

## **CF&S: „The Art of Logistics: vaata või kino!”**

### Eesmärk

Logistikaettevõtte CF&S Estonia AS on saanud valmis Nehatu tööstuspargis uue lao- ja tolliteenuste kompleksi. Kuidas muuta uue laohoone avamine klientide jaoks märgiliseks ja huvipakkuvaks, mismoodi anda neljale seinale inimlik hingestatus ja idee?

Kui kliendi jaoks on tegu kuiva statistilise reaga tellimuspeberil, jääb varjatuks see, et tegelikult tegeleb sellesama ühe rea täitmisega terve hulk inimesi. Iga saadetise lähetamisega kaasneb oma lugu, inimesed ja sündmused. Mismoodi tuua see inimlikum pool tellijateni?

### Teostus

CF&S on toetanud PÖFFi (Pimedate Ööde Filmifestivali), aidates sel maailma topp 50 mainekamal filmifestivalil üle maailma vajalikke filme Eestisse transportida. Seega tundus lahendus ilmne: muudame sellesama praktilise laohoone avamisõhtuks luksuslikuks kinosaaliks, kus külalised saavad eksklusiivselt nautida PÖFFi lühifilmide eriprogrammi. Kinosaali loomisel kasutasime kõiki logistikaettevõttega seotud elemente ja detaile: sissejuhatav punane vaip lookles läbi veoki järelhaagise, nii söögi- kui joogilauad olid valmistatud igapäevastest euroalustest, tervitusjooke pakuti liikuvalt kahveltõstukilt... Nii nagu CF&S-i teenindusalaks on pea kogu maailm, oli selleks õhtuks killukesed maailmast ühte lattu kokku kogutud ning esitletud spetsiaalse filmiprogrammi näol. Uus tolliladu on nii kaasaegne ja universaalsete võimalustega, et ... vaata seal või kino!

Juhindudes filmimaagiast, viisid sündmuse avatseremoonia läbi illusionistid, näidates, mismoodi tühjast kastist astub hetke pärast välja CF&S-i juht isiklikult. Kõik on võimalik! Järelpeona oli võimalik osa saada popstaar Robbie Williamsi Tallinnas antud live-kontserdi salvestusest suurel ekraanil. Paljudel külalistest oli temaga isiklik seos – CF&S-i eelmine kliendiürituse raames käidi üheskoos just tema kontserti ühiselt Tallinna Lauluväljakul kuulamas.

### Tulemus

Kutsutud klientidele kinnistus uus laohoone läbi filmide tekitatud emotsioonide inimliku ja elava kohana. Kinogurmee parimate filmide ja roogade koosmõjus muutsid kliendisuhted pärast üritust isiklikumaks ja soojemateks, kuna toetusid ühisele emotsionaalsele pinnasele. Laohoone õnnistati sisse kunstilises mõttes valitud paladega, tuues muidu kaugena ja igavana näiva logistikaärisse sisse veidi inimlikkust ja lähedust.

## **CF&S: „The Art of Logistics: You Can Even Watch a Film Here!“**

### Objective

The CF&S Estonia AS logistics company completed a new warehouse and customs services centre in the Nehatu Industrial park. How to turn the opening of the warehouse into an interesting and memorable event for the customers, how to give a human soul and human idea to the four walls?

An order for a customer is just a soulless statistical line on the order form and what remains hidden from the customer is the fact that a number of people are involved in executing what is written on this line. Every delivery is accompanied by its own story, people and events. How can we make the customers see this hidden human side?

### Implementation

CF&S has supported PÖFF (the Black Nights' Film Festival), helping the organisers of the festival that belongs among the world top 50 most popular film festivals to transport the necessary films to Estonia from every corner of the globe. Thus the solution seemed only natural: let's turn the dull warehouse building into a luxurious movie theatre for the opening night, so that the guests would have an exclusive opportunity to enjoy a special PÖFF short film programme.

In creating the movie theatre we made use of all the elements and details connected with a logistics firm: the red carpet meandered through a sea container, food and drinks were served on tables made from euro pallets, the welcome drinks were offered from a fork lift...

In the same manner as CF&S provides services almost across the whole world, the special film programme brought fragments of this world into this warehouse for this one night. The new customs warehouse is such a modern facility with all sorts of possibilities that you can even watch a film here!

Following the magic of the film world the opening ceremony was conducted by magicians, at one moment demonstrating an empty box and at the next moment having the CF&S manager stepping out of the box. Everything is possible!

In the hall next door special film-themed cocktails were served and the recording of the Robbie Williams Tallinn concert was shown on the big screen. For many of the guests there was a personal touch in this – the previous CF&S customer event was a joint visit to the Robbie Williams concert at the Tallinn Song Festival Grounds.

### Result

Through the emotions created by the films the guests came to view the new warehouse as a human place full of life. The gourmet of the best films and foods enjoyed together helped add a more personal and warmer touch to customer relations, for it was based on a common emotional ground. The warehouse was inaugurated by using the best of the best artistically, thus bringing the generally far-away and boring-looking business of logistics closer to the people.