DESIGN THINKING

Understanding Design Thinking Processes

Leveraging Iteration to Enhance Customer Experience

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Research by Adobe and its subsidiary CMO.com has revealed that half of design-led companies report more loyal customers as a benefit to having advanced design practices and that 10% of Fortune 500 companies have stated that design is their No. 1 priority.

Adopting design thinking practices is becoming the norm in organisations that wish to enhance their service offerings. The true value of its employment is becoming realised, bringing to light the brilliant concept of iterative design.

Ahead of **Design Thinking 2019**, we take a closer look at the elements of iteration, including insights from **David Beal**, General Manager - Digital Transformation and Analytics at **Energy Super**, exploring how the organisation are using it to drive more efficient use of customer feedback and insights to continually improve their services.

Iterative Design Process

The iterative design process involves identifying user needs by conducting research, generating ideas to meet those needs, and then developing a prototype.

The testing stage assesses the liability of the prototype and means that the prototype can continue to be amended and tested until the team is satisfied the best possible product has been created for release to the market.

This not only ensures better control and higher product quality than other testing methods but is also cost effective in the long run.
There are many other major benefits of employing iterative design, including:

- Fosters rapid resolution of misunderstandings within the project team and established clarity early in the development lifecycle.
- Elicits user feedback to ensure that system requirements meet user needs.
- Allows the development team some certainty that their efforts are being focused on adding value for users.
- Provides regular testing which can lend itself to a strong desired performance framework for acceptance testing.
- Drives easier incorporation of 'lessons learnt' in the final product.
- Offers stakeholders better visibility of progress at each iteration.

Case Study:

Insights from David Beal, General Manager - Digital Transformation and Analytics at Energy Super

"Over the past few years, we've been putting down a foundational work which involves implementing the right level of infrastructure, particularly from a digital perspective. Our current focus is to capitalise on this and extend our digital offering to our members.

We were prompted to enhance our digital capabilities with a new micro-service layer as the older way of doing things is becoming redundant and limits us in our ability to roll out solutions rapidly.

Previously, we experienced the typical issues that come with system integration, such as facilitating personalisation – which would require purchasing software like Sitecore or Adobe Experience Platform and then adding a large amount of data, which means all the other channels miss out, and they can't be as easily integrated into many of our internal tools.

Having an adaptable microservice layer in place means that we can shift data around between most common, up-to-date enterprise platforms securely and easily, without necessarily needing developers.

By testing and learning with the organisation to find a methodology that suits us, we began leveraging customer experience journey mapping across many initiatives, including design workshops. It has been a case of trialling numerous different approaches to figure out what suits governance structure, the executive structure, and the current strategic direction.

Case Study:

Insights from David Beal, General Manager - Digital Transformation and Analytics at Energy Super

We'll be building out over the next 12 months, onboarding other third-party service providers where we see fit. Right now, we have a fluid agenda and will be informed by the data we get back in our customer insights and customer experience programme. From there, we'll be able to solve any problems faster and more easily.

For example, if we were to see that we're getting feedback internally that members are missing their appointments – as we can expose appointment data online – we could then implemented customised reminders that pop up when a customer logs in so they don't forget their appointment.

I anticipate with these changes that we're going to see faster closing of the feedback loop; if we're getting good CSAT and utility scores in the digital channel, or poor ones, and they're structured well so that we can actually get immediate data back, that will then inform our immediate BAU programme of work.

This means we can fix these issues and retain customers in much more efficient way, ultimately reducing service delivery costs," says David

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Interested in Learning More?

If you're interested in learning more about how the iterative design process can drive operational efficiency and better customer experiences, then join us at **Design Thinking 2019**.

You'll hear from our expert panel of over 20 industry experts, including sessions from:

- Margaret Price, Principal Design Strategy at Microsoft (USA)
- Ryan Rumsey, Assistant Vice President Experience Strategy at USAA (USA)
- Pamela Bailey, Head of Design and User Experience at Facebook (USA)
- Natalie Levy, Product Design Lead at Australia Post
- Paras Aggarwal, Senior Manager (Head of) UX at Tabcorp
- Owen Hodda, Practice Lead, Design Centre of Expertise at ANZ

To secure your ticket to Design Thinking 2019 held in Sydney on 25th -27th June 2019, simply fill in the registration form and email to registration@iqpc.com.au.