

The customer journeys - a part of the management system

Webinar

Terje Haugland



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Product manager

Project manager, Enterprise Architech, Process improvement

Worked for Qualisoft since 2006

Webinar series

26 Jan

Webinar 1

Take the quality management system out of the dead end.

02 Feb

Webinar 2

Customer journeys part of the management system

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Webinar 3

How to express and follow up the strategy by using capabilities

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Take control of the information in your company – your most valuable asset?



Customers are less loyal, competition to win new customers is tougher.

This means that the quality systems really must become customer focused management systems.

Key point in this webinar!

“It is not about how customers participate in our (business) processes, but about how we participate in the customers processes.”
- Chris Potts (2010)

«We have to automatise, vi have to use digitalization, vi have to become more efficient, but I believe that we can build a new and different business.

If we are capable of changing faster and enter new value chains, then we can also create new jobs»

Rune Bjerke, CEO at DNB 1 February 2018

How well do you understand the business eco-system you are part of?

A simple test:

What if Amazon, Facebook or Google bought your biggest competitor?

Would this change the whole competition?

Example

- You produce heaters to have in houses
- Google buys your competitor
- Now it is not all about heaters alone, it is about the future digital home





Power



Infrastructure



Fiber – TV sentral - Internett



Producing energy

Produce energy at customers house?

Who is the customer?

qualisoft[®]
Enabling positive change

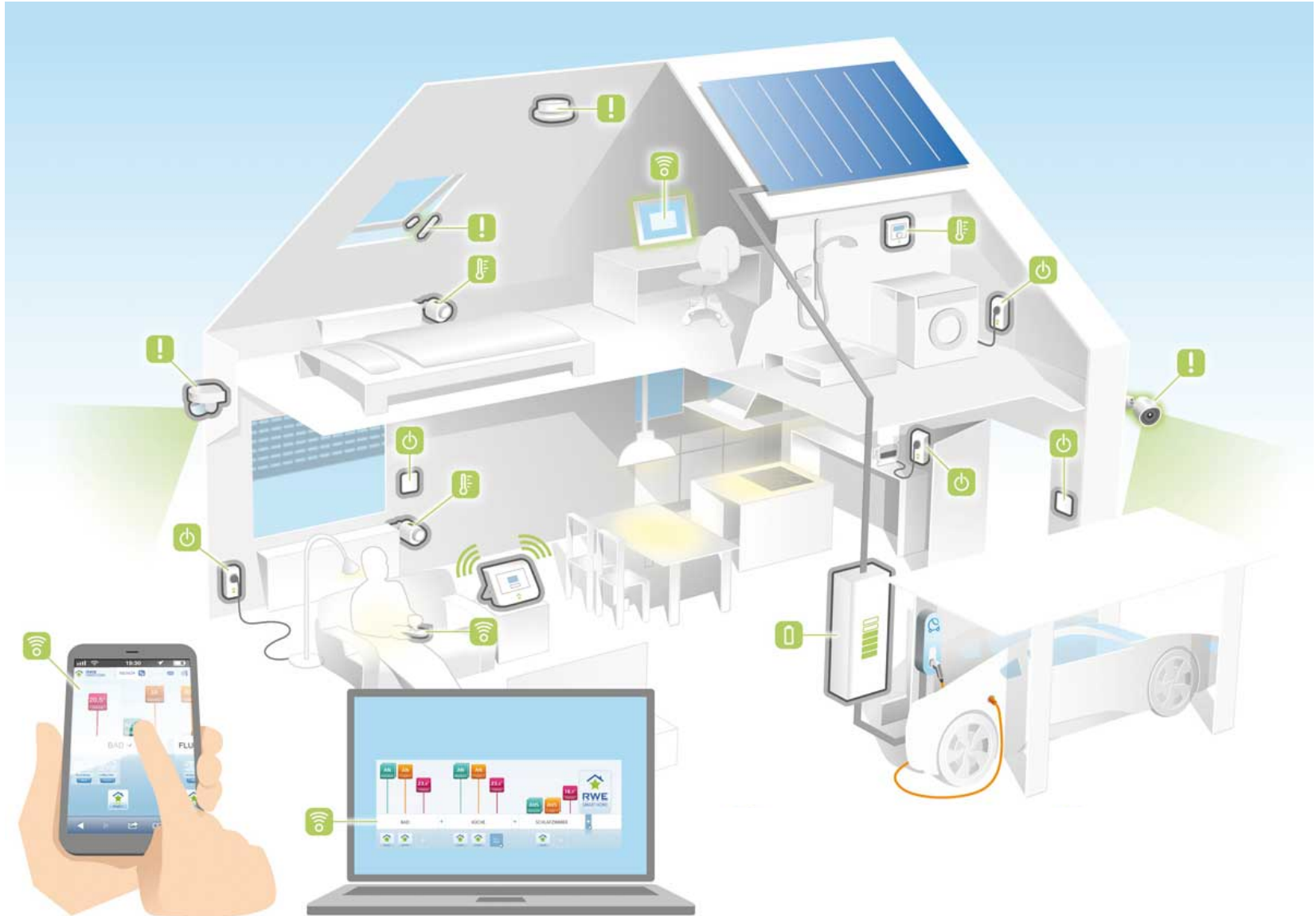
OTOVO



Google



How many things can Haugaland Kraft cover themselves or via partners?



What does Alphabet own?

- Many security companies
- Many video surveillance analysis tool
- 2013 - Facial recognition
- 2014 –Home automation companies
- 2014 - MyEnergy – Energy Usage monitoring
- 2014 - Mobile device management
- 2014 – Home monitoring
- 2014 – Music streaming

Also know that they work on machine learning. Ex. The shower should know what temperature you want on the water based on weather, calendar, time of day and much more...

4 Steps to not drop out (step 3 og 4 in upcoming webinars)

Who is the customer?

What journey are the customer on?
What are they trying to achieve?
How do we fit in, and how can we influence?
Do we have processes, systems and products that support the journey?

What must we do good?

Now that we know our customers and the eco-system? What must we do well? How good do we have to be?

Eco-system

Find out what parts of the business eco-system your company operates in. Recognize partners, competitors. Acknowledge there are markets and moment you currently are not pursuing.

Processes

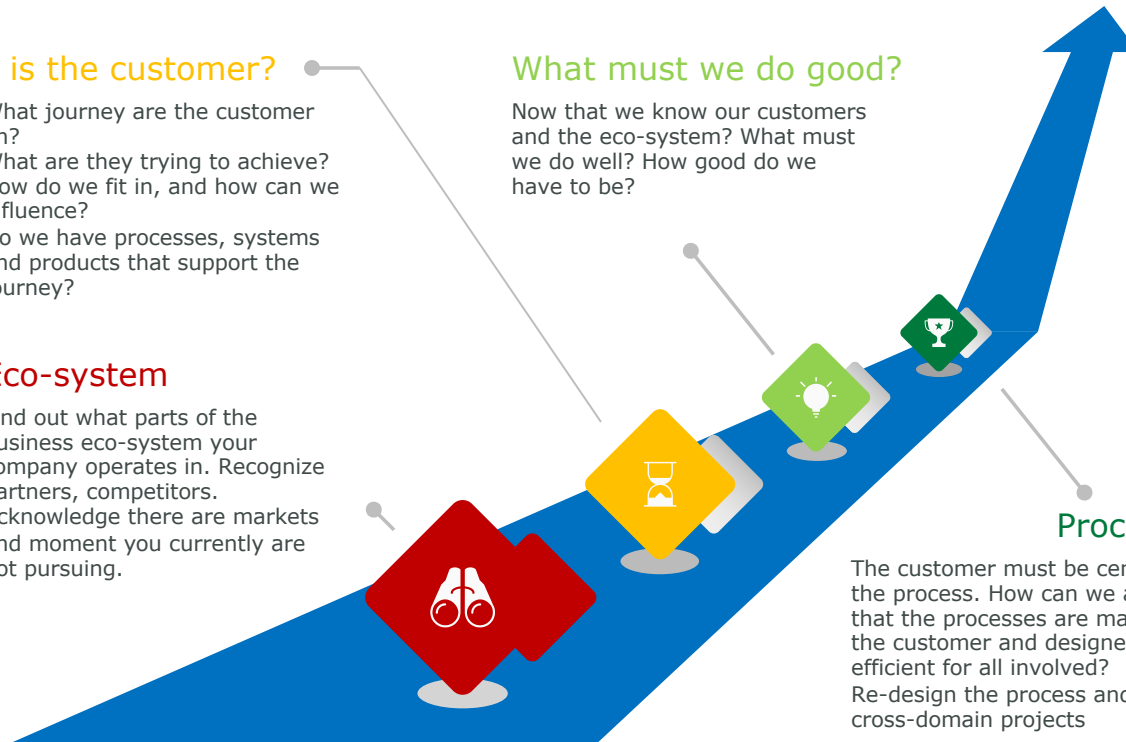
The customer must be central in the process. How can we assure that the processes are made for the customer and designed to be efficient for all involved?
Re-design the process and run cross-domain projects

ISO 9001

ISO 9001:2015 is largely about **making customers happy**, and happy customers are worth their weight in gold.

It is likely that they buy more, and recommend your company to other potential customers

Happy customers cost less to keep.



What is a customer journey?

A customer journey, or user journey, is a visual and structured way of explaining how a customer experience a service.

It can be based on an existing setting, or a wanted scenario / customer

The customer journey includes how the customer feel and experiences the journey, with focus on touch points and actors. Touch points can be physical and digital, and represents an interaction.

Let's look at an example

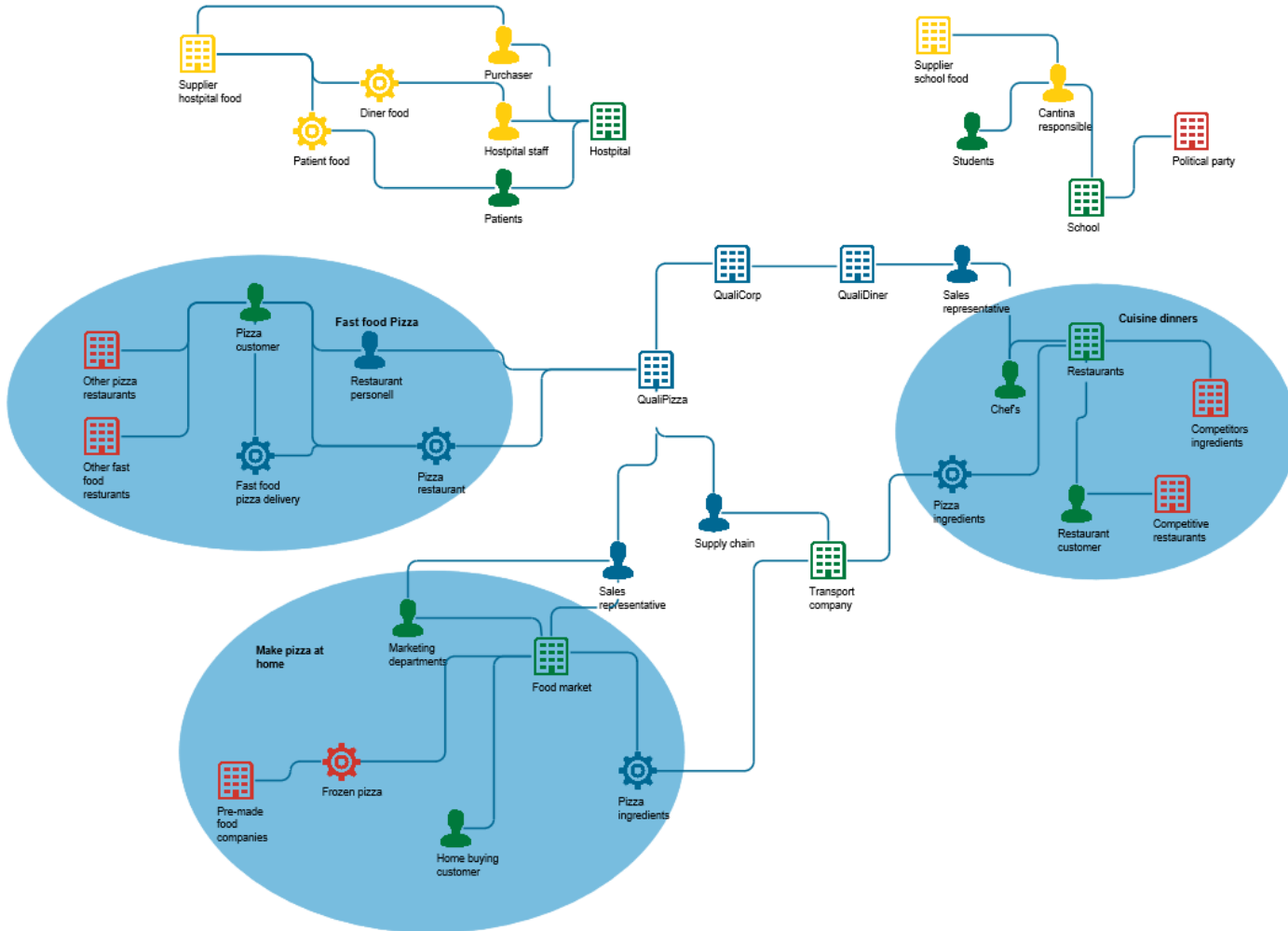
QualiPizza

- owned by QualiCorp
- has pizza restaurants and offers home delivery
- also operates in other markets
- Let's look at
 - The eco-system
 - Customer journeys
 - Analyse the customer journeys

Eco-system

QualiPizza - Eco System

Diagram | Description | Context View | RASCI



Customer journey 1

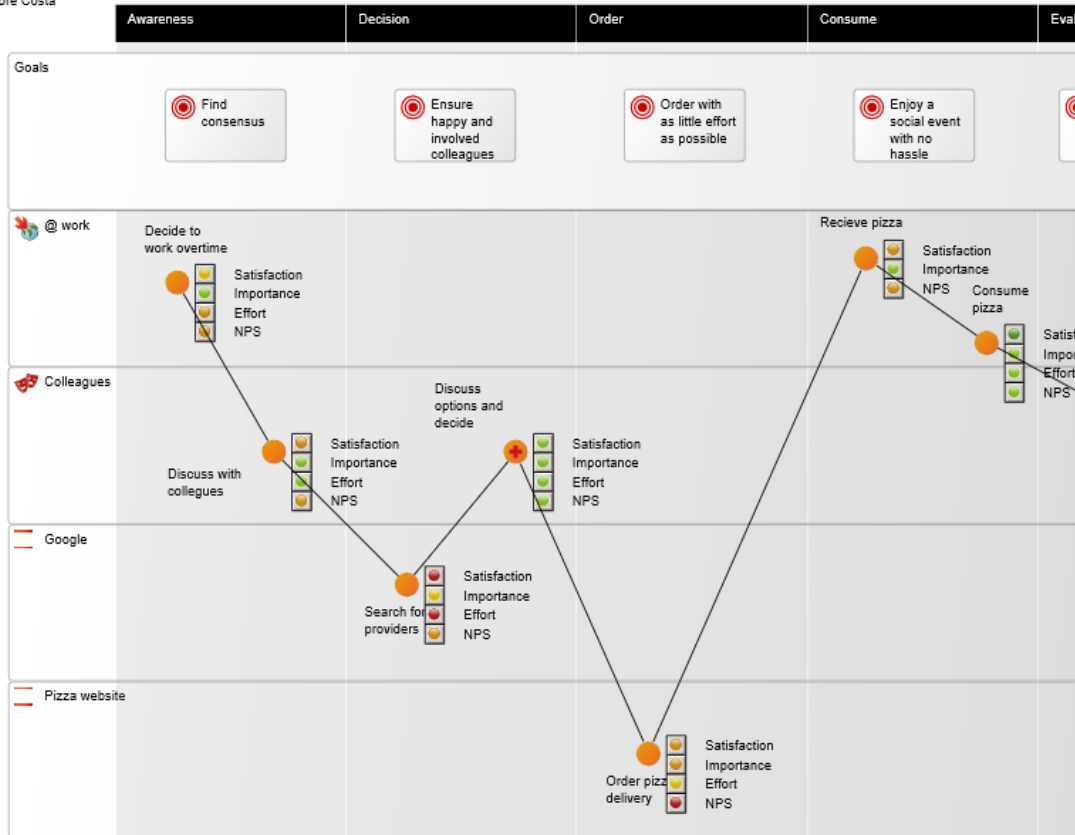
Pizza when working overtime - 37 year old male

Tore Costa

Diagram Description Touch points Goals & SWOT



Tore Costa



Persona details



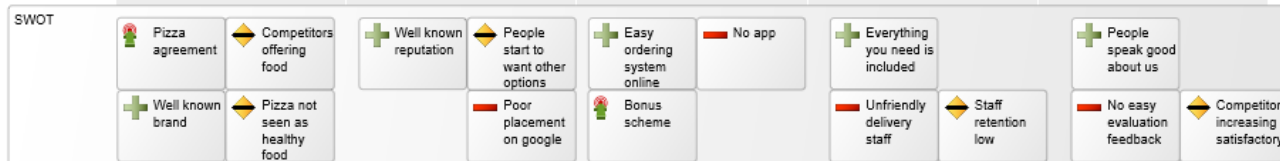
Age
37

Gender
Male

Occupation
Consultant

Character
Budget-minded, humble, passionate, confident, goal-oriented

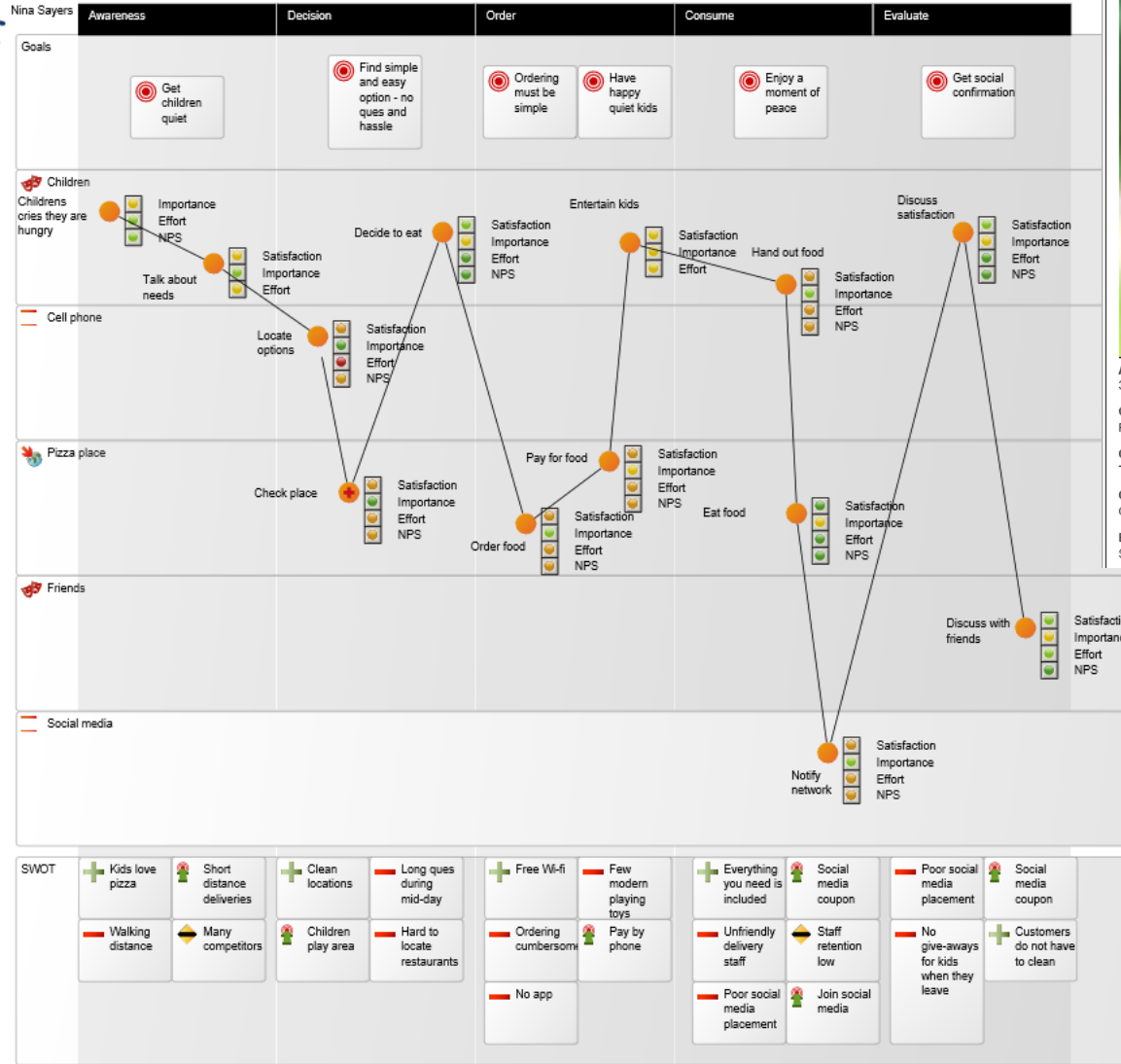
Environmental Attitude
Pro-environmental



Customer journey 2

Pizza fast food for kids - 30 year old female

Diagram Description Touch points Goals & SWOT



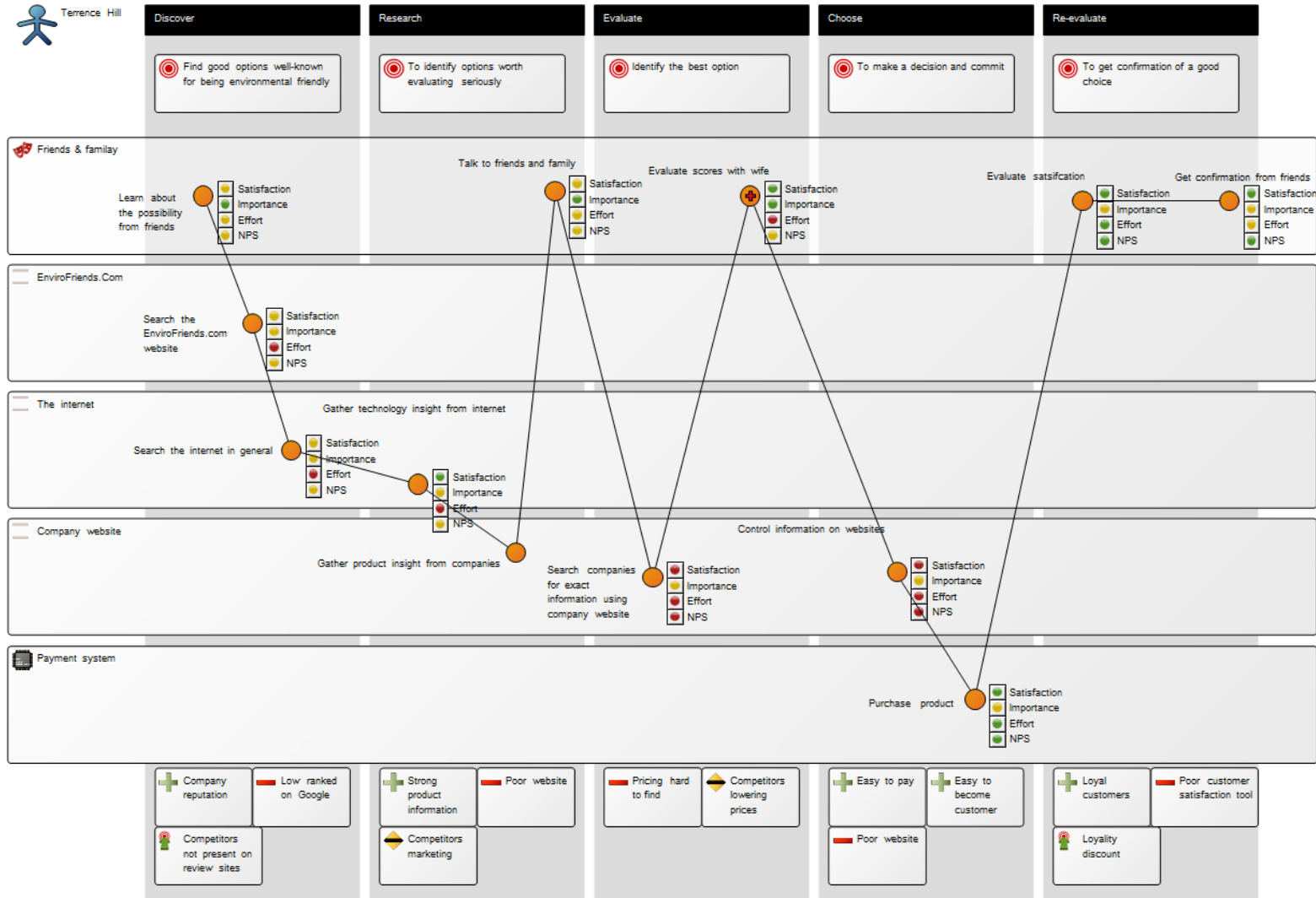
Nina Sayers

Persona details

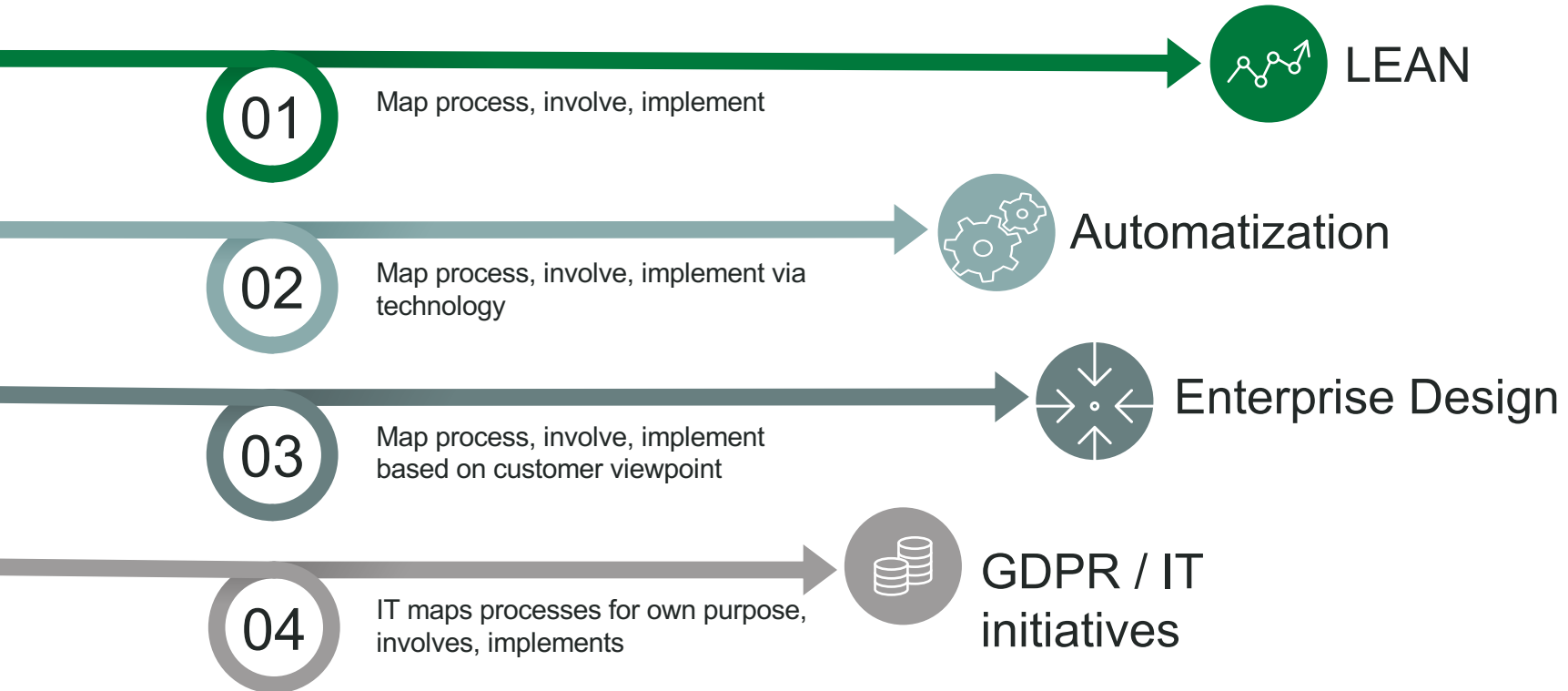


Age
30
Gender
Female
Occupation
Teacher
Character
Open minded, social, outspoken, loving
Environmental Attitude
Save the planet

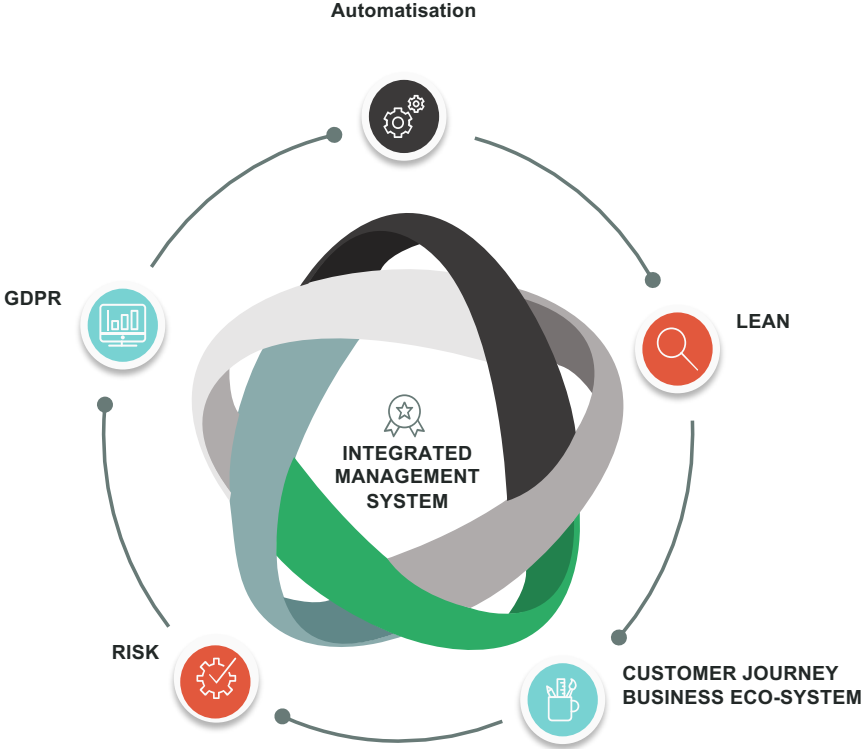
Customer journey - change electricity supplier



The silo based management system

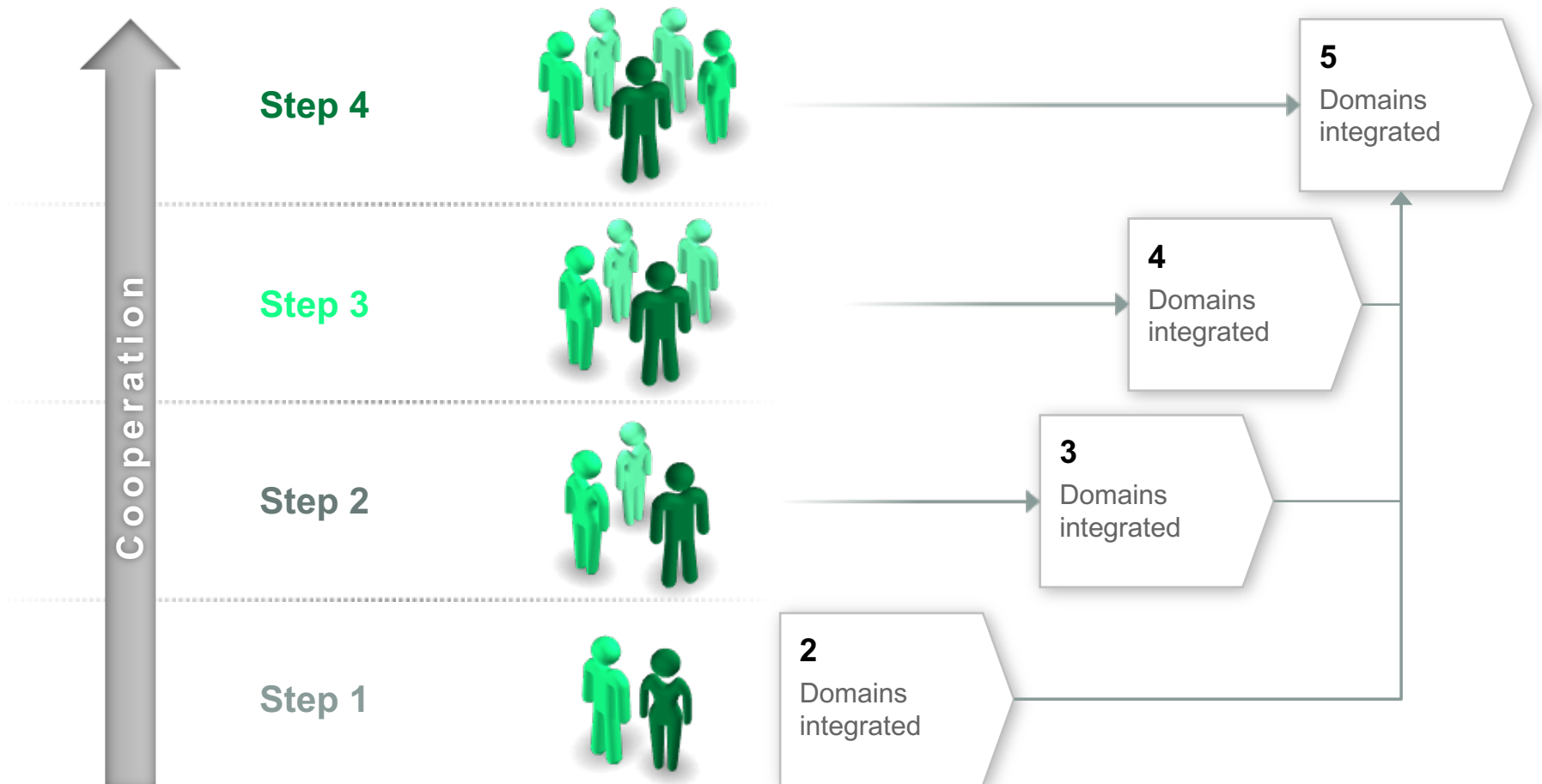


The integrated management system



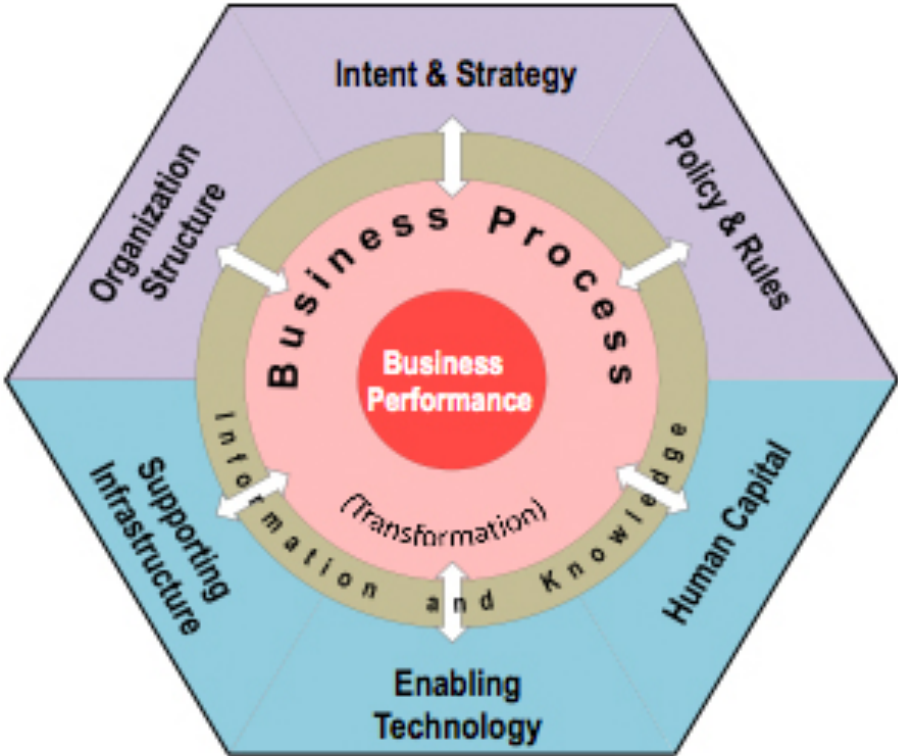
What does an integrated management system look like?

With the eco-system and customer journeys in focus, you will get a natural cooperation between domains to improve for the customer



Burlton Hexagon

- more relevant than ever



You can not do this without the Quality system!

The traditional quality system is the correct starting place.

- The quality system is the best place to handle the complex and ever changing world. To get control and deliver what the company should. It facilitates continuous improvement based on low risk and high gain by ensure the whole company takes part in structured improvement. It ensure that you do not have to re-invent the wheel, or do reverse engineering for every change in the future.

????

**Now that we know that the
customers is more central than
ever:**

**Can we really allow the quality
system to continue in the same
direction?**

Key point in this webinar!

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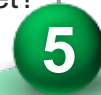
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Webinars available at the **Coe.qualiware.com**

QualiWare documents, articles, webinars, free
online courses and more!

<https://coe.qualiware.com/resources/webinars/>

Webinarer

The webinars are also available in norwegian at the same date. Starts at 9pm CET.

Thank you for your attention

Feel free to contact us

- E-mail: terje.haugland@qualisoft.no
- Mobile phone: +47 90545714