

HOW WE DEVELOP YOUR PLAN FOR SUCCESS

STEP 1 DEFINE THE BUSINESS CHALLENGE

Build alignment/collaboration/clarity of purpose.

STEP 2 CONDUCT CUSTOMER/BUSINESS/COMPETITOR RESEARCH

Determine the customer and business truth, what are the key moments of truth, how can the business better deliver for customers at the key moments in the journey.

STEP 3 UNDERSTAND THE CURRENT JOURNEY

Where are the service failures? how do these effect customers? what is the scale of their impact on the business? how do we best resolve these quickly?

STEP 4 DEFINE CORE CUSTOMER NEEDS

Ensure we understand in great detail, what are the core customer needs and how might the business address them in ways that maximise revenue/usage

STEP 5 PRODUCE A FOOLPROOF PLAN

Step by step plan, prioritised and validated with customers, the business and within your industry

The Four Components of the Plan

A. THE PRODUCT

What is the Customer Value Proposition including who are you speaking to, what are the **Jobs to be Done** (JTBD), what intrinsic needs drive users behaviour? AND what are the features of the product that need to be developed, improved, deleted to address only things that customers value and exclude things that they don't.

B. THE COMMUNICATION

How do we speak to prospective and existing customers to ensure we acknowledge their Jobs to be Done and their Visceral Needs?

C. PEOPLE AND PROCESS

How do we design your Operating Model to deliver your Value Proposition? What people, policy, process and procedures are required to support the delivery of a consistently good service experience, all the time?

D. EXECUTING THE PLAN

What are the features of the digital product/journey that are required to support the delivery of the customers Jobs? What are the customer validated use cases and user stories to support digital development? How do you prioritise the right journeys to be digitised and those which should be supported through human to human contact?