

Delivering B2B experiences that make Exact stand out

A participatory learning approach to Customer Journey Management

Objective

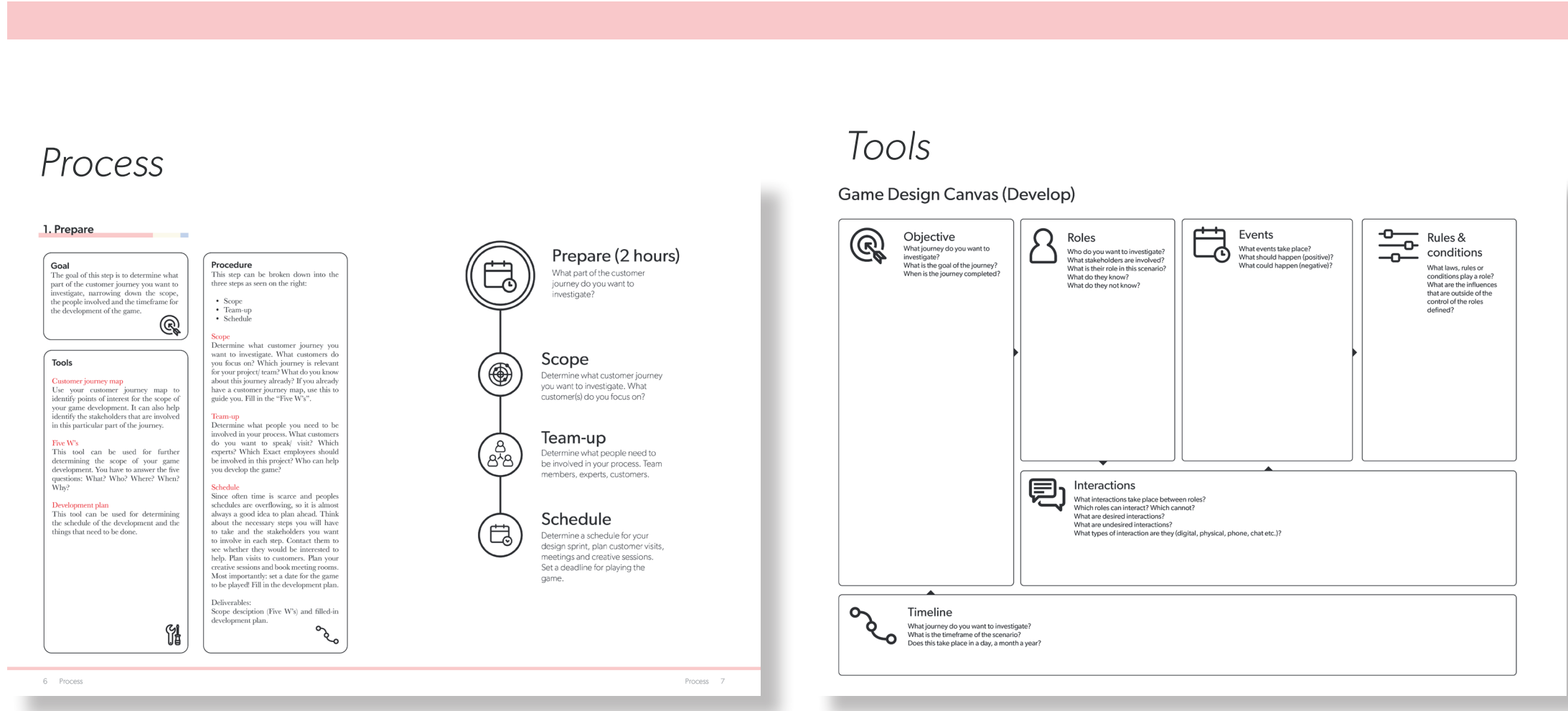
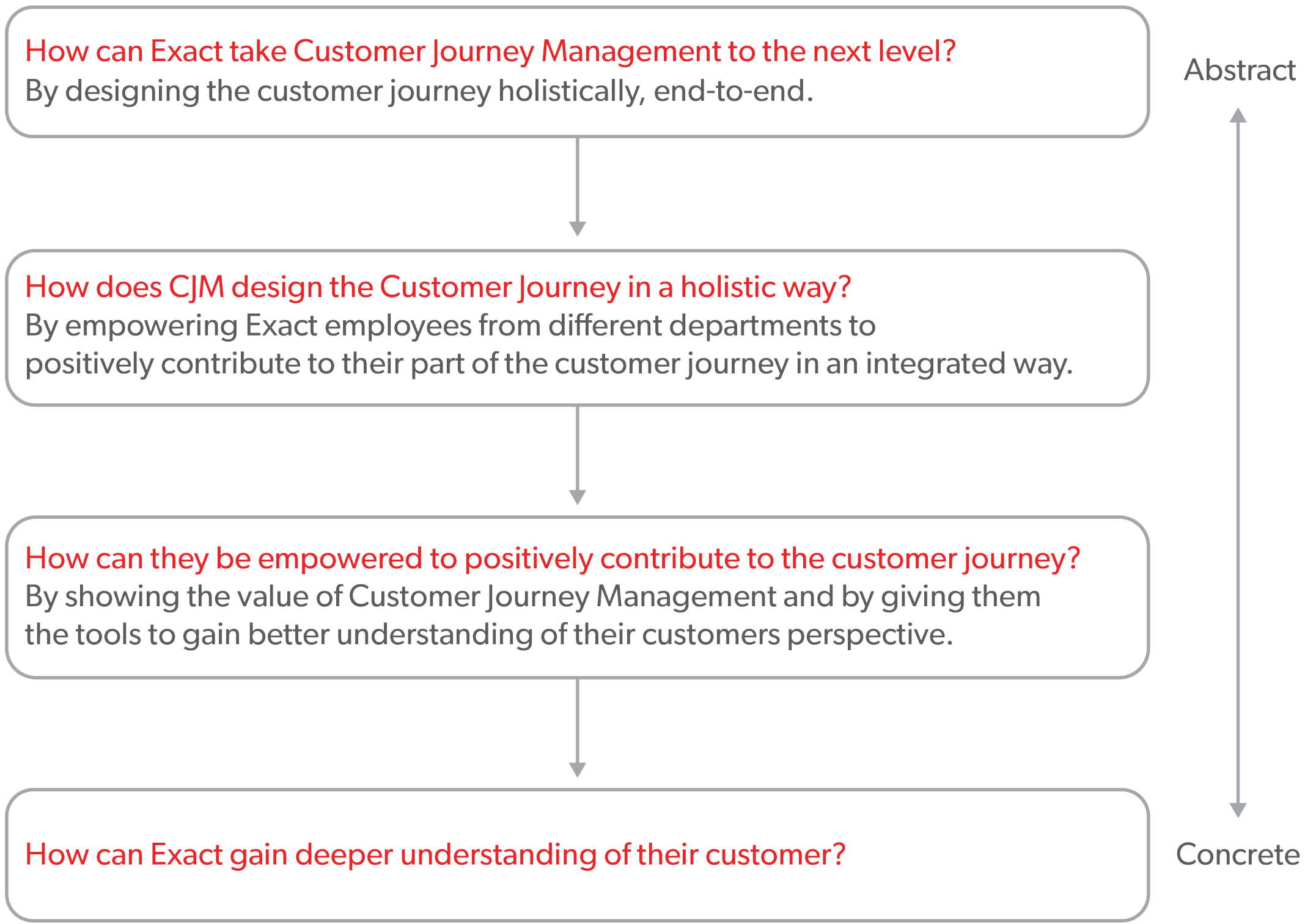
The aim of this project was to get Customer Journey Management at Exact to the next level of maturity. To do so, a deeper customer understanding needs to be gained. A process and the necessary tools need to be put into place to enable Exact employees to not only know but also feel what the customer experiences. In order to be able to manage the Customer Journey effectively, it first needs to be understood.

Problem statement

At the moment, Customer Journey Management does not have the means to manage the Customer Journey as they would like to: holistically, end-to-end. It faces many challenges such as it's influence on the end-to-end journey and the metrics it's being held accountable for. The underlying mindset at Exact seems to be the root cause of the challenges they face. Since there is a low implementation of user-centered design practises at Exact, the customer is often misunderstood. A focus on generating deep user insights should happen to enable a shift in this mindset.

Design Goal

Design of a system that enables Exact employees to gain a deeper understanding of their customers.



Prepare

The goal of this step is to determine what part of the customer journey needs to be investigated, narrowing down the scope, the people involved and the timeframe for the development of the game. This step is broken down into three tasks: Scope, Team-up and Schedule.

Understand

The goal of this step is to gain deeper understanding of the customers experience, not only through what they say and do, but also what they feel and think. This will enable CJM to recreate this experience at Exact later. This step is broken down into three tasks: What, How and Why.

Develop

The goal of this step is to determine what key elements of the experience that was investigated so far, needs to be incorporated into the game. This step is broken down into three tasks: Focus, Fill-in, Discuss.

Prototype

The goal of this step is to determine how the selected experience can be simulated at Exact. The details will be worked out into a prototype that is ready to play. This step is broken down into three tasks: Simulate, Work-out, Plan.

Play

The goal of this step is to finally play the game! This is done in order for Exact employees to gain deeper understanding of the customer, so that they are able to deliver improved user-centered design solutions. This step is broken down into three tasks: Experience, Evaluate, Share.

Game Development Guide

Based on literature research, internal analysis and testing, a Game Development Guide was designed. It turned out to be a practical step-by-step guide towards the development of customer experience games at Exact. The games try to replicate the experiences of Exact's customers within a given context. It serves as the basis for bringing Exacts customer journey management to the next level by involving different stakeholders in- and outside of Exact, engaging them in creating a participatory learning environment. This way Exact will be able to better understand their customers, enabling them to design user-centered solutions that benefit their customers experiences.

The guide consists of a 5-step process, with each step describing the Goal, Procedure and Tools necessary to complete each step. These tools are worked out in a toolkit that is accompanied by several templates that have been developed specifically for this project or sourced externally.



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Stand out
02-07-2020
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