The Foundry’s aim is to design all the aspects of the product - business - organization ecosystem in an integrated holistic solution. The approach used in the Foundry always starts and ends with the customer.

Customer experience

The solution of the Foundry includes all the channels and touchpoints needed to deliver an integrated and holistic customer-centric experience. The customer insights are used to create the ideal customer journey that then gives the basic principles for the design requirements. These principles become then a branding vision that provide the foundations for the concept and design of the solution. The customer experience is delivered across all channels that have to consistently convey the message of the vision.

Business set up

Customer insights are used to design a business model that generates value through the development of customer-centric solutions. The business setup is developed with an outside-in perspective. This means that insights from customer are used to ensure a win-win situation. The outside-in perspective is used to build a business that eventually generates value by making customers satisfied.

Organization

The internal processes, systems and capabilities are designed to deliver accordingly to the designed customer journey. The back end of the startup is designed to ensure a flawless customer experience. Starting from the desired customer experience, the internal processes, systems and capabilities are structured and developed in such a way to deliver value to the customer.