



Customer Journeys: Now what?

PvKO Kennissessie service design

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Aangenaam



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Service design
consultant

De 5 principes van Service Design



Gebruiker centraal

Bij alles wat we doen stellen we de gebruiker van de dienst centraal.



Holistisch

Kijk naar de hele dienstverlening van begin tot einde.



Co-creatie

We werken met een divers en multidisciplinair team waarmee we samen het project uitvoeren.



Van oppervlakte tot kern

We werken vanaf de oppervlakte van de dienst naar processen en systemen diep in de organisatie.



Iteratief

Service Design is een iteratief en continue proces.

Van customer journey tot interne verandering



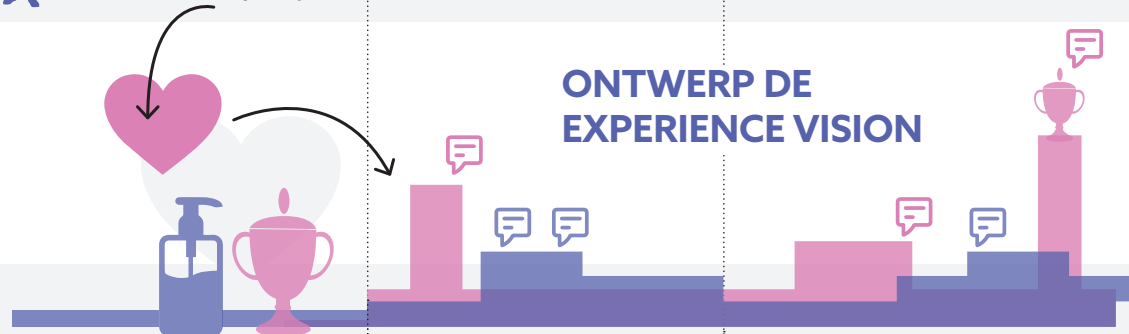
KLANT



MAP DE CUSTOMER JOURNEY



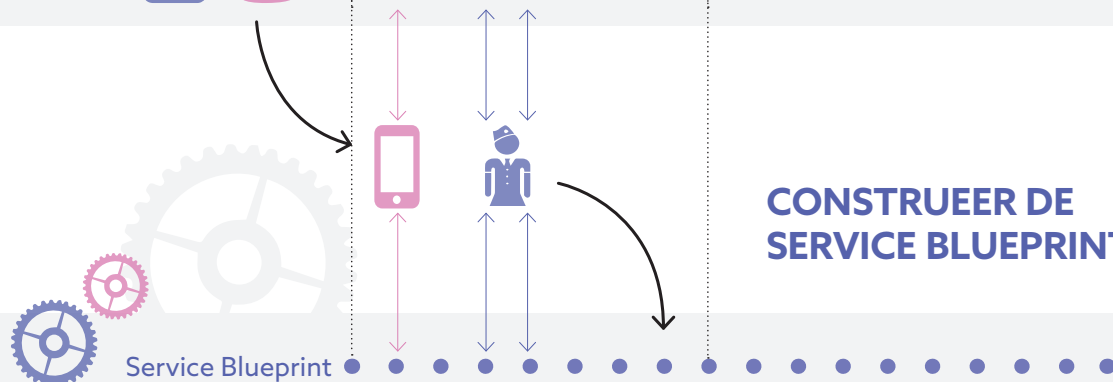
BELEVING



ONTWERP DE EXPERIENCE VISION



INTERNE PROCESSEN



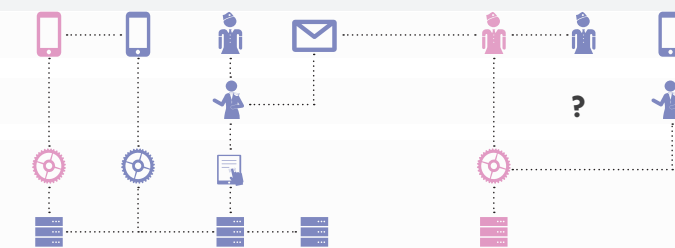
CONSTRUEER DE SERVICE BLUEPRINT

Front Stage Activities

Back Stage Activities

Support Processes

CRM software

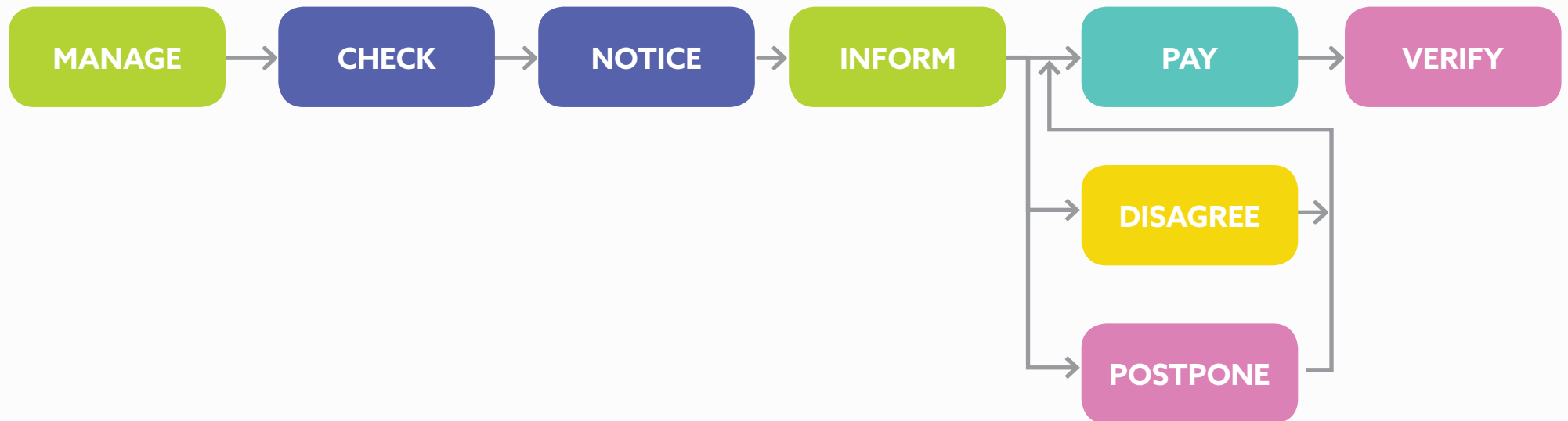


ONTWIKKEL DE IT REQUIREMENTS

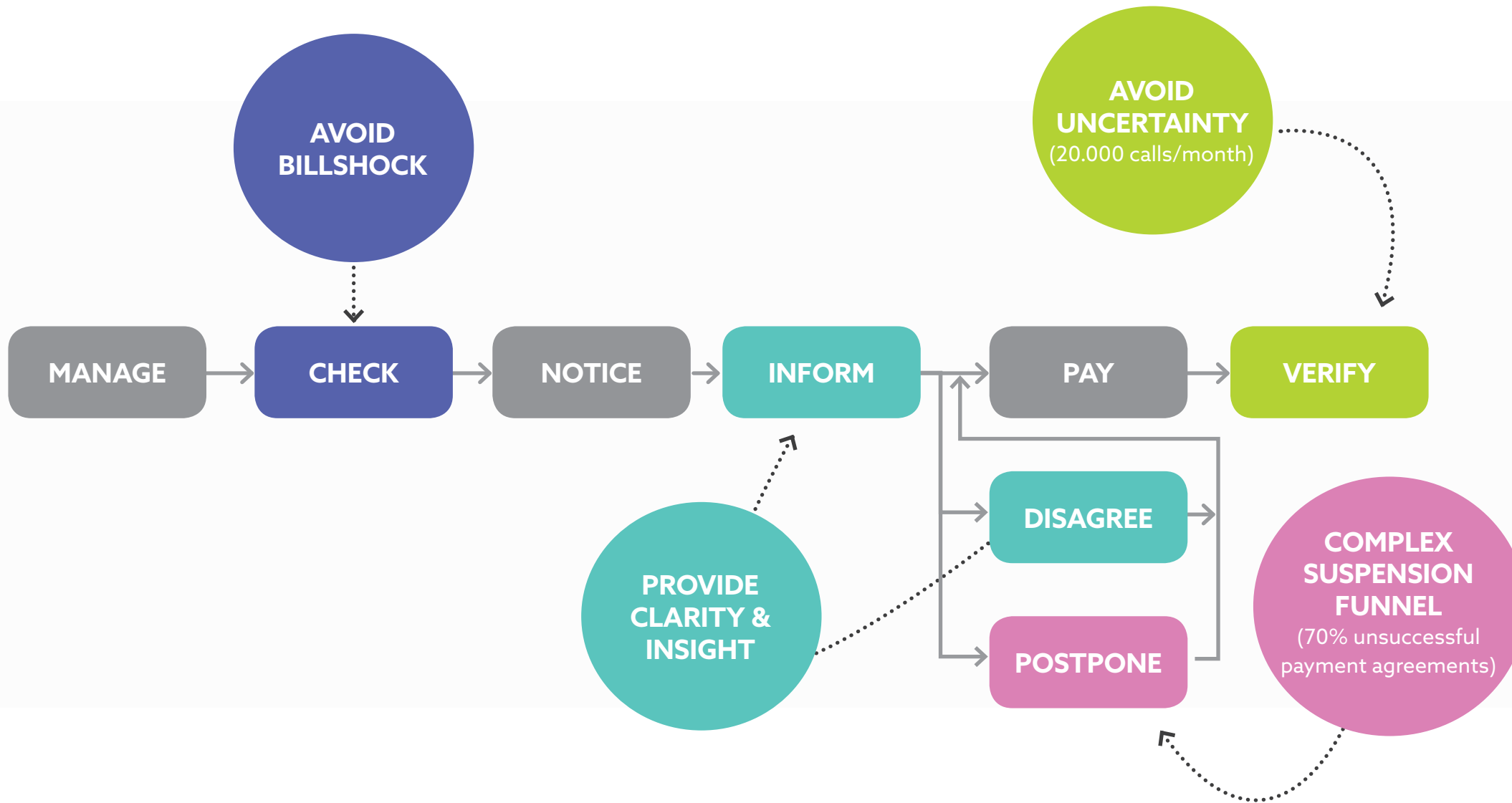
NOS

**Van klantbeleving naar
nieuw CRM systeem**

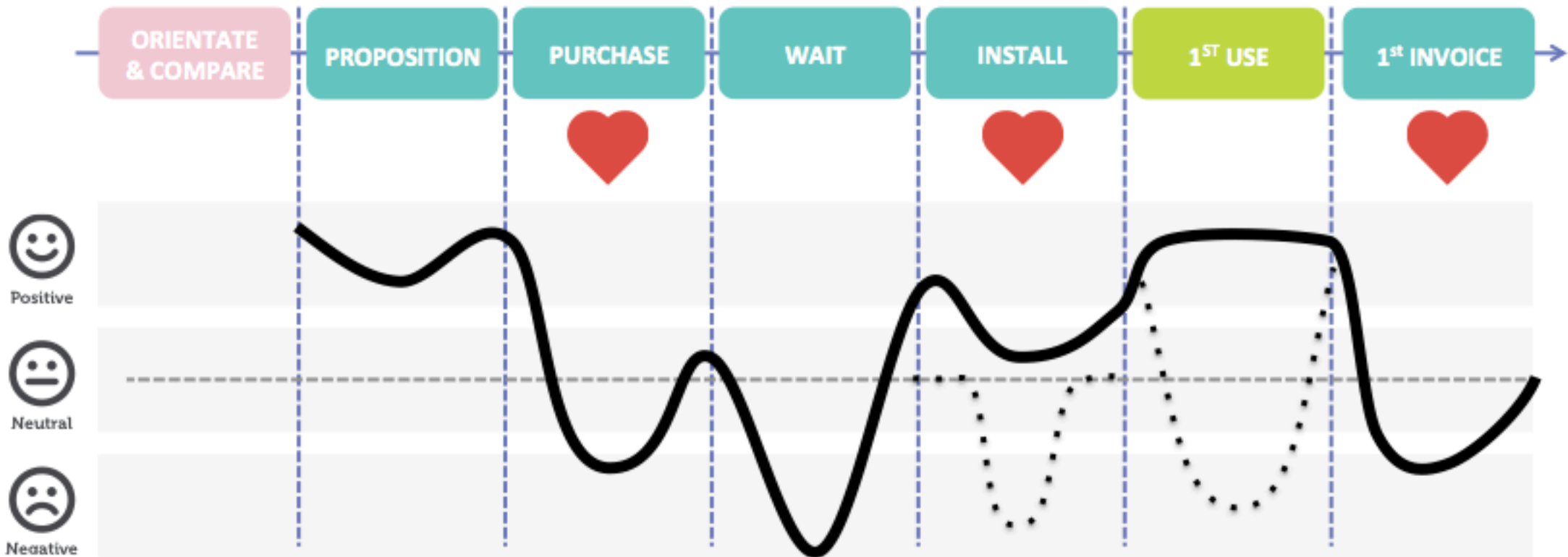
De Betaal Customer Journey



Belangrijke momenten: Quantificeren van klant pijnen



Opzetten van een beleving curve als innovatiebasis



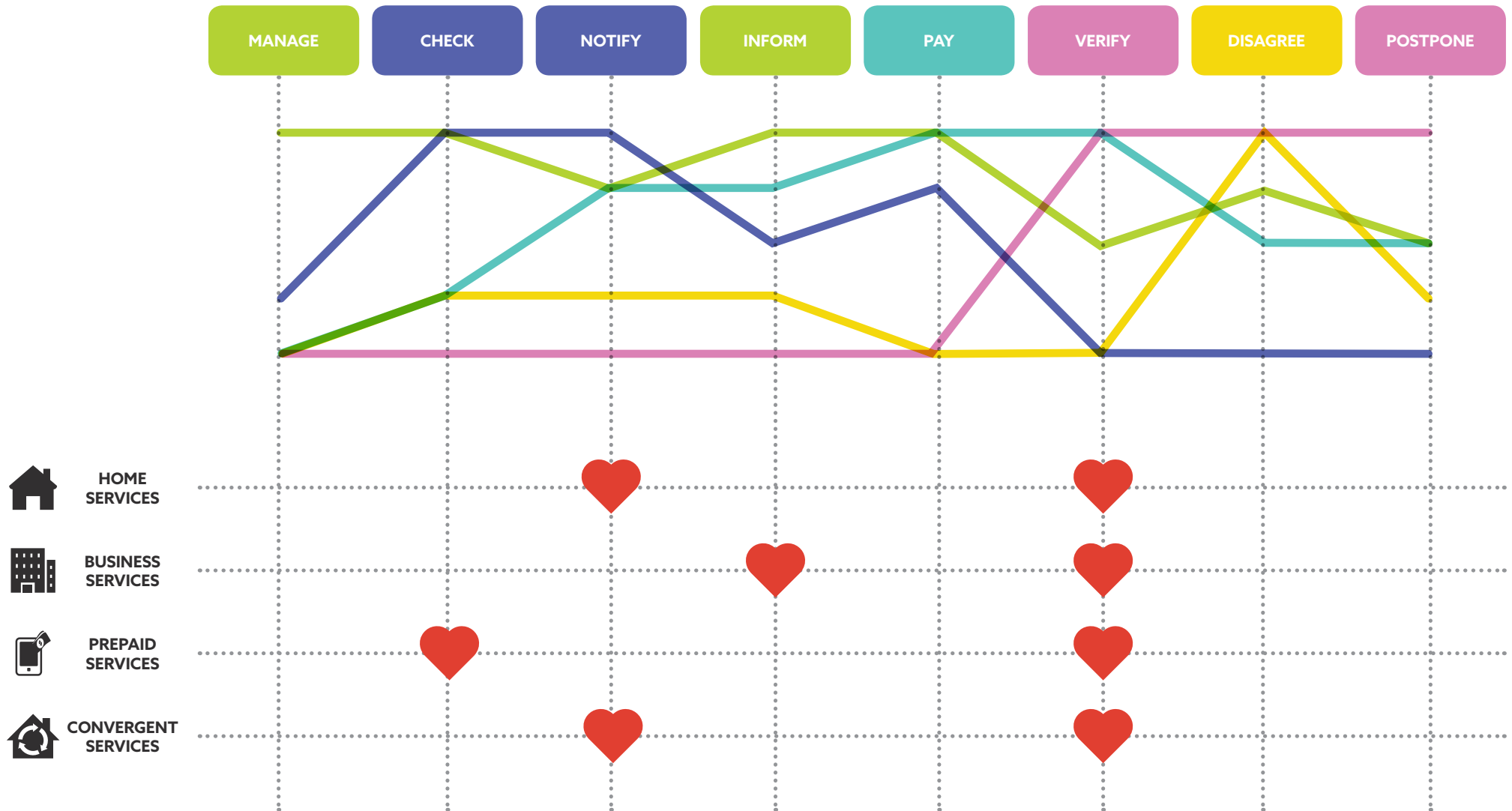
Experiometer: Een strategisch en creatief framework



IN CONTROL
EFFORTLESS
IMPRESSED
CONFIDENT
APPRECIATED



Experience drivers gedurende de Customer Journey en MoTs

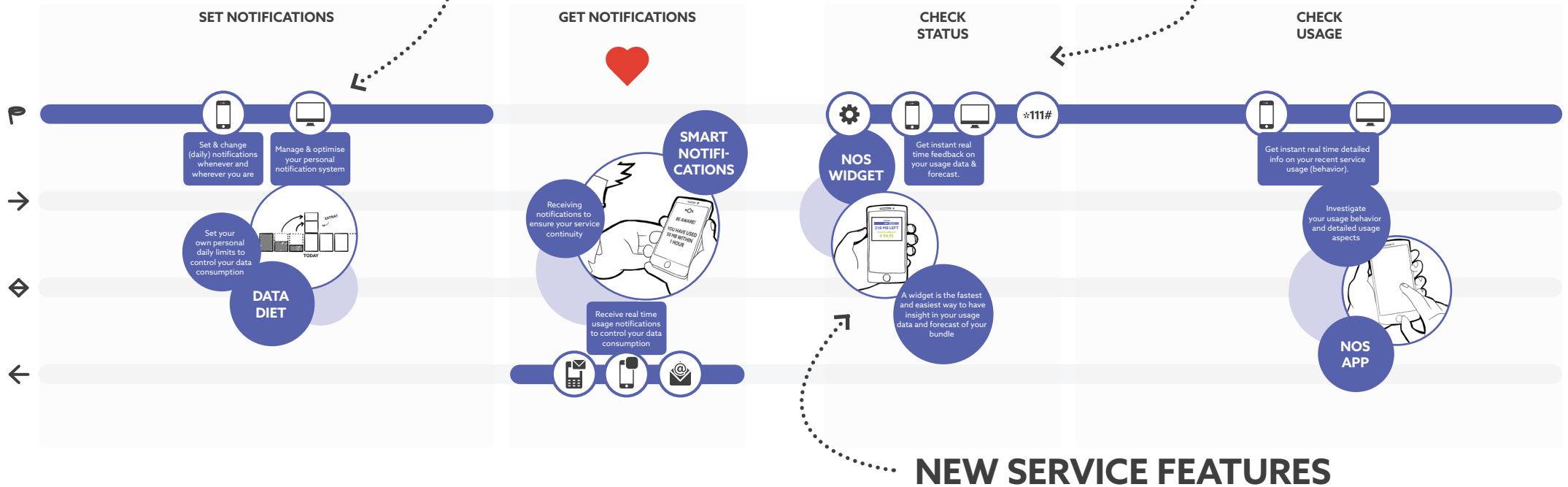


Ontwerpen van de gewenste klantbeleving



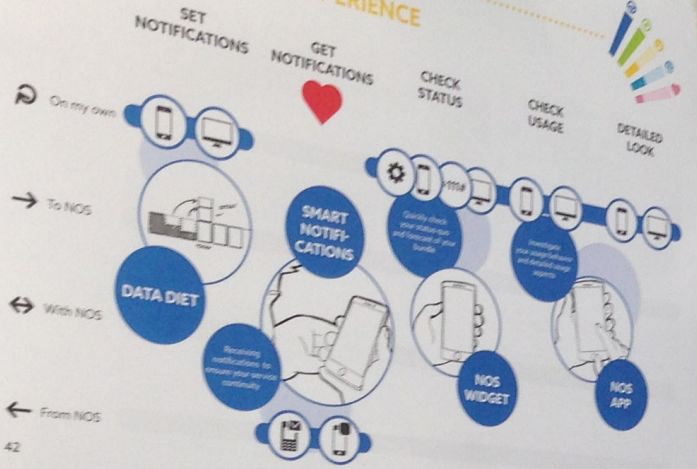
MAP TOUCHPOINTS EN ACTIVITEITEN

INLIJVEN VAN DE EXPERIENCE DRIVERS



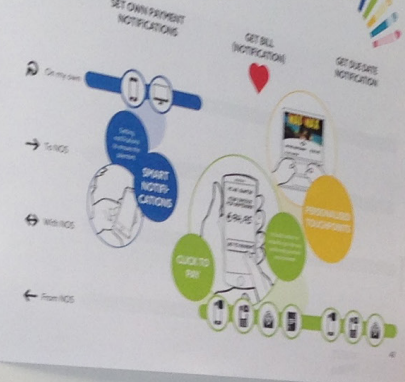
I PAY: CHECK

THE IDEAL CHECKING EXPERIENCE



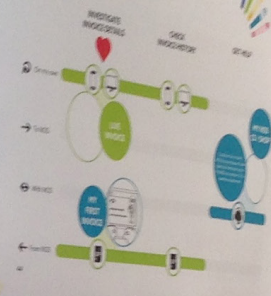
I PAY: NOTICE

NOTICE AND RECEIVE THE BILL



I PAY: INFORM

DIVE INTO YOUR INVOICE



Prototype, test en redesign

NOS WIDGET

ANDROID WIDGET TO HAVE DIRECT INSIGHT IN DATA USAGE

A widget (dashboard application for Android smartphones) that gives you direct insight to the basic info of your layered interface:

- your current usage & invoice amount
- remaining data/minutes/services

WHICH NEEDS DOES IT SOLVE?

- I want to have insight in my current usage
- I want to prevent bill shock
- I want to ensure service continuity

WHAT PAINS DOES IT RELIEVE?

- Lack of insights in data usage
- Lack of control in data usage
- Lack of overview in data usage
- Difficult to process & analyse data
- Too much and too complicated information



NOS APP

DIRECT ACCESS TO YOUR USAGE & INVOICE

Through a smartphone application and/or website we get direct access to our layered interface.

WHICH NEEDS DOES IT SOLVE?

- I want to prevent bill shock
- I want to verify my usage data
- I want to ensure service continuity
- I want to manage my service

WHAT PAINS DOES IT RELIEVE?

- No insights in data usage
- No control over service

CLIPPING

A DIRECT LINE FROM NOTICE TO PAYMENT

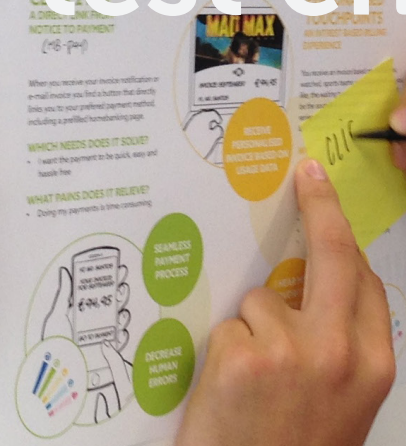
When you receive your invoice notification or a mail invoice you find a button that directly links you to your preferred payment method, including a pre-filled homebanking page.

WHICH NEEDS DOES IT SOLVE?

- I want the payment to be quick, easy and hassle free

WHAT PAINS DOES IT RELIEVE?

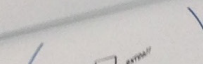
- Doing my payments is time-consuming



SMART NOTIFICATIONS

PERSONALIZE & OPTIMIZE YOUR NOTIFICATIONS

The Data Diet functionality enables you to set rules and regulations concerning your own data usage. You can set daily or weekly limits to your general data usage or restrict the data usage for special moments.



DATA DIET

SET YOUR PHONE ON A DATA DIET

The Data Diet functionality enables you to set rules and regulations concerning your own data usage. You can set daily or weekly limits to your general data usage or restrict the data usage for special moments.

LAYERED INTERFACE

ONE INTERACTIVE TOUCHPOINTS

An innovative layered interface to use of important data in our touchpoints.

POST

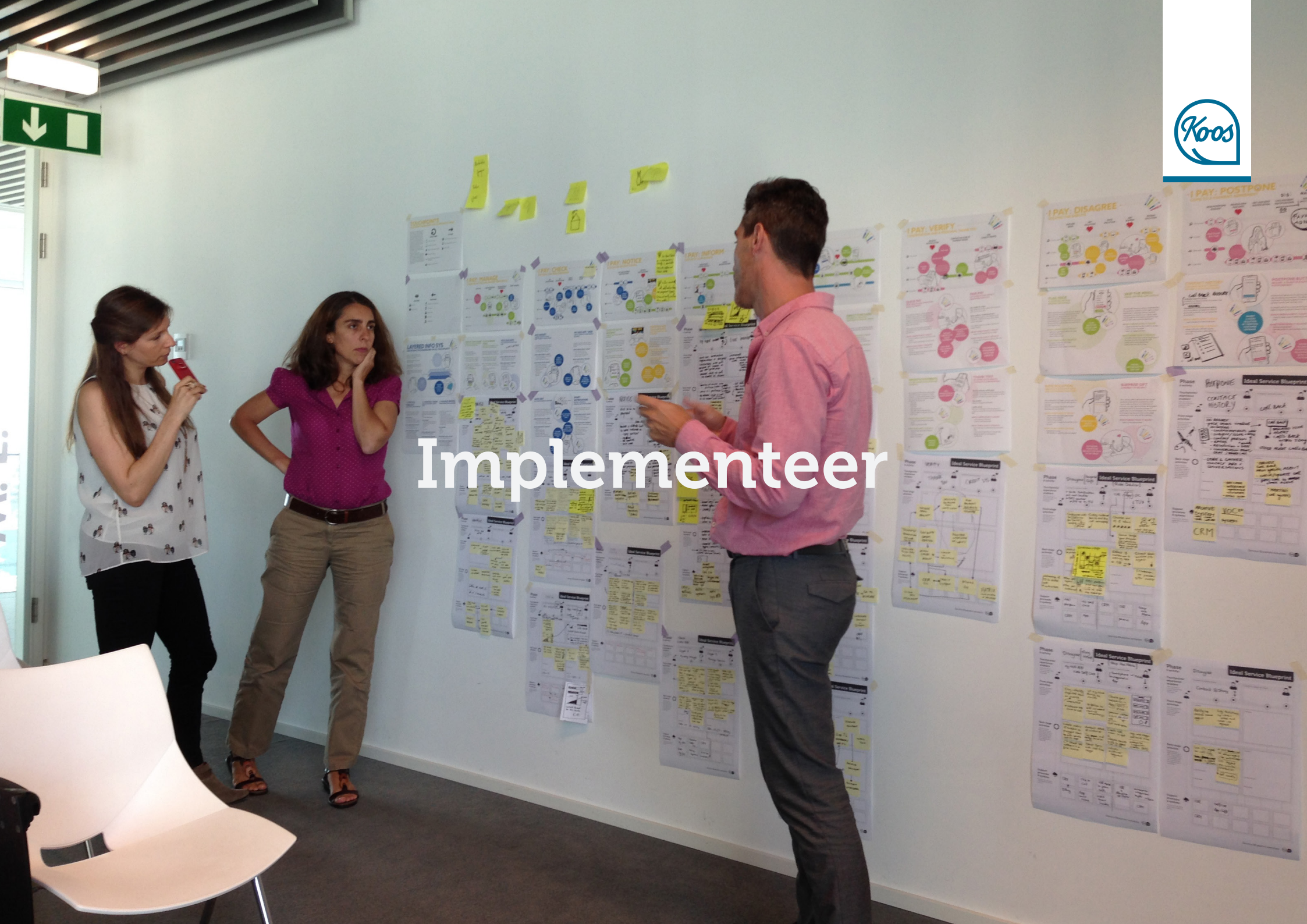
BILLS

SET PAYMENT DATE

NOS IMPROVE MYSELF

PAY EXTRA'S DIRECTLY

Implementeer



Service Blueprint:

“Een service innovatie techniek waarin de interne processen en systemen in kaart worden gebracht die nodig zijn om de beoogde klantbeleving te kunnen leveren.”

Componenten van de Service Blueprint



Klant activiteiten

Touchpoint

CHANGE INVOICE PREFERENCES



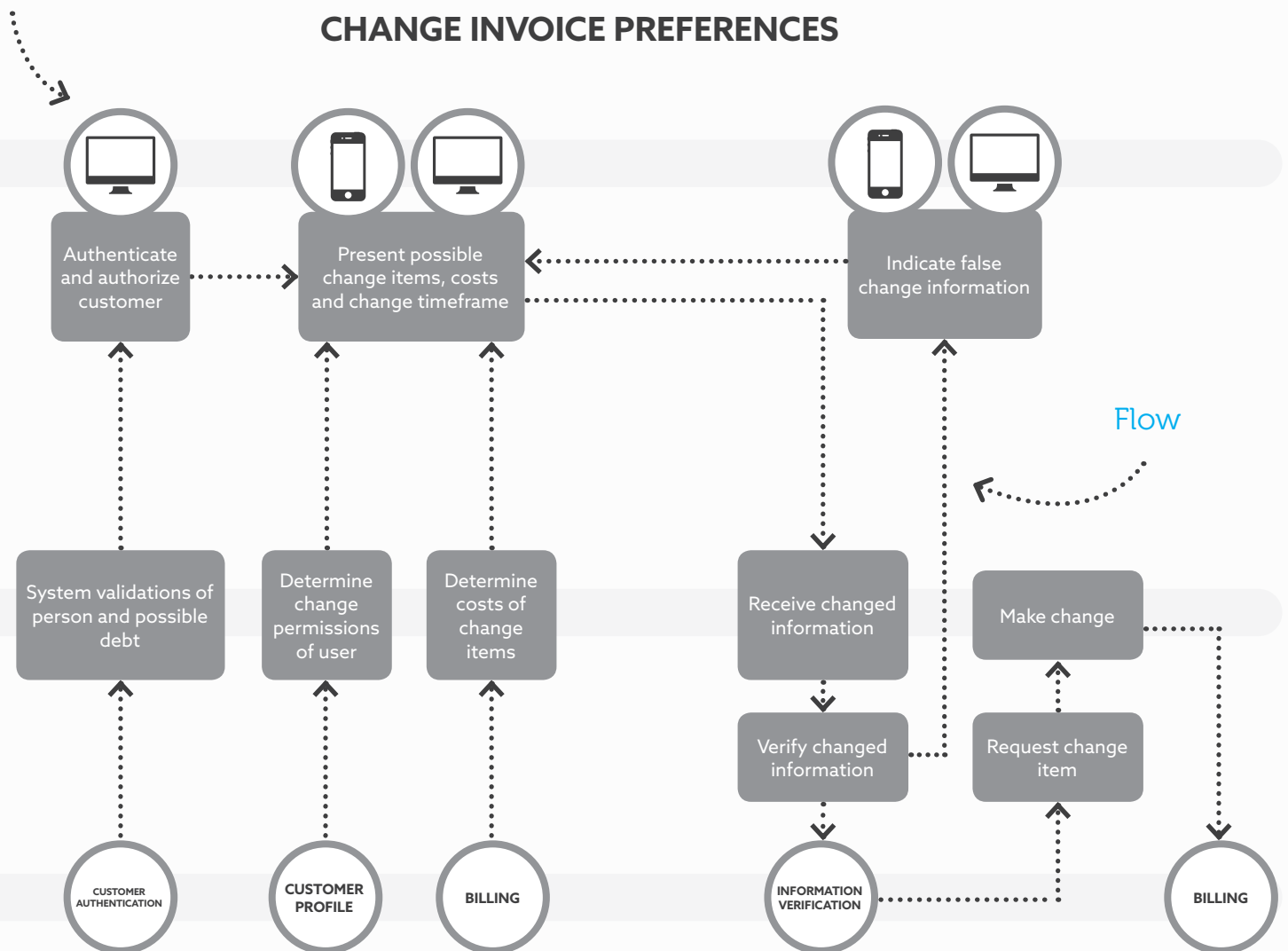
Front stage activiteiten



Back stage activiteiten



Ondersteunende systemen en processen

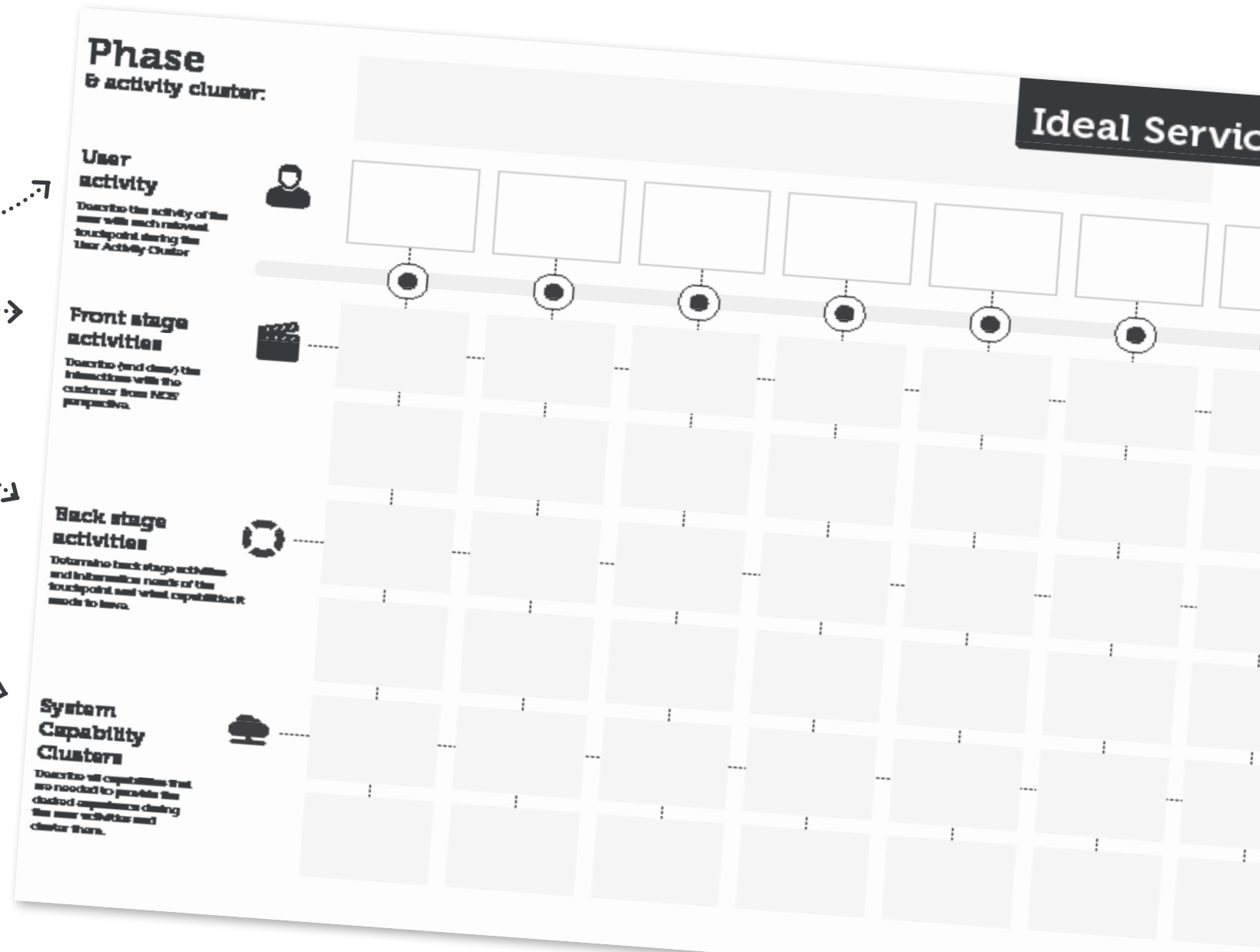


The Service Blueprint Template



Service Blueprint Template

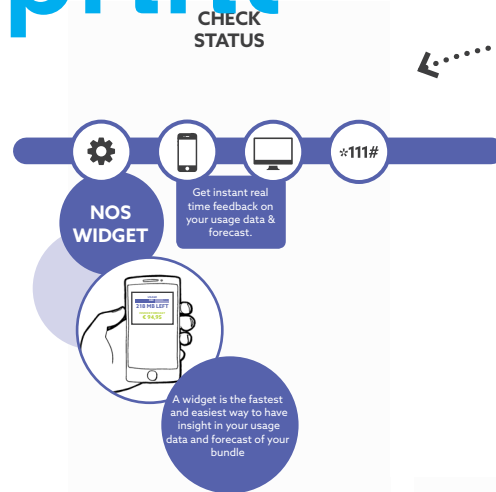
- » CJM Phase
- » User Activity on Touchpoint
- » Front Stage Activities
- » Back Stage Activities
- » Supporting processes and systems



De vertaling van klantbeleving naar Service Blueprint



GEWENSTE KLANTBELEVING

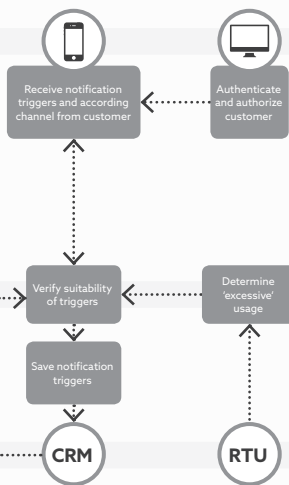


FRONT STAGE ACTIVITEITEN

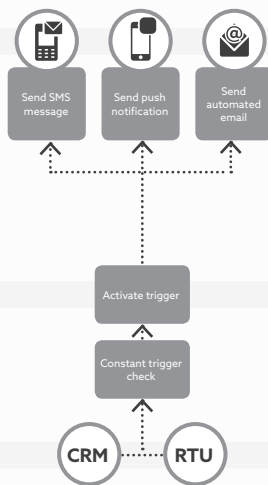
BACK STAGE ACTIVITEITEN

ONDERSTEUNENDE SYSTEMEN

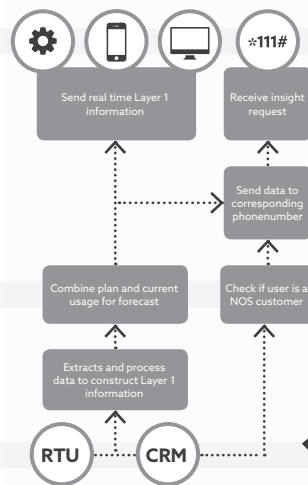
SET NOTIFICATIONS



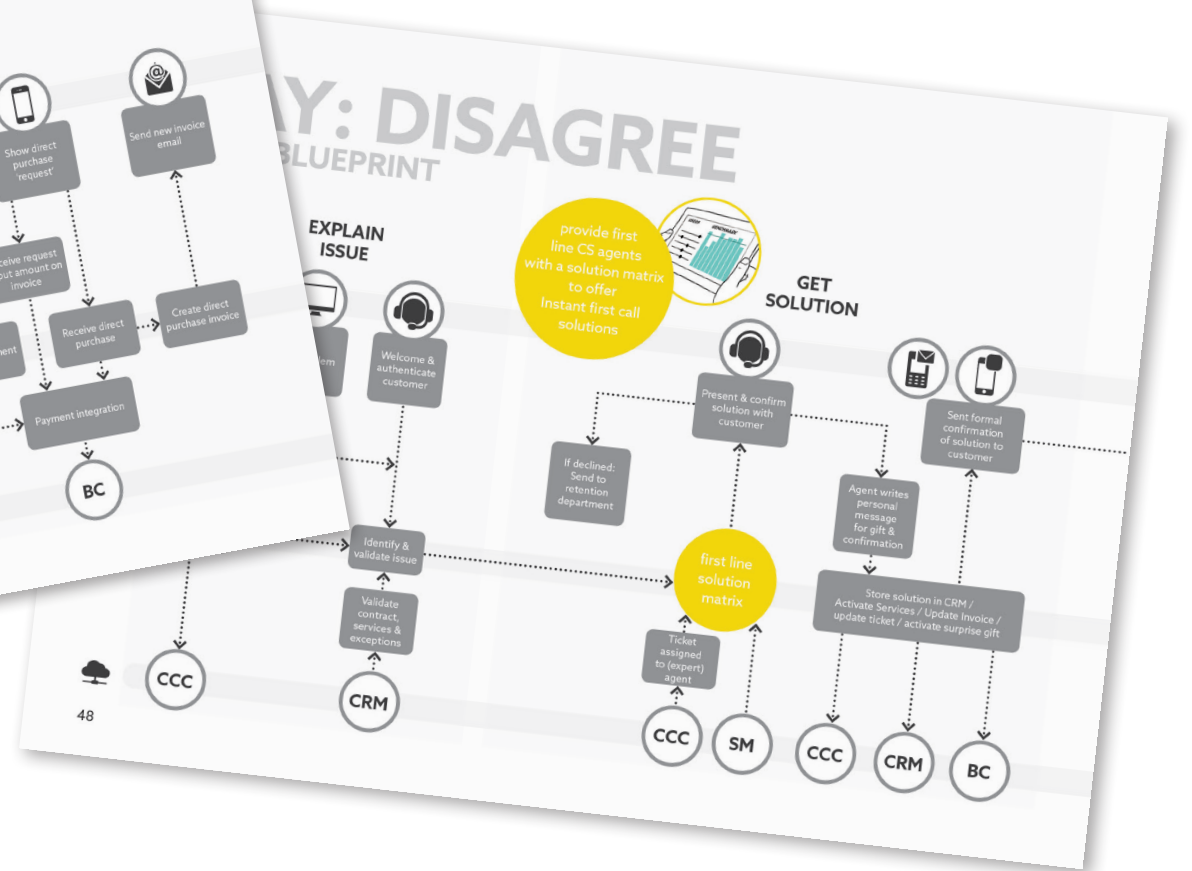
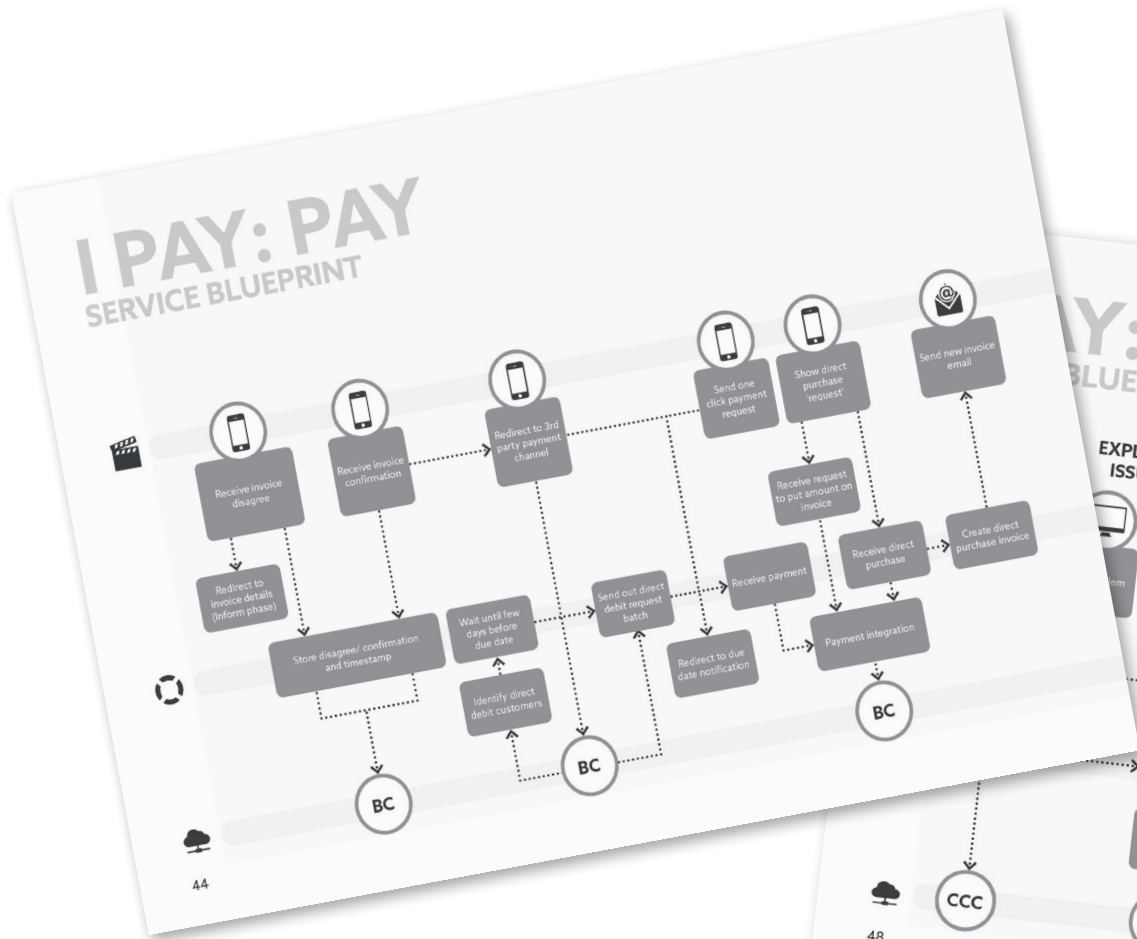
GET NOTIFICATIONS



CHECK STATUS



Resultaat: Service Blueprint



Voer een Gap Analysis uit om verbeteringen 'actionable' te maken



User activity cluster:



User activities



Desired capabilities



Current capabilities



Gap



Actions



S/M/L



Owner



Dependencies

Gap Analysis



Resultaat: Service Blueprint



User Stories	Sub User Stories	Issues	Frequency	Importance	Origin	Solution	Process	Tools	Channels	Costs	Other
I want to see my invoice	Total amount in debt	Lack of insight in open credit Ensure service continuity	Question about open amount 96937	3rd	FAQ Pay Inform	*Browse trough payment data in layered app web interface	Click to go to payment	Make use of direct payment straight from the notification	Extract customer preference of notification channel	NA	Create char and include change inv
I want to see my invoice	Consult about movements (Payments, debits and credits)	Check if payment went well Consult payment history Need control over payments	Open amounts from last month 40 risk	3rd	FAQ Bill		Click to go to payment	Make use of direct payment straight from the notification	Extract customer preference of payment method	A	See on
I want to see my invoice	Consult Billing History	Compare previous invoices Value on last bill different from expected	Question on mobile consumption 31174	4th	FAQ Bill Check	*payment control: having control over every payment *direct purchase: pay directly for services I use *fast lower *instant access to my billing history through app and web	Click to go to payment	Make use of direct payment straight from the notification	Extract customer preference of invoice type	NA	NA
I want to see my invoice	Consult about consumptions	Avoid Bill Shock Verify usage Ensure service continuity Having no insight in usage Difficult to process usage info Identify unexpected high usage					Layered Info System (L3)	Receive invoice by mail or e-mail	Include one-click-payment capability in notification (depending on payment method and invoice type)	A	NA
I want to see my invoice	Consult invoice	Doubt about invoice Know how costs are allocated Difficult to find information Complex info on invoice					Layered Info System (L3)	Receive invoice by mail or e-mail	Include payment reference and amount (depending on payment method and invoice type)	A	NA
I want to check my payments		Avoid late payment consequences Stress about payments					Layered Info System (L3)	Check contract/package costs in MyNOS web/app	Trigger to send e-mail invoice Ticket to create paper invoice	A	NA
I want to check my recharges							Layered Info System (L3)	Check out of contract costs in MyNOS web/app	Provide package cost	A	NA
I want to change billing address		Avoid late payment consequences Stress about payments					Layered Info System (L3)	Check current payment balance in MyNOS web/app	Provide extra costs	A	NA
I want to change invoice type (digital or paper)		Moving to new address					Layered Info System (L3)	Check out of contract costs in MyNOS web/app	Provide current payment balance	A	NA
I want to change payment method							Layered Info System (L3)	Check current payment balance in MyNOS web/app	Provide current payment balance & open costs	A	NA
I want to change invoice (detailed, normal)							Layered Info System (L3)	Check total amount in debt	Provide invoice history: *invoices received *amount *date *source *channel *download PDF	A	NA
I want to change services in which account							Layered Info System (L3)	Check invoice history (browse trough payment data in layered app / web interface)	Provide payment history: *history of movements *type of payments *debits and credits *amounts of payments *date received	A	NA
I want to copy of the invoice							Layered Info System (L3)	Check if payments are received	Provide PDF of invoice in My NOS Script CS to explain invoice Access to customer invoice info (with consent)	A	NA
Home and mobile services							Layered Info System (L3)	Download invoice in PDF Call CS to get explanation on invoice Go to Store and get explanation on invoice	One button that does the whole payment process	NA	Currently only manual for customers
Commercial Issue Usage Issue							One click payment	Execute one-click-payment	Extract payment information from billing system	A	Currently only manual for customers
							One click payment	Execute one-click-payment	Payment capabilities for Paypal	A	Currently only manual for customers
							One click payment	Execute one-click-payment	Payment capabilities for Creditcard	A	Currently only fully auto (confirm possibilities)
							One click payment	Execute one-click-payment	Payment capabilities for Direct debit	A	Currently only manual
							One click payment	Execute one-click-payment	Payment capabilities for MbPhone	A	NA
							Direct purchase	Execute direct purchase when buying extra services	One button that does the whole payment process	NA	NA

Waarom een SBP nuttig kan zijn



- » Systematische methode voor het in kaart brengen van interne processen en systemen
- » Vertaling van een gewenste klantbeleving naar benodigde interne veranderingen
- » Assessment voor de grootte of moeilijkheid van een gewenste verandering
- » Methode om huidige processen te analyseren op inefficiënties en mogelijke kostenreducties

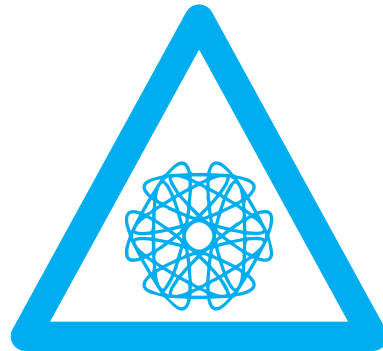
Een service blueprint inzetten?

Let op!



Multidisciplinariteit vereist

Omdat de vernieuwde processen en systemen invloed hebben op verscheidene afdelingen, is het betrekken van hen essentieel.



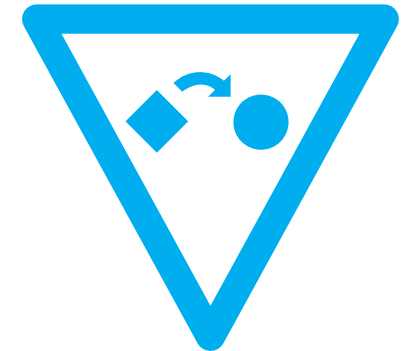
Complexiteit op de weg

Daar waar de klantbeleving (vaak) nog simpel lijkt, zal de vertaling naar SBP vaak complexiteit met zich meebrengen.
Tackle deze met visualisatie.



Flexibiliteit is toegestaan

Wees flexibel met je SBP en pas deze zonedig aan aan je doel. Probeer de SBP in kleine stukken te knippen als de nodig. Prioriteer hiervoor de aspecten van de klantbeleving.



Verandering op komst

Wees bereid om te veranderen, en maak de organisatie hier klaar voor. De SBP is de plek waar de echte verandering begint.

De 4 barrières voor verandering



Touchpoints en systemen

De kosten (en budgetering daarvan) van het verbeteren van touchpoints en systemen.



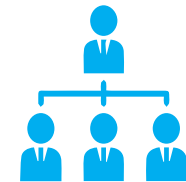
Gedrag

Procesuele aanpassingen vergen gedragsverandering. Ook hierin kan design thinking faciliteren.



Cultuur

De bedrijfscultuur dient te veranderen om de klant centraal te stellen en daar de consequenties van te aanvaarden.

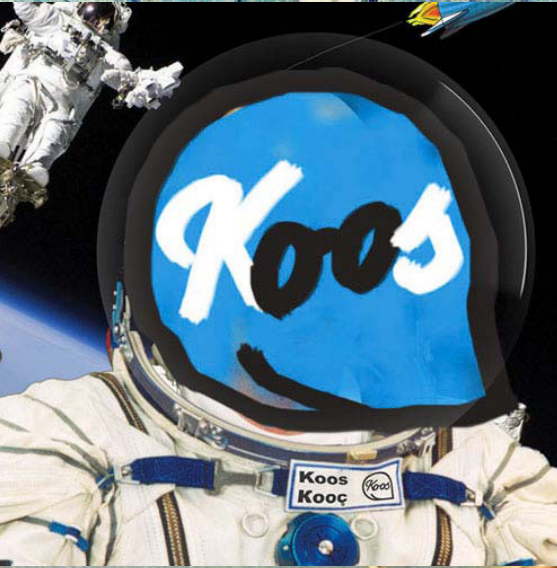


Organisatie

De verandering van De kosten (en budgetering daarvan) van het verbeteren van touchpoints en systemen.



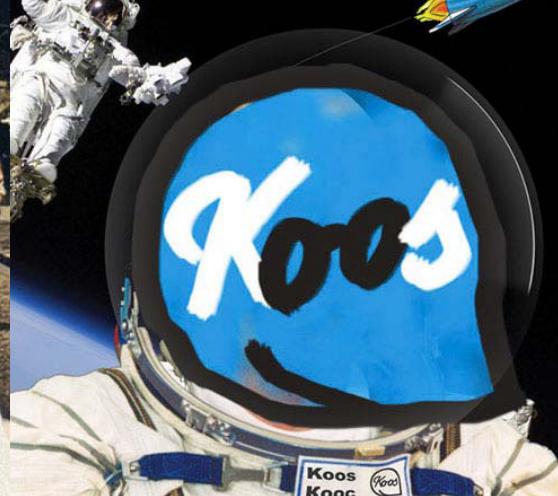
Dank jullie wel!



Thanks!

For Q&A, please give
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or pop him an email @
niels@burokoos.com



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Service Design