

“Can Integrating Design Thinking,
Customer Experience and Innovation
significantly improve outputs?”



Executive Round Table

1 Qtr 2018



Agenda



- 11:00-11:05 Introductions and overview
- 11:05-11:15 The challenge
- 11:15-11:50 Facilitated discussion (5 questions)
- 11:50-11:55 Closing comments & next steps
- 11:55-12:00 Call to action & wrap up

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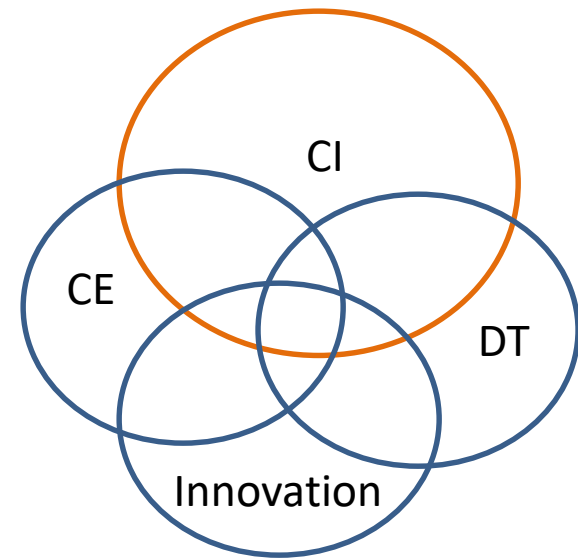
11:55-12:00 Call to action & wrap up

Background to the Challenge



“How are your CI efforts integrating with

- ***Design Thinking***
- ***Customer Experience***
- ***Innovation***



Are there significantly improved outcomes from your integration?”

Background to the Challenge



Gartner®

Design Thinking isn't new, ***but it is new to most IT organizations.***

Use Design Thinking to Architect Customer Experience Into Your Digital Platforms

FORRESTER®

More than 80% of business leaders surveyed reported their teams were more aligned and focused, and **37% cited higher employee productivity through design thinking.** Ultimately, businesses are finding this increased alignment leads to lower risk of project failure.

McKinsey&Company

As design thinking nears its 50th birthday, many companies still struggle to realize value from design.

Design thinking is an ideal framework for us to use because it focuses on **developing deep empathy for customers** and creating solutions that will match their needs

A methodology that we use to solve complex problems, we do this with ***the end user or the customer in mind***, first and foremost.

Background to the Challenge



Gartner

Customer experience insight comes from developing and driving adoption of insight and *tools like VoC*, personas and journey maps.



BAIN & COMPANY

Customer Experience Transformation provides...

A steady flow of customer feedback that *supports continuous improvement* and inspires employees to focus on building deeper customer relationships.

McKinsey & Company

The CEO guide to customer experience outlines...

The fundamentals of customer interaction, as well as the steps necessary to redesign the business in a more customer-centric fashion and to organize it for *optimal business outcomes*.

FORRESTER

The Digital Customer Experience Improvement Playbook For 2018

DISCOVER	PLAN	ACT	OPTIMIZE
Vision	Assessment	Organization	Performance Management
Landscape	Strategic Plan	Processes	Benchmarks
Business Case	Road Map	Tools And Technology	Continuous Improvement

Background to the Challenge



**HARVARD
BUSINESS SCHOOL**

Data from 154 public companies covering over 3.5 million employees...used an idea management system (and a process)

“understanding the science (process, tools, methods) of innovation could make all the difference in your ability to compete.”



“How to design and implement corporate innovation programs”

..program's success and longevity has been due to . . .

continuous improvement (of innovation process) guided by a customer-centric and outside-in mindset.”

“THEMES” ... Innovation is not by chance, but rather a process to manage and is often described only around technology



ASQ,
Innovation Division

Build quality improvement through continuous innovation **into the** development **process**...

Gartner

Blending Continuous Improvement with Continuous Innovation

- Mode 1— (Cost Control and Service Reliability via **Continuous Improvement of the Existing Operation**)
- Mode 2 — (Organizational Value and Customer Growth via **Continuous Innovation**)

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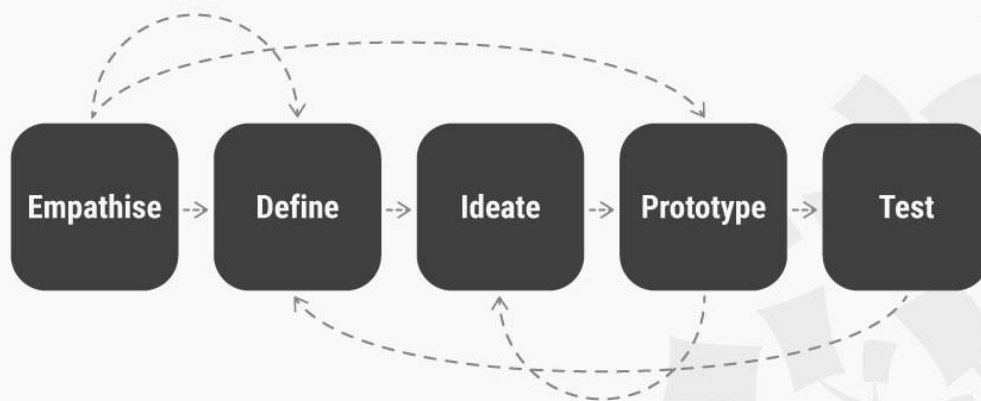


Facilitated Question #1

Design Thinking is growing in adoption and recognition for results. (37% cited higher employee productivity through design thinking)

Are your CI teams caring about design thinking? Is Design Thinking only for tech, new products or services?

Design Thinking: A 5 Stage Process



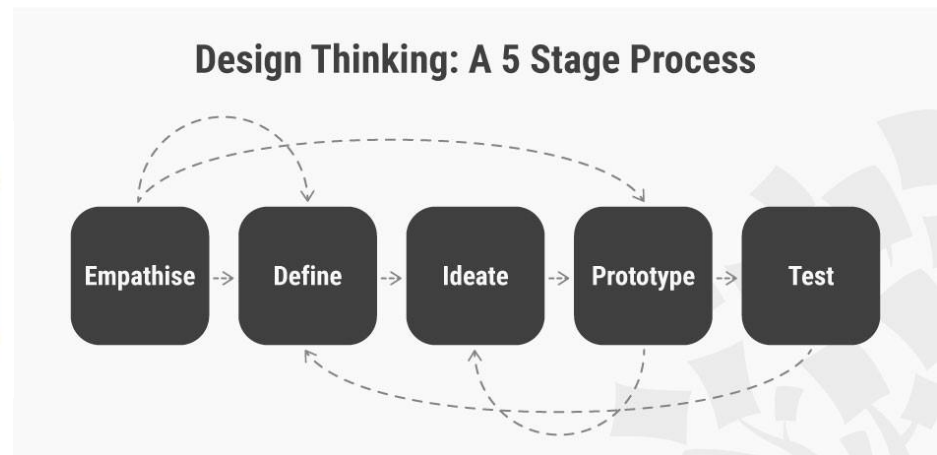


Facilitated Question #2

Industry is looking to “Empathize with the Customer” more and therefore has adopted Design Thinking...

Does your CI team do Design for Six Sigma ? What is the difference between Design For Six Sigma which focuses on VOC, CTQs (The Customer) and Design Thinking Methods?

What % of CI projects that you run are DESIGN projects?





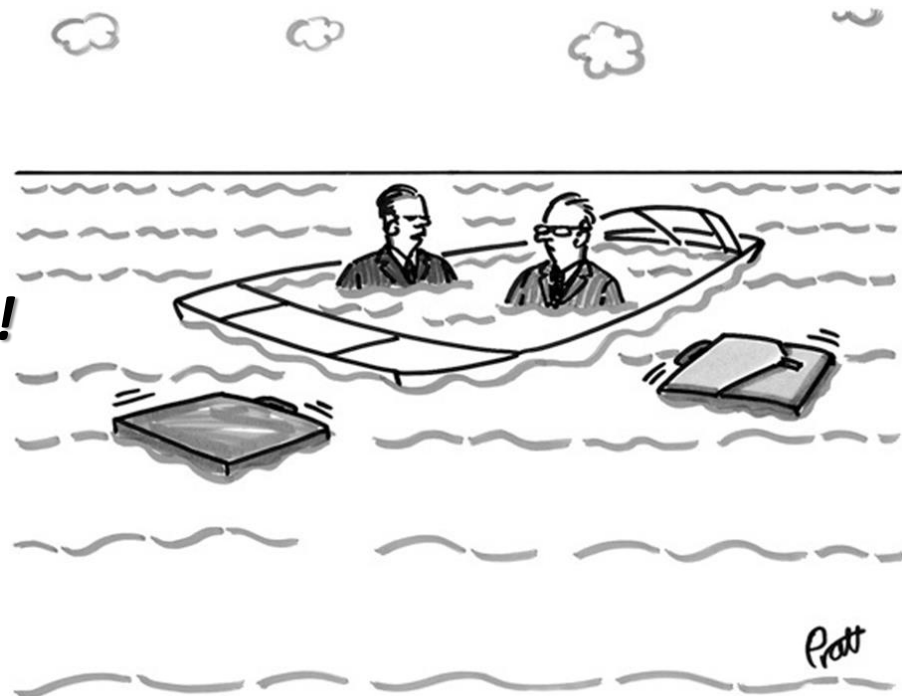
Facilitated Question #3

Even the best experience can decay or rot.

How does your CI program integrate with your Customer Experience Journeys?

Journey Delighters:

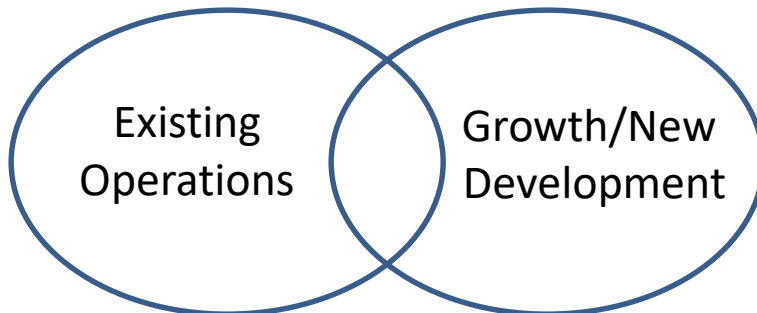
Take Client on Fishing Trip!



Facilitated Question #4



Should CI teams be involved with an innovation program or just focus on efficiencies and effectiveness of current processes? Why or Why Not?



Gartner

- Mode 1— (Cost Control and Service Reliability via ***Continuous Improvement of the Existing Operation***)
- Mode 2 — (Organizational Value and Customer Growth ***via Continuous Innovation***)

Facilitated Question #5



There is always something new popping up...

From the history of Continuous Improvement we have had Deming Circles, TQM, Six Sigma, Lean... now we have CX, Design Thinking, Innovation...

Are these new programs just an evolution of CI tools?

We will probably see more methods develop over time. Is your CI program flexible to adopt?

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Conclusions 1



COLLABORATION

“Collaboration around methodologies, roles and responsibilities and approach is critical”

CI Teams should always stay in tune with new methods

All roads lead to a new process. Whether a CI project, Innovation, Design Thinking or Customer Experience, all approaches will require coordination.

- New tools and methods are an output of “Continuously improving our tools ”
- Any program will need to continue to look for new methods and get ready to integrate.



Conclusions 2



COLLABORATION

*“Sharing tools for
Design across all teams
only enhances all teams
for success”*

***CI Tools for design
need to integrate
with new Design
tools***

Organizations are looking for a place to differentiate on Future design. CI may be seen as only incremental and not a Design shop that differentiates.

- Design is not new, but the methods are.
- New methods bring new tools and language.
- **Roles may** differ across methods, so watch for confusion.



Conclusions 3



COLLABORATION

“Creating teaming agreements and understanding will delight the business”

Geese fly 70% further as a unit than alone

Coexistence and working as one team is the key

- CX Journey maps and Swim lanes can **co-exist**
- Design Thinking methods can be added to the Design tool kit
- Having all stakeholders agree to co-exist and deliver value for the business together is essential.

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Call to Action

What questions or follow up should we tackle on this challenge?

1)

2)

3)



Call to Action

What three things can you do tomorrow?

1)

2)

3)