

USING DESIGN THINKING TO TRANSFORM THE CUSTOMER EXPERIENCE

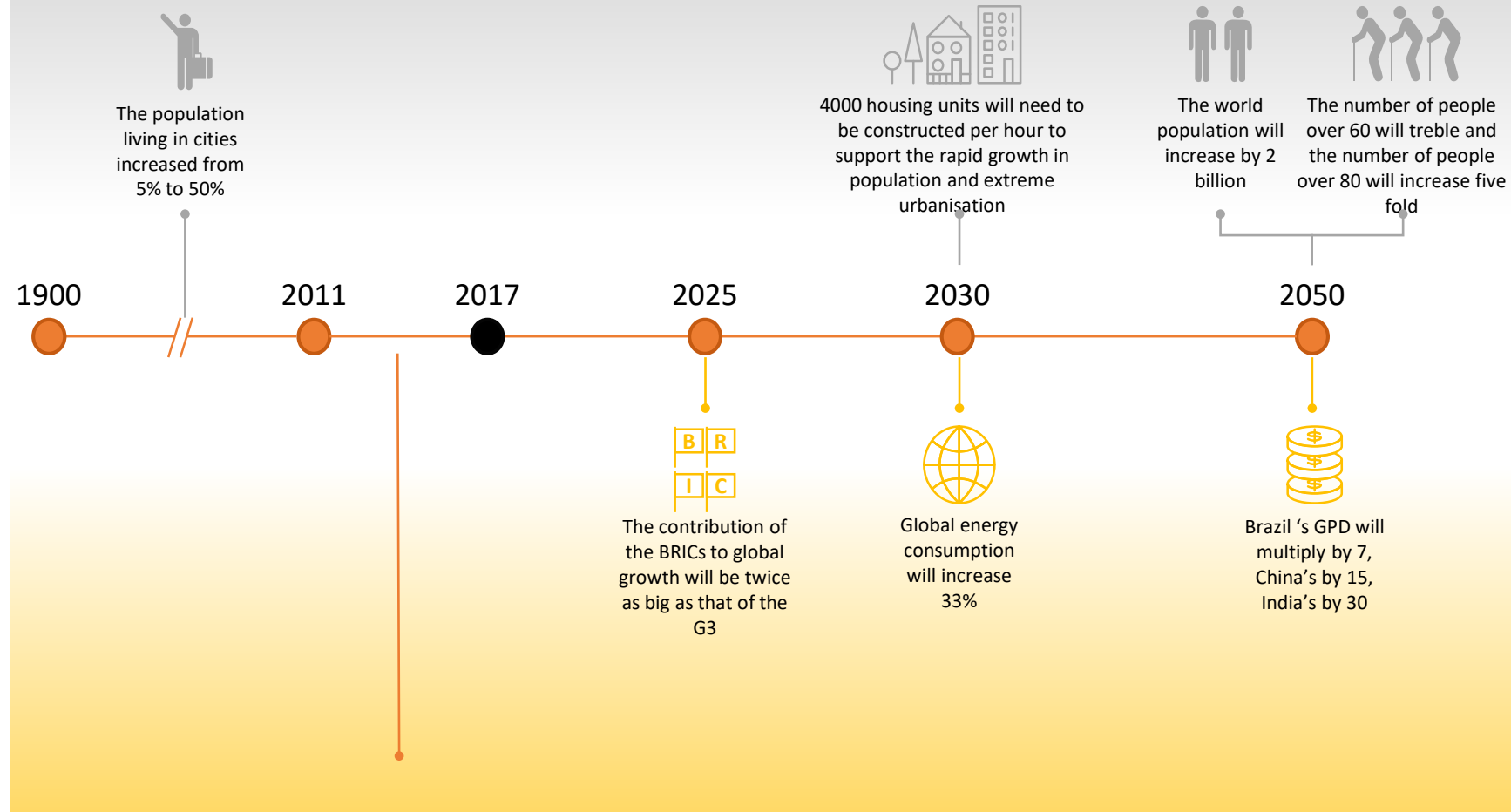


SOCAP 2017

TRANSFORMING THE CONSUMER EXPERIENCE

CONSUMERS ARE INCREASING AT AN EXPONENTIAL RATE

Consumers are increasingly shaping and driving the demands for goods, services and experiences.



More than **2 billion** people use the internet



Facebook has 1.41 billion active users



Twitter has 288 million active users.
5787 tweets are sent every second



YouTube has over 1 billion users.
5 hours of video are uploaded every second



WhatsApp has 700 million active users.
350 000 messages are sent every second

TRANSFORMING THE CONSUMER EXPERIENCE

MILLENNIALS ARE COMING OF AGE.

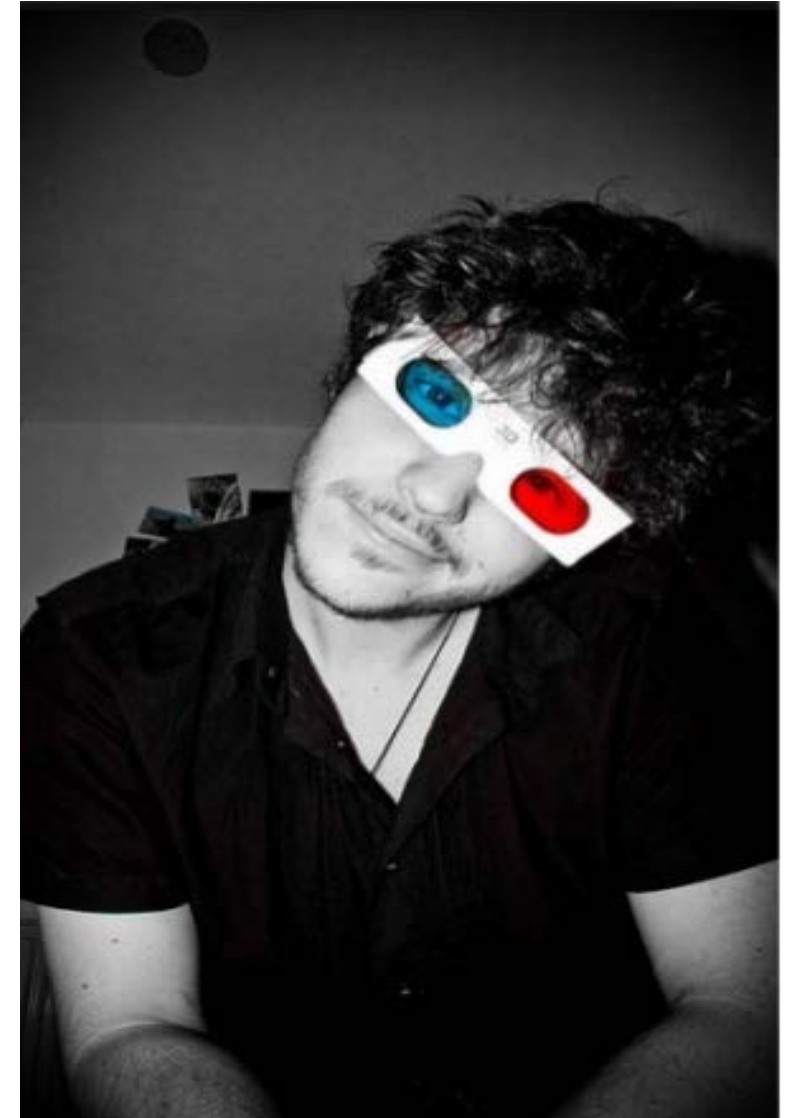
Millennials are poised to reshape the economy. Their unique experiences will change the ways we buy and sell, forcing companies to examine how they do business for decades to come.



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PROSUMERS HAVE MORE INFLUENCE THAN EVER BEFORE

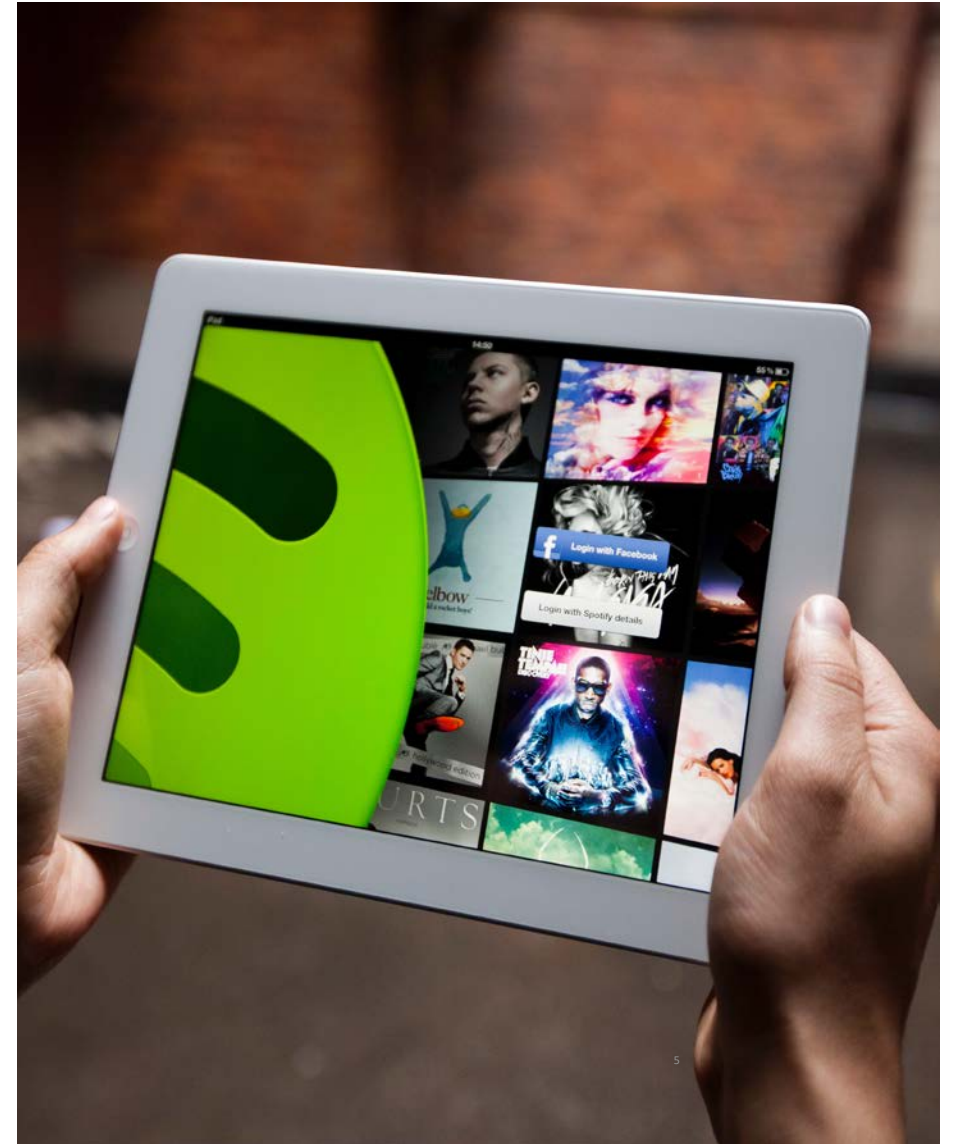
The bottom line – to get consumers talking about and advocating you, your brand, products and business is to deliver content that adds value to their experiences.



TRANSFORMING THE CONSUMER EXPERIENCE

IT'S TRANSFORMING ALL OF THE TIME

The best customer experiences grow and adapt to the user over time with sustained interaction.



TRANSFORMING THE CONSUMER EXPERIENCE

CONSUMERS REDEFINE THE EXPERIENCE

The demand for services and experiences change the laws, way we operate and live.



WORLD LEADING CUSTOMER ORGANISATIONS

Working in your table groups, think of the organisations that deliver the best overall customer experience.

Identify one characteristic that makes them “the best” ?

Use post-it notes to list each idea on separate notes.

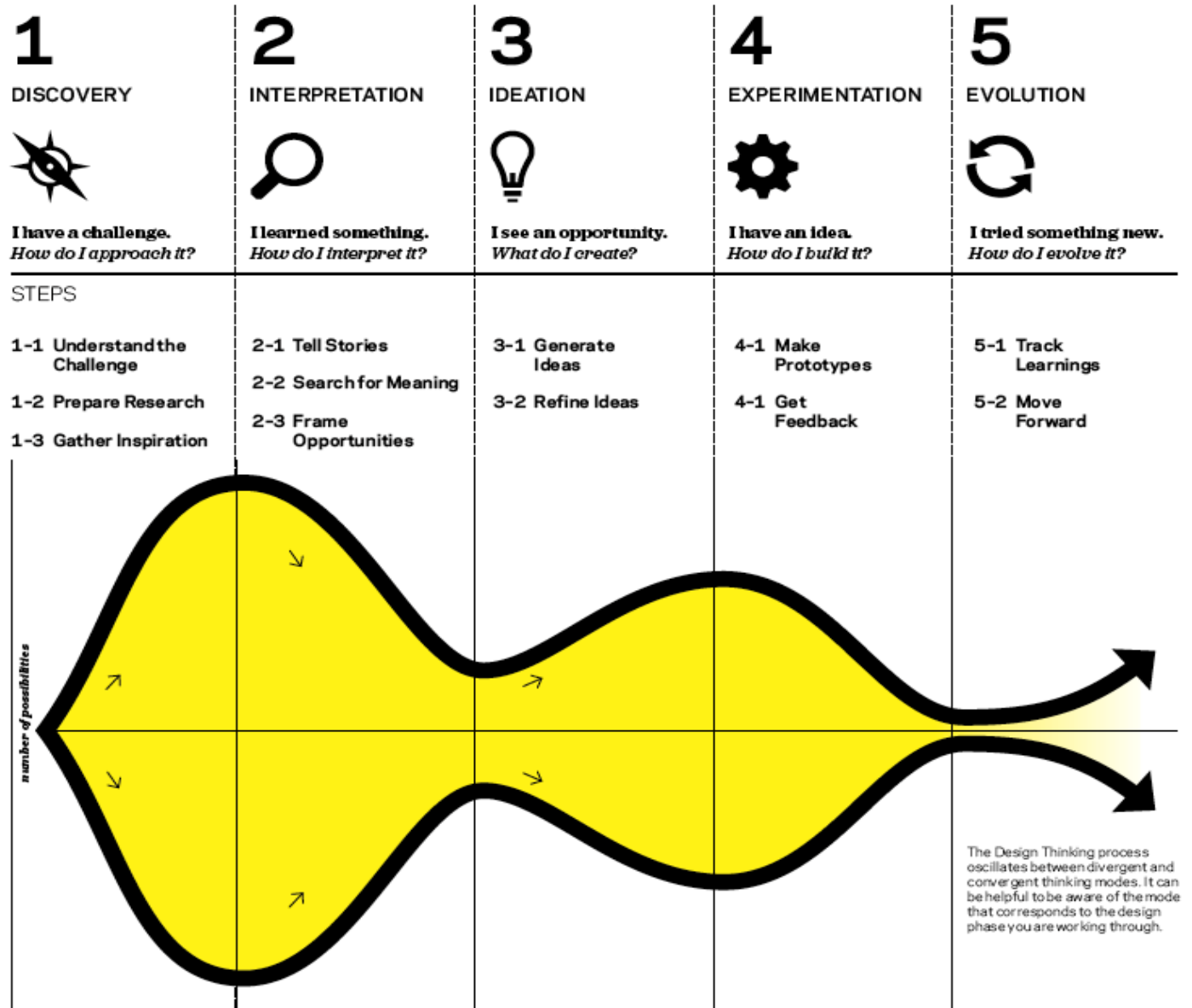
Identify your top 2 organisations.

You have 7 minutes.

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EXPLORING PROBLEMS, DISCOVER OPPORTUNITIES

Design Thinking is a process that helps us create experiences from the “outside-in”. It draws upon logic, imagination, intuition, and systemic reasoning, to explore possibilities of what could be—and to create desired outcomes that benefit consumers.



A SITUATION TO SOLVE

You have been asked by the Chief Customer Officer/Chief Operating Officer to explain why customers are leaving the organisation.

What sources of data would you consider the most compelling to reference ?

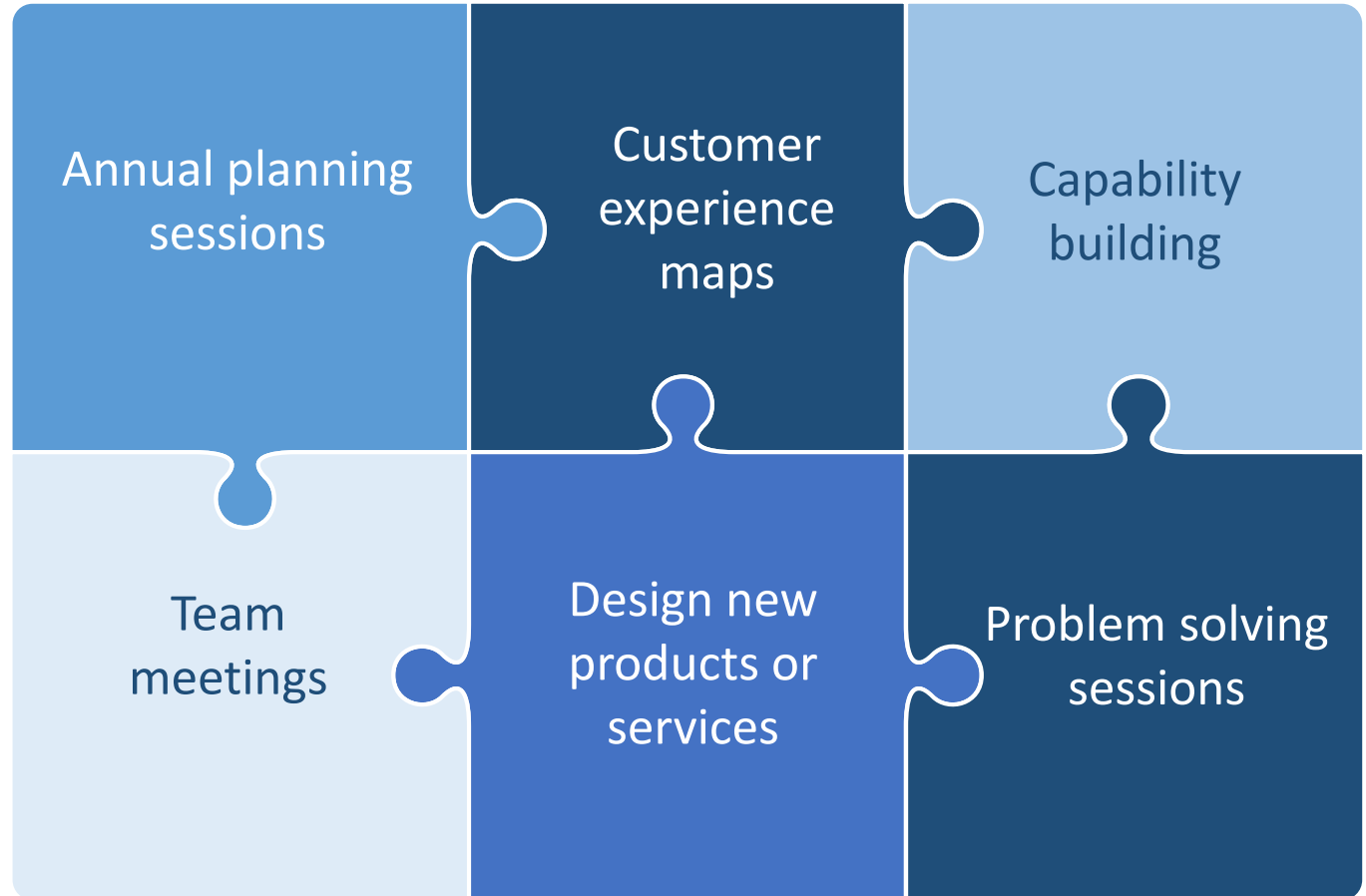
Use post-it notes to list each idea on separate notes.

Write down your top 5 sources of data.

You have 10 minutes.

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DIVERSE APPLICATIONS OF OUTSIDE-IN THINKING IN ORGANISATIONS



WHY IS IT IMPORTANT TO ORGANISATIONS ?

Find someone at another table.
Introduce yourself.

Discuss “*What areas of your organisations could you see a likely use of an “outside-in” way of looking at your customer challenges ?*”

Each person identify your most likely use.

You have 7 minutes.

WRAP UP

What do you take from this session ?

What's one thing you will discuss with your leader/manager from this session ?

REFERENCE MATERIALS

Articles

Design Thinking What is That, Fast Company, 2006

<http://www.fastcompany.com/919258/design-thinking-what>

Design Thinking, Tim Brown, *Harvard Business Review*, 2008

<http://hbr.org/2008/06/design-thinking/ar/1>

Websites

IDEO: <https://www.ideo.org/>

Design Revolution: <http://www.d-rev.org/>

Stanford Dschool Resources:

<https://dschool.stanford.edu/groups/dresources/>

Design Thinking: www.whatisdesignthinking.org