

Customer Co-Design

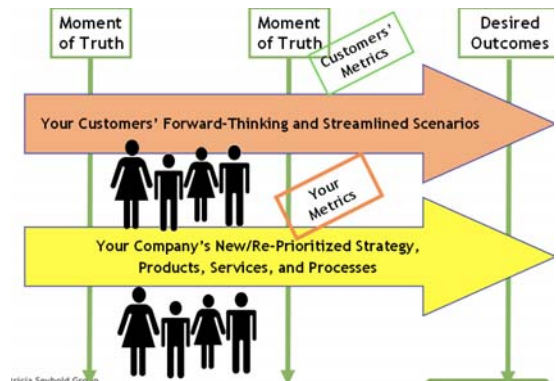
Using Customer Scenario® Mapping

(http://www.psgroup.com/customer_co-design.aspx)

- 50% of your innovations can come from your customers. Why not spawn innovation by letting your customers co-design your next products, services, processes and business models?
- Would you like to improve the customer experience you offer? Make it easier for your customers and partners to do business with you by engaging directly with them to co-design their ideal experiences.
- Want to inject the Voice of the Customer (VOC) into your projects? Gain insights into customers' context and priorities *before* you re-design business processes or set technology priorities.

OVERVIEW

Customer Co-Design is a proven approach to upping your organization's innovation metabolism and harnessing the brainpower and insights of your customers and partners. The foundation of customer co-design is [Customer Scenario® Mapping](#), an effective, hands-on consulting methodology that starts with your customers. What do they care about? What do they need to accomplish? How would they ideally like to reach their goals? This co-design approach focuses on identifying your customers' key goals and moments of truth—their [key scenarios](#). By helping your customers transform *their own* processes, you'll transform *your* business. Together, you'll discover new ways for your customers to do the things that are important to them and new ways for your firm to provide valued products and services. The discoveries you'll make together will drive customer loyalty, improve customer profitability, and yield competitive differentiation.



In a Nutshell

- A proven consulting methodology that transforms companies into more customer-centric organizations in as little as 8 weeks.
- Win customers' trust and loyalty by letting them help you transform the way you do business together.
- Work shoulder to shoulder with insightful customers to accelerate improvements to the customer experience you deliver.
- Identify clear priorities for new or improved products, services, business processes, policies, and/or IT applications that customers care about.
- Deliver significant benefits that drive customer growth, profitability, and differentiation.



Customer Co-Design

By helping you quickly gather detailed customer requirements, Customer Co-Design is ideally suited to help you reach your specific goals for a wide range of customer-impacting initiatives, such as:

- Gather requirements for new products and services and ensure that at least 30% of customers upgrade to those new product/services within the first year.
- Reduce the time to close sales from 2 months to 4 days.
- Improve customer self-service to increase sales, lower costs, and improve customer satisfaction.
- Align your entire ecosystem around customers' success metrics. Reduce the friction in your partner and supply chain by monitoring and improving performance on customer-critical operational metrics.

SIGNIFICANT BENEFITS

Growth	Make it easy for customers to do business by implementing the customer experience that they design. They'll do more business with you more profitably. Customers identify the cross-sell and up-sell offers that they will welcome and demonstrate why and when they'll welcome them. Deliver those offers for increased revenue.
Reduced Cost	In their designs, customers specify the operational capabilities that they need and the channels that they prefer to use for doing business with you. Streamlining operations and channels to support these customer designs eliminates confusion and frustration. Prioritizing from customers' requirements focuses the scope of planned projects, identifies reusable services, and eliminates duplication of effort, thereby lowering costs.

[Learn These Customer Co-Design Techniques:](#)

- Behavioral Segmentation
- Identify & Recruit Lead Customers
- In-Depth Customer Interviewing
- Issues & Vision Discussions
- Define Customer Personas in Context
- Internal Customer Scenario Mapping
- Customer Scenario Mapping with Customers & Partners
- Creating Operational Scorecards
- Turning Maps into Action Plans
- Nurturing Your Lead Customer Community

Customer Co-Design

<p>Continuous Improvement</p>	<p>Customers specify the metrics for their customer scenarios. Use those metrics to measure, monitor, and refine the processes and systems that support these customer scenarios to deliver an excellent customer experience in functionality, performance, and availability.</p>
<p>Reduced Risk</p>	<p>Customers co-design the processes and systems that support their tasks and outcomes. Their implementation is "right" from the first release. As a result, the risk typically associated with implementing new capabilities is reduced significantly.</p>

THE RESULTS

Each half-day customer co-design session yields immediate benefits.

- You'll discover immediate "quick wins" you can put into practice right away.
- Your executives will align around key strategic action items with measurable results.
- Your account team will be better able to shorten time-to-close sales and to grow business with the customers and partners with whom they engaged in the co-design session, as well as with other customers and partners who share many of the same context and issues.

The Customer Co-Design approach has been used by hundreds of organizations in multiple industries, including manufacturing, financial services, high tech, education, not-for-profit, healthcare, retail, and travel and hospitality. These organizations have realized impressive results which have allowed the companies to reap the rewards of increased customer satisfaction and loyalty.

Make customer co-design a core competency. We're happy to [transfer the methodology](#) to your team.

Some of Our Co-Design Clients:

- Agilent
- American Airlines
- American Cancer Society
- Alberta Treasury Branch
- Autodesk
- CGI Group
- Cisco Systems
- CitiCorp
- Commonwealth of Massachusetts
- Expedia
- Fidelity Investments
- L.L. Bean
- SolidWorks
- Vodafone
- Xilinx

Free Download:

[Let Your Customers Co-Design Your Customer-Critical Initiatives](#)

View our [Customer Scenario Mapping Research](#).

