Design for sustainability

An overview for KPN's employees to design sustainable customer journeys

Sustainability at KPN

Our goal is to be the trusted partner for sustainable telecom use

We start by ensuring our own services are as energy efficient and circular as possible while working hard to create solutions that enable other businesses more sustainable. KPN is the provider that connects telecom to sustainability by facilitating SME customers with inspiration, guidance and education on suited sustainable telecom practices while considering specific context challenges that SMEs face.

Designing for our SME customers

It is our job to help SMEs where possible to enable them to use their telecom more sustainably. Six topics influence whether an SME can adopt a sustainable telecom practice. We help the SMEs overcome challenges by designing for sustainability in the customer journey.

What can we do?

Inspire SMEs
When KPN inspires customers to do more with sustainability through telecom, they want to know more about the possibilities.

Provide SMEs with knowledge
When customers are inspired by KPN to do more with sustainability through telecom, they want to know more about the possibilities.
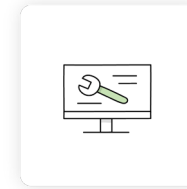
Guide SMEs
SMEs need guidance from KPN on how to use telecom sustainably. We guide the SMEs to become more environmentally sustainable through telecom.
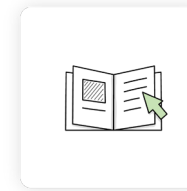
Education of digital sustainability
Lack of knowledge seems to be the biggest reason for not being sustainably online. Our job is to educate the SMEs in our customer journeys for enough knowledge about implementing sustainability. Communicate sustainability!

The right means for an online way of working
Provide SMEs with the proper means to work online. We offer many digitalisation services with 'KPN EEN mkb' that help SMEs be more sustainable. Promote them with sustainability!
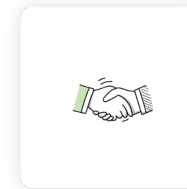
Management decisions for sustainability
The management of the SME makes important decisions for the SME. The customer journey should convince management of the importance of sustainability implementation as SMEs have many other priorities.
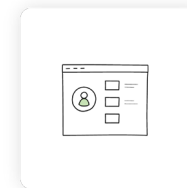
Reducing physical presence
By reducing physical presence, fuel, gas and energy consumption can be reduced. Design for customer journeys that can change the existing way of working for environmental sustainability
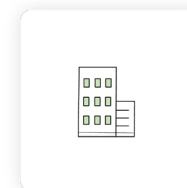
Office building restrictions
There might be external circumstances out of the hands of the SME that withhold them from taking sustainability actions. Keep this in mind while designing customer journeys by thinking about multiple scenarios
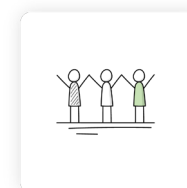
Collaborative effort
SMEs want to contribute to the environment by doing it together. Show customers in journeys that they are not alone in working towards climate goals. Together we work on sustainability.