

ACCELERATING TWIN TRANSITIONS THROUGH A BRIDGING STRATEGY

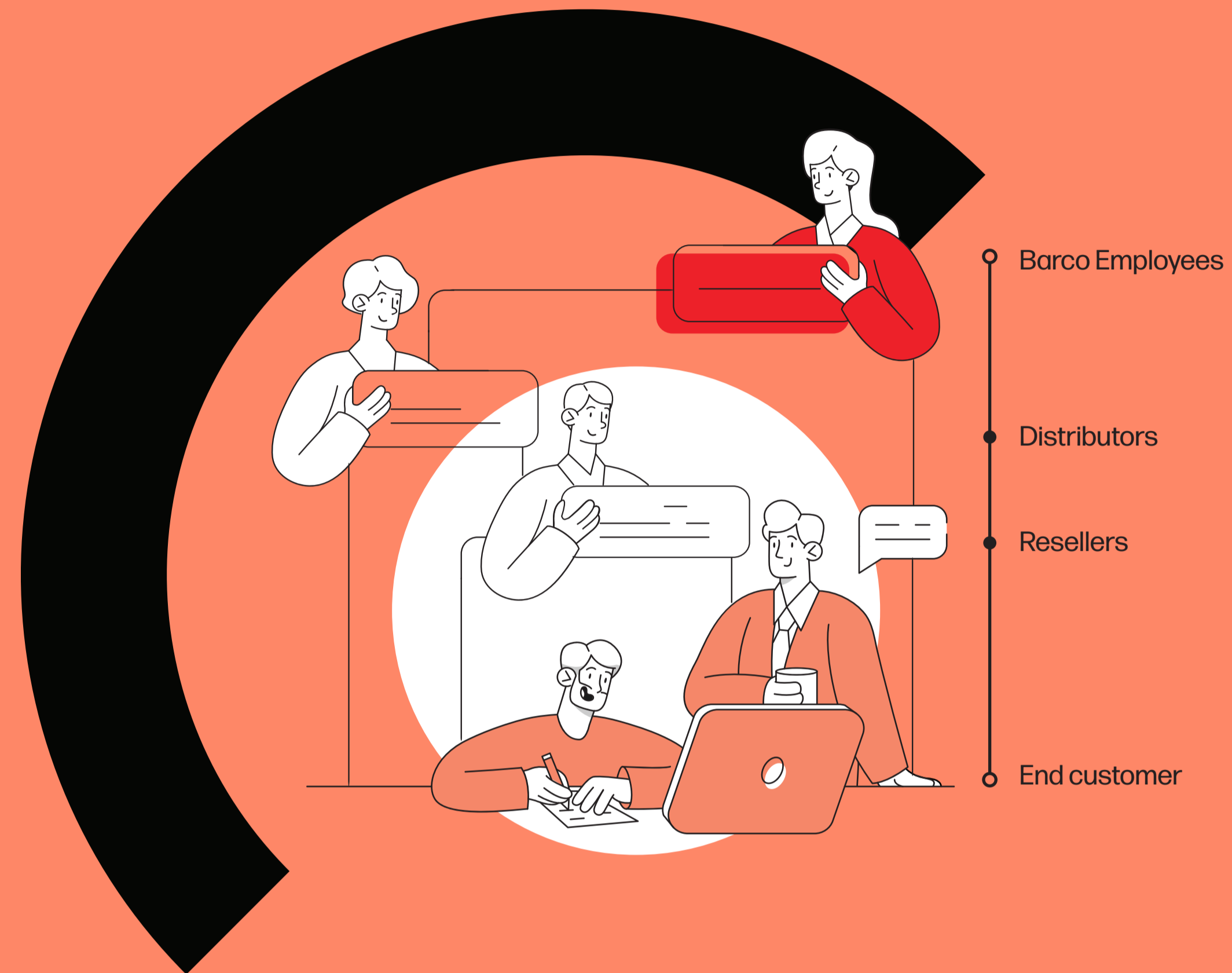
A RESEARCH WITH BARCO TO FACILITATE CUSTOMER CENTRIC SUSTAINABILITY

GOAL:

Include Barco's end customers in their transition towards sustainability.

OPPORTUNITY:

Sustainability strategy is an integral part of Barco's corporate strategy, 'Enabling bright outcomes'. The three core areas within the sustainability strategy as defined by Barco are: Planet, People and Communities. Barco's latest materiality assessment identified "Customer engagement" as one of the primary factors of importance to the business and its stakeholders. Consequently, Barco is currently going through twin transitions, around sustainability and customer centricity.

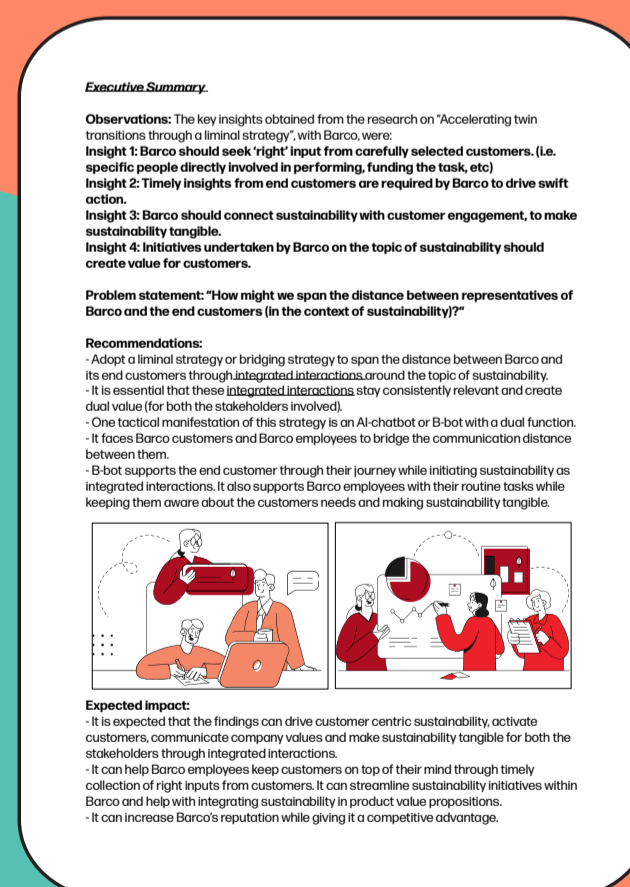


"How might we span the distance between employees of Barco and the end customers in context of sustainability?"

SOLUTION:

The resulting solution of this thesis is a liminal or bridging strategy. In this context, the aim of the liminal strategy is to bridge the distance between Barco and its End customers through integrated interactions around the topic of sustainability. It is essential that these integrated interactions stay consistently relevant. The strategic outcome of this research is an Executive summary and the tactical outcome of this research is B-bot, an AI-chatbot.

1. Strategic outcome: Executive summary



2. Tactical outcome: AI-chatbot

- Gets direct input from End customers
- Makes sustainability tangible
- Collects timely insights for employees
- Creates value for End customers



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