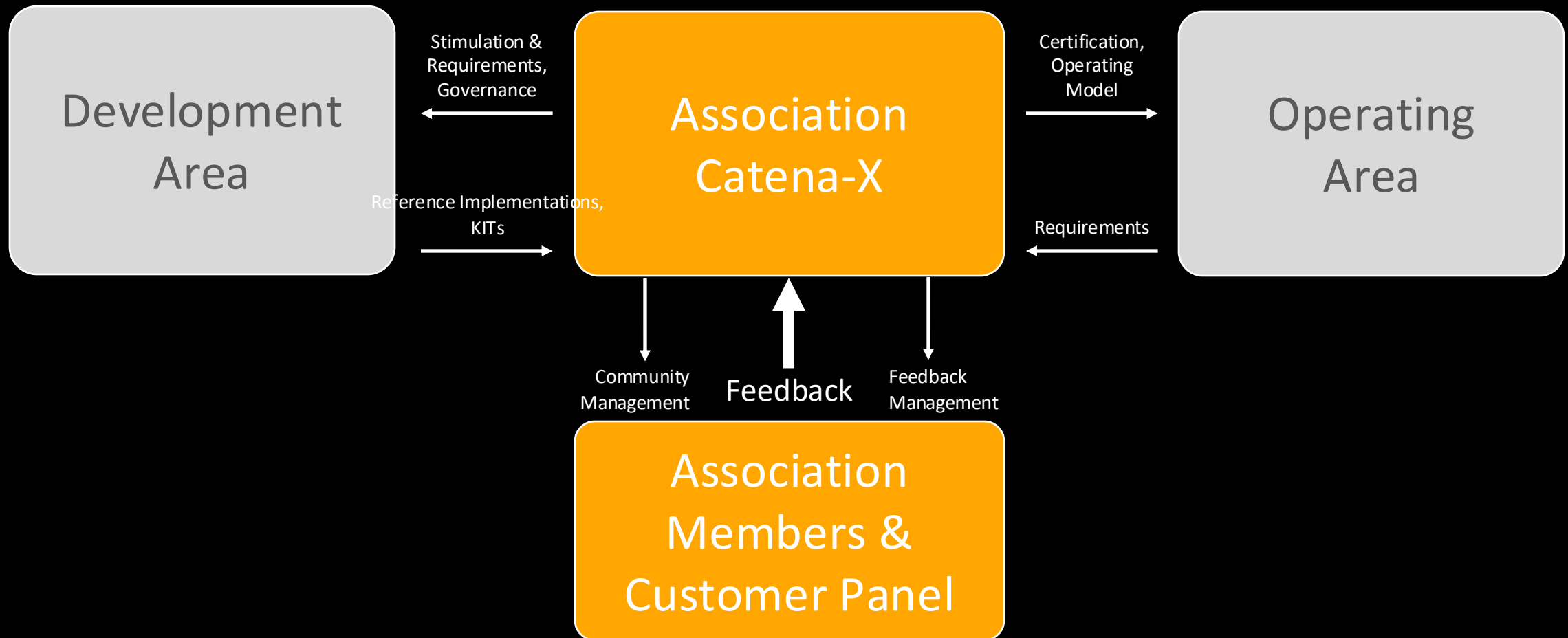
Lack of competent resources and/or external support

Technical prerequisites are not met at our company or partners





# Catena-X Association drives the Ecosystem – supported by the community feedback





# Catena-X Customer Involvement Expert Group



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## Feedback Matters

Happy to offer support by the  
Customer Involvement Team..

...that helps you to enable  
Customer Centricity



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