Ruig CX Customer Experience Strategy + Design

With more than 20 years' CX leadership experience in some of the world's most advanced organizations like Amsterdam Airport Schiphol, Dubai Airports and Majid Al Futtaim's Shopping malls, Ruig CX Strategy + Design was founded in 2022.

As business-focused creative minds we strive for a world where innovation follows empathy, where design is embedded in strategy, where technology is serving needs, where physical is as important as digital and where ideas are as important as creating organizational momentum.

Ruig CX is based in the Amsterdam region, The Netherlands. Working hybrid and with a strong international network including some of the brightest CX minds specialized in strategy, innovation, design and customer research Ruig CX can work globally to improve and innovate the customer experience everywhere.

Leisure + Entertainment

Development of innovative L + E concepts, boosting overall experience and increase revenue. Pop-up L + E concepts, stretching impact and exploring new ways and locations to engage.

Blending L + E with retail and hospitality concepts connecting customer journeys and creating complementary brand value
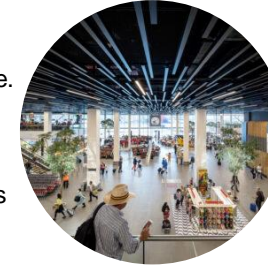
Retail + Shopping malls

Creating the perfect omnichannel journey blending the online and physical world in one coherent customer proposition.

Developing innovative impactful retail concepts that enhance the experience. Placemaking, turning anonymous spaces into personal places

Aviation

Customer Experience Strategy, defining the ultimate CX Strategy including implementation plan. Customer process innovation with Design Thinking workshops, using innovative research and data sources.

Development of overall Voice of the customer program to learn, act and measure based on customer insights

Loyalty, VIP + Premium

Creating dedicated premium journeys with innovative products and services connecting premium brands with premium customers.

Development of Premium spaces and VIP lounges including design requirements and activations. Creation of Loyalty programs that enhance exclusivity and design of unique experiences

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CX Strategy

Developing a CX strategy is not an easy task, it involves difficult choices and alignment about the desired customer relationship.

With specific tools and workshops, a CX framework can be developed, the guiding and inspiring principles for a cohesive and winning customer experience.

Product + Service innovation

Ideas are not the results here, this is just the beginning of a process that consists of customer research, ideation and design of the concept, business models and business cases.

A layered proposition will boost the overall customer experience, revenue and brand values.

CX Interim Management

We are available for interim CX leadership positions. Managing CX teams and setting up CX Roadmaps.

Developing the CX function within organizations by mixing the right CX content with the right CX processes.

Voice of the customer

Voice of the customer is the collection of all channels customers use to interact with an organization. Examples are NPS surveys, social media, but also customer interviews and observations.

All this data can be used to manage the customer experience, and to innovate the entire experience ecosystem.

Introduction

Ruig CX

www.ruigcx.nl

Project: Iconic clock, Amsterdam Airport Schiphol
Contribution: Design Management & Budget responsible
Stakeholders: Schiphol, Maarten Baas

Project: Art Holland Boulevard, Amsterdam Airport Schiphol
Contribution: Overall Concept & Budget responsible
Stakeholders: Schiphol, Florentijn Hofman

Project: Transit innovation Amsterdam Canal passenger's tour
Contribution: Overall Concept & Budget responsible
Stakeholders: Schiphol, Lovers Canal company

Project: Royal VIP Lounge Schiphol Airport
Contribution: Overall Concept responsible
Stakeholders: Schiphol, Royal family of The Netherlands
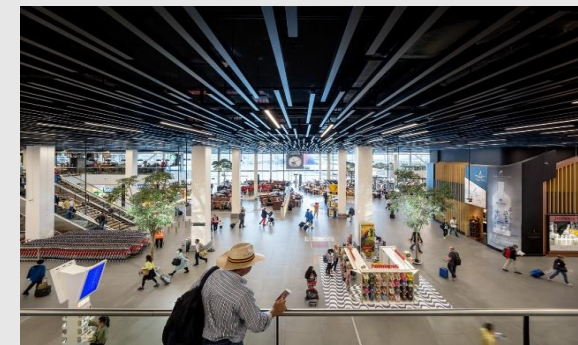

Project: Themed Playground, Amsterdam Airport Schiphol
Contribution: Overall Concept & Budget responsible
Stakeholders: Schiphol, Kossman & DeJong, KLM

Project: Rijksmuseum Shop, Amsterdam Airport Schiphol
Contribution: Overall Concept & Budget responsible
Stakeholders: Schiphol, Rijksmuseum Amsterdam, Uxus

Project: Themed new seating area concept Dubai Airports
Contribution: Overall Concept & Budget responsible
Stakeholders: Dubai Airports, Aljoud Lootah, Ochre

Project: Makeover Lounge 2, Amsterdam Airport Schiphol
Contribution: Overall Concept & Budget responsible
Stakeholders: Schiphol, Kossman & DeJong

Project: Brand Partnership project seating, Schiphol
Contribution: Commercial, Concept and execution
Stakeholders: Schiphol, Made.com

Project: Digital experiences connecting passengers
Contribution: Concept, Design Management
Stakeholders: Schiphol, Kossman & DeJong

Project: New Security filter Dubai Airports
Contribution: Overall Concept & Budget responsible
Stakeholders: Dubai Airports, Ochre

Portfolio

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