

Eat, Sleep, Innovate

Customer- Obsession

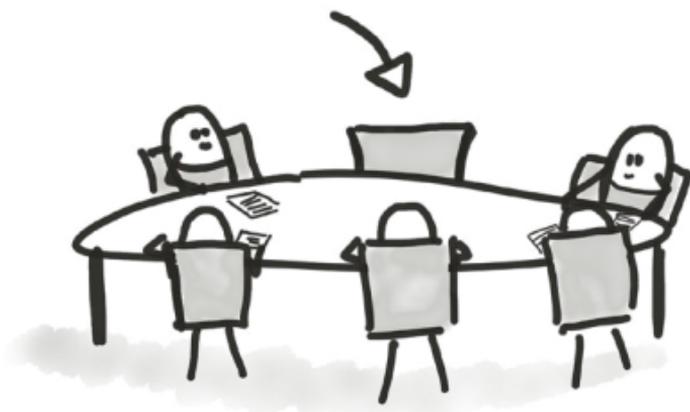


We relentlessly seek to develop ever deeper understanding of the jobs to be done of customers, employees, and stakeholders



INNOSIGHT
STRATEGY AND INNOVATION AT HURON

AMAZON.COM – EMPTY CHAIR



INTENDED OUTCOME

Encourage employees to think from the perspective of the customer

DESCRIPTION

Amazon.com has a ritual of leaving an empty chair during meetings to remind attendees of the “most important person in the room” - the customer.



AMAZON.COM – FUTURE PRESS RELEASE



INTENDED OUTCOME

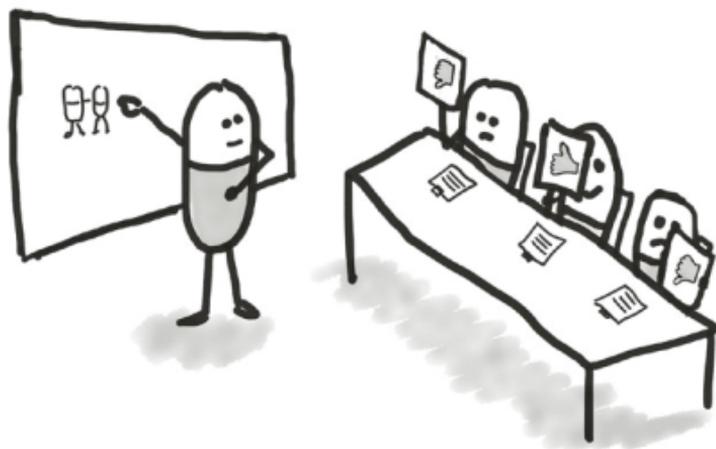
Encouraging customer-obsession and designing from the perspective of a future customer and their needs

DESCRIPTION

Amazon.com practices “working backwards” where employees work backwards from the customer, rather than starting with an idea. For new initiatives, a product manager typically starts by writing an internal press release announcing the finished product. The target audience for the press release is the new / updated product’s customers.



AMAZON.COM – WOCAS REPORTS



INTENDED OUTCOME

Integrating customer insights into decision making

DESCRIPTION

When Amazon.com closes a customer ticket, the customer's complaint does not disappear and is instead turned into a WOCAS report – “What our customers are saying” report. WOCAS reports detail customer service insights and are delivered straight to department leaders, allowing decisions to be made with customers' feedback in mind.



AMAZON.COM – THE “?” EMAIL



INTENDED OUTCOME

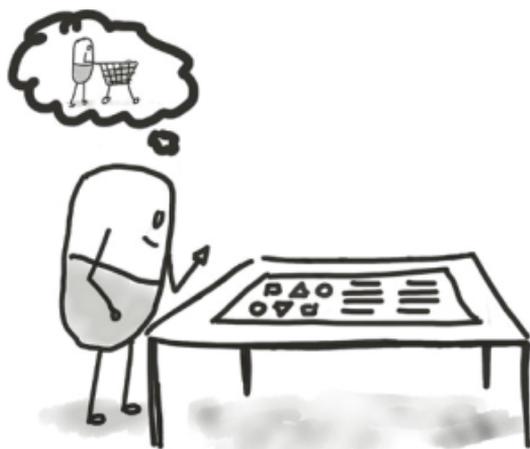
To emphasize hearing from customers and resolving their issues as a priority

DESCRIPTION

The CEO has a public e-mail address where he reads customer complaints and forwards them to the relevant Amazon.com employees with “?” in the subject line. They are typically given a few hours to solve the issue before the answer is presented to the CEO himself.



HUBSPOT – SFTC



INTENDED OUTCOME

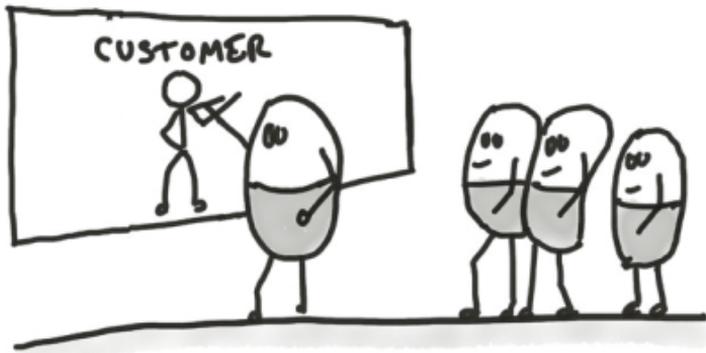
Promote a common language and encourage employees to be customer-centric

DESCRIPTION

In its culture code, HubSpot has a mantra and guiding principle of SFTC. SFTC stands for “Solve for the customer”. Every single individual and team goal should be traced back to the overall company goal of creating value for their customers.



METLIFE – WALL OF CUSTOMERS



INTENDED OUTCOME

Encourage employees to be customer-centric

DESCRIPTION

To drive customer-centricity, every meeting at LumenLab starts with a photo of the target customer on the wall. Visual reminders, such as large customer profiles, are also displayed along the corridors to infuse customer centricity into day-to-day routines in its Asian innovation hub.



OPTUS – CUSTOMER CLOSE-UPS



INTENDED OUTCOME

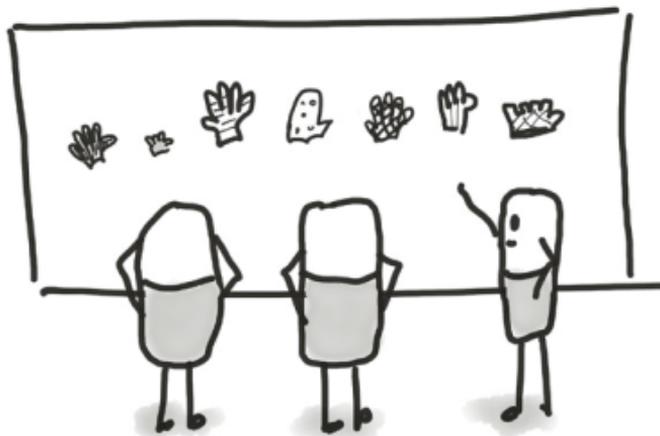
Enable employees to develop empathy with customers and eventually question the underlying assumptions they have made

DESCRIPTION

Optus has had thousands of its workers participate in customer close-ups, where they spend an entire day in a store with the customer relations team. The program includes spending time as a shopper, making purchases, shadowing sales reps, and also direct interactions with customers.



OXO – GLOVE WALL



INTENDED OUTCOME

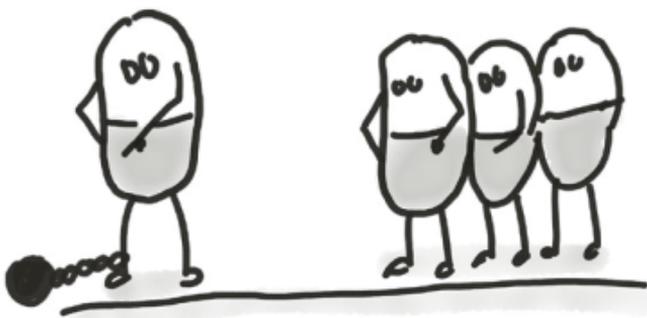
Remind employees to be customer centric

DESCRIPTION

Lost gloves, signifying the different hands that touch OXO's products, are showcased on the wall in the office to remind employees that OXO products must fit into hands of every shape and size.



QUALCOMM – MY PAIN POINTS



INTENDED OUTCOME

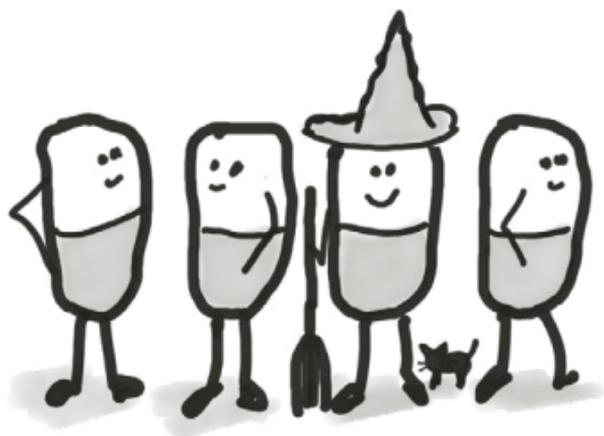
To relate UX design to personal pain points and experiences

DESCRIPTION

At the start of every user experience meeting, the floor is given to anyone who is interested in talking about an interesting article they have read or a pain point that they have experienced to spark creativity. The topic can be personal or work related.



SINGTEL – WITCH



INTENDED OUTCOME

Remind employees to be customer centric

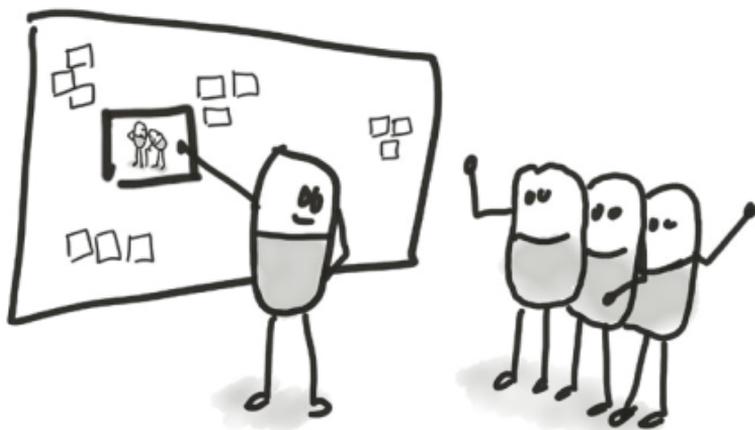
DESCRIPTION

WITCH stands for “who is the customer here?”. To reinforce customer-centricity, teams practice a ritual of regularly asking three key questions during meetings:

1. Who is the customer here?
2. What is the concern?
3. What is the conclusion?



SWA GROUP – CULTURE WALL



INTENDED OUTCOME

Remind employees of life outside of work to inspire and engage employees to think beyond

DESCRIPTION

SWA Group greets visitors to their San Francisco offices with a “Culture Wall,” which includes photos of people, inspiration, trends, news stories, and current work projects – providing a constant reminder of the world beyond the walls.



VIVINT – FULL SCALE MODEL HOME



INTENDED OUTCOME

Remind employees to be customer centric

DESCRIPTION

In Vivint's new innovation center, a full-scale physical replica of a customer's home occupies the top floor to build greater customer empathy among employees. Instead of expensive art, the walls are covered with pictures of real customers and real quotes to remind teams where they should be focused.

