





## Customer Co-Design Techniques

*Techniques Used in Customer Scenario Mapping*  
([http://www.psgroup.com/consulting\\_csm\\_techniques.aspx](http://www.psgroup.com/consulting_csm_techniques.aspx))




### OVERVIEW

Although most valuable when conducted in a complete [Customer Co-Design](#) project, our [Customer Scenario<sup>®</sup> Mapping](#) methodology includes a number of techniques which can be used independently to great effect. A number of our clients choose to begin their customer co-design efforts by commissioning the PSGroup consulting staff to perform some of these techniques in preparation for future customer-centric initiatives.


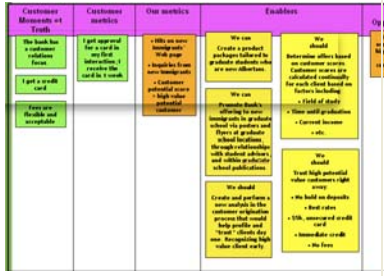

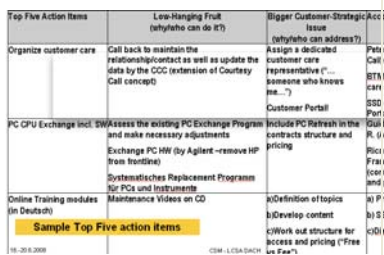
### CO-DESIGN TECHNIQUES AND BENEFITS

<p><b>Behavioral Segmentation</b></p>	<p>We work with you to identify customer segments based on customers' contexts, trigger events, emotional motivation, typical behaviors, and common goals, rather than purely on demographic and transactional information. This allows your company to more clearly understand these distinct groups of customers and to identify the scenarios that are most important to each group.</p>	 
<p><b>Identify &amp; Recruit Lead Customers</b></p>	<p>"Lead customers" are those customers (or prospects or ex-customers) who not only will use your products/services, but who identify with them. They often try new things with your products and services in order to meet their needs. Let us help identify which of your customers have taken or will take this leadership role and then recruit them to become part of your co-design efforts.</p>	 

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<p><b>In-Depth Customer Interviewing</b></p>	<p>PSGroup's team of <a href="#">Senior Consultants</a> are skilled in creating interview guides and in interviewing customers to elicit meaningful and valuable responses. We analyze the results of the interviews, identifying patterns in customer pain points, what they ideally want to achieve, and ideas about how they want to do business with you. Based on the interviews, we can identify those customer scenarios that are most important to each customer segment.</p>	
<p><b>Issues &amp; Vision Discussions</b></p>	<p>Issues &amp; Vision Discussions are group interviews of customers or stakeholders designed to expose the gaps between the experience customers would like to be receiving, the experiences you'd like to be delivering to customers, and the actual experience you deliver today. We use these to kick-off co-design sessions, but they are also a great way to get everyone on the same page around customer-critical issues. PSGroup consultants facilitate these discussions and capture what has been said in order to fine tune scenarios to address and to provide your organization with a shared mental model of customer concerns, business issues, and shared goals.</p>	
<p><b>Internal Customer Scenario Mapping (CSM)</b></p>	<p>An "internal" CSM session is a hands-on mapping of ideal customer scenarios by internal stakeholders. It helps people from different departments put themselves in their customers' shoes to design seamless customer experiences across channels and operations. We recommend running an internal CSM session before you run a session with customers and partners. It gets the creative juices flowing and makes it easier for your own people to "think out of the box."</p>	

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<p><b>CSM with Customers &amp; Partners</b></p>	<p>The hands-on mapping of customer scenarios brings together teams of customers who share common issues with channel partners, employees from different departments, and stakeholders (e.g., suppliers, regulators) in order to understand what customers want to ultimately achieve in each situation. Customers provide the details of how they want your company to support them on their road to success, including how they define success at each critical point and what constitutes a successful outcome.</p>	
<p><b>Creating Operational Scorecards &amp; Customer Dashboards</b></p>	<p>Each Customer Scenario map includes customers' success metrics, partners' performance metrics and business ROI, and your company's own operational metrics and business ROI. After the customers have left, each mapping team develops a scorecard to create a "line of sight" from the customers' success metrics to the partners' success metrics to your operational metrics and business ROI.</p> <p>These scorecards form the basis of Customer Dashboards that are used to instrument, monitor, and improve customer experience, loyalty, and profits. When Patricia Seybold Group consultants convert a set of scorecards into a single dashboard, the trick is to focus on a HANDFUL of operational metrics that you can monitor and improve, so that everyone in your organization (or ecosystem) is focused on improving performance on the things that matter most to customers.</p>	 
<p><b>Turning Maps into Action Plans &amp; Road Maps</b></p>	<p>Each Customer Scenario mapping session yields profound actionable insights. These take the form of quick wins and strategic initiatives. Our consultants lead you through the process of discovering the action items for each scenario and across scenarios, getting executive support to tackle these priorities and setting up your action plans.</p> <p>Customer-centric Road Maps are a next step after Action Plans. Patricia Seybold Group consultants do further analysis to develop a business process and/or IT Road Map using customer-centric priorities and business ROI as well as mapping out the critical dependencies.</p>	

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### **Nurturing Your Lead Customer Community**

Once you bring customers and/or partners together to brainstorm and co-design solutions, they bond with each other, and they want to continue to work together and with your team to actualize the designs they've created and to help you make trade-offs as you move from design to implementation.



For more information, please contact [csm "@ psgroup.com](mailto:csm@psgroup.com) or (617) 742-5200.