Beautiful delivery –

Customer obsessed practices

Andreas Sjostrom, CTO

Sogeti
Part of Capgemini

Making that which matters!

THE

CREATOR'S

CODE
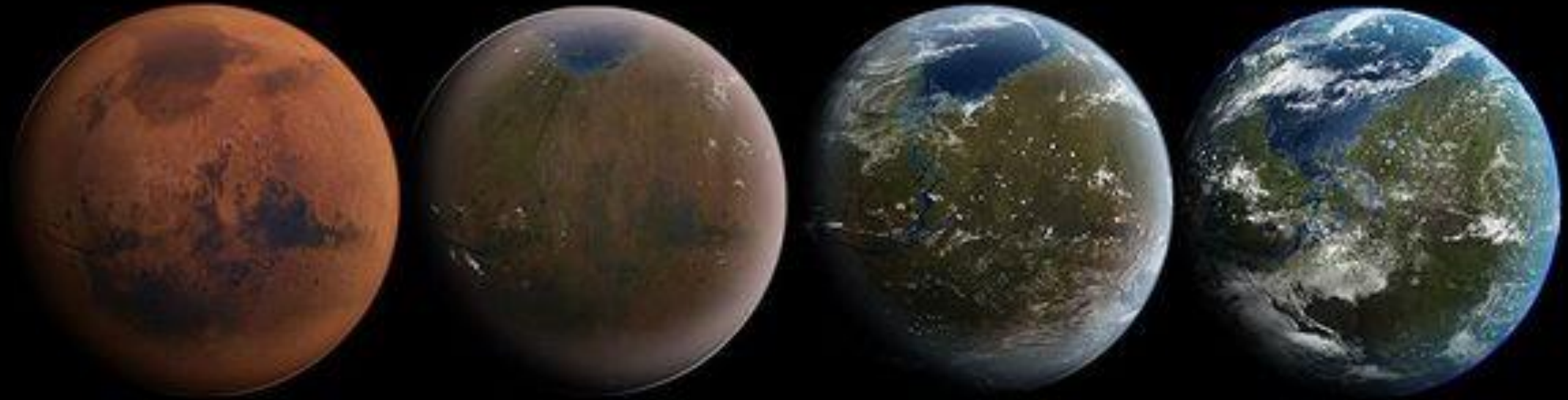
The SIX ESSENTIAL SKILLS of
extraordinary entrepreneurs

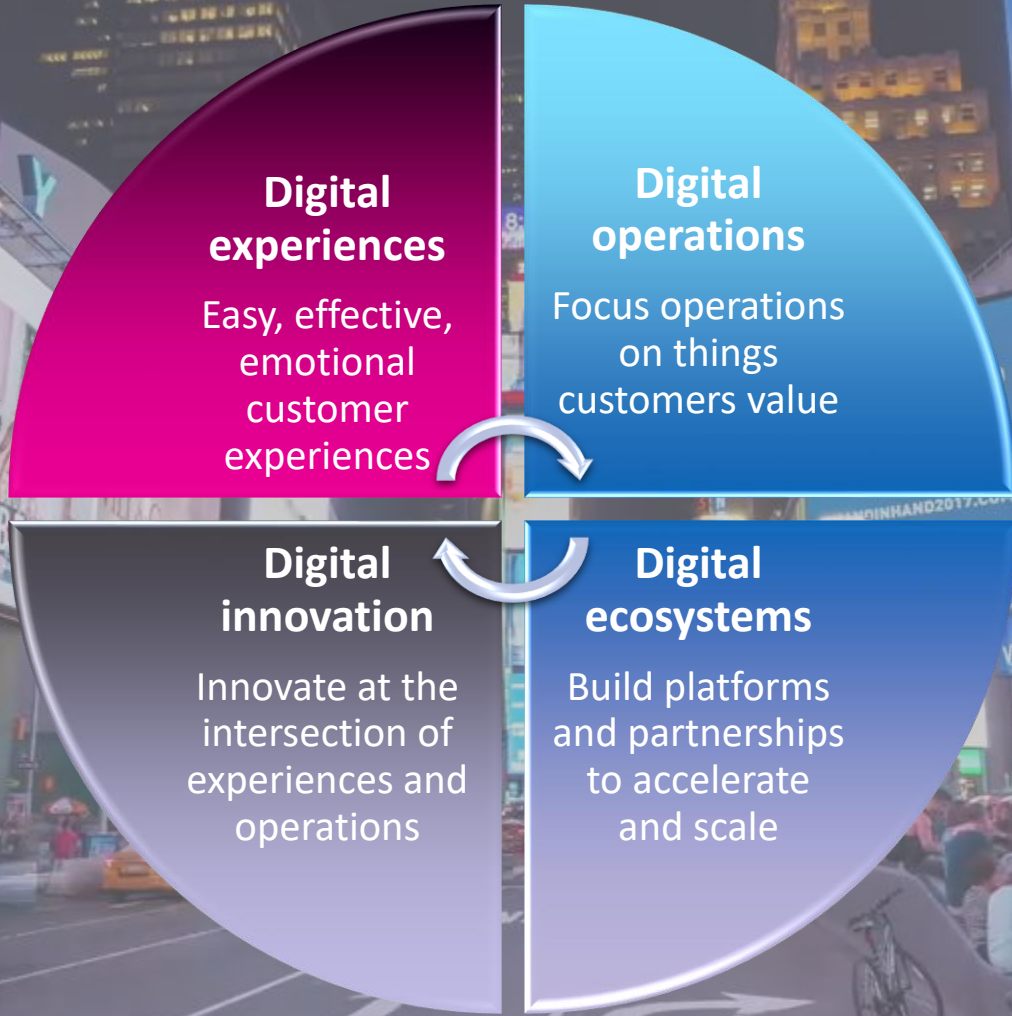AMY WILKINSON

Asking questions to understand your customer

Aligning teams with the higher purpose

ROAD TO THE RED PLANET

SpaceX was founded under the belief that a future where humanity is out exploring the stars is fundamentally more exciting than one where we are not. Today SpaceX is actively developing the technologies to make this possible, with the ultimate goal of **enabling human life on Mars**.
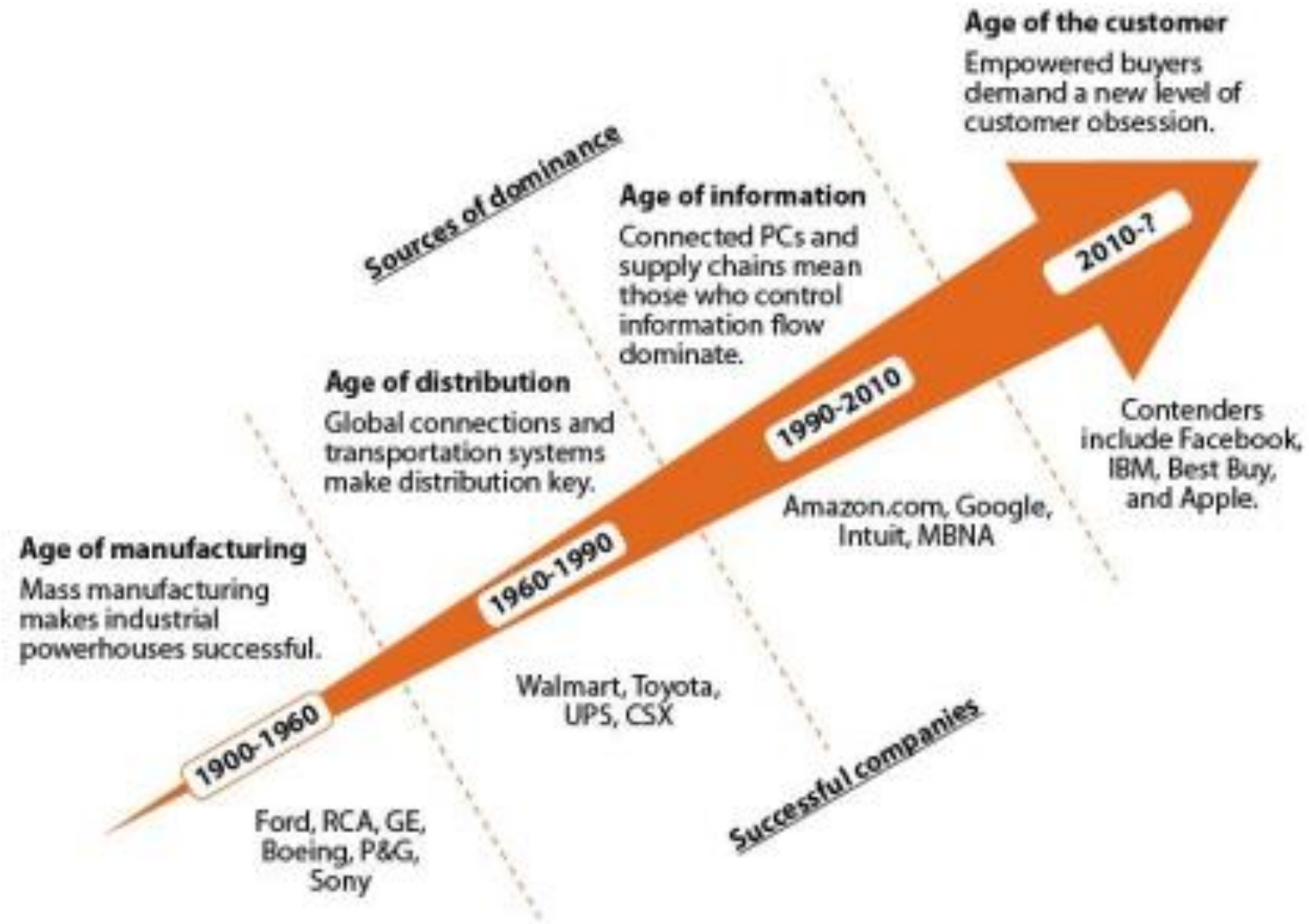
Innovate at the Speed of Technology Change

Transform at the speed of Behavioural Change

Digital experiences
Easy, effective, emotional customer experiences

Digital operations
Focus operations on things customers value

Digital innovation
Innovate at the intersection of experiences and operations

Digital ecosystems
Build platforms and partnerships to accelerate and scale

"The main purpose of a business is to create a customer" Peter Drucker

Sources of dominance

Age of the customer
Empowered buyers demand a new level of customer obsession.

2010-?

Contenders include Facebook, IBM, Best Buy, and Apple.

Age of information
Connected PCs and supply chains mean those who control information flow dominate.

1990-2010

Amazon.com, Google, Intuit, MBNA

Age of distribution
Global connections and transportation systems make distribution key.

1960-1990

Walmart, Toyota, UPS, CSX

Age of manufacturing
Mass manufacturing makes industrial powerhouses successful.

1900-1960
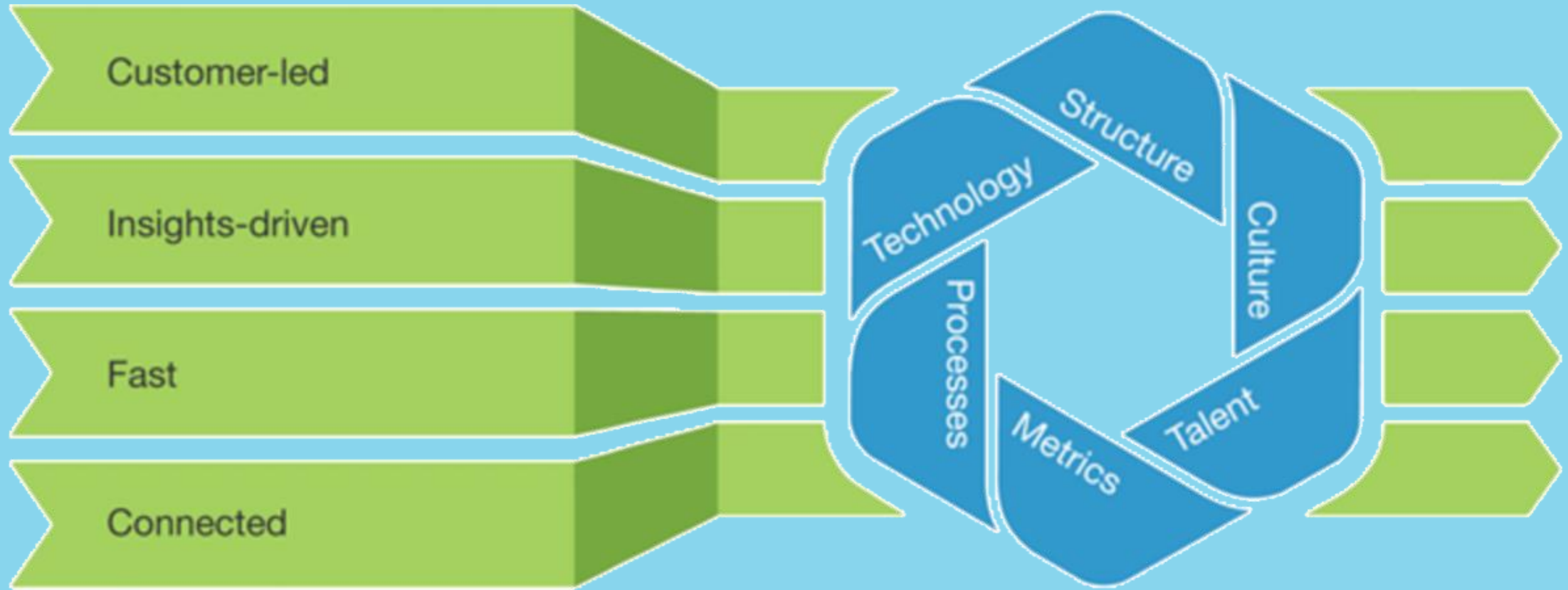
Ford, RCA, GE, Boeing, P&G, Sony

Successful companies

Solutioning practices are derived from "Age of the customer"

Customer. Chat. Social integration. In-store tech. Too techy?

Customer-led and Insights-driven

Without customer data, you know nothing. Without real-time, you are blind.

70%

Increased their spending on real-time customer analytics solutions in 2018.

58%

Seeing a significant increase in customer retention and loyalty as a result of using customer analytics.

44%

Gaining new customers and increasing revenue as a result of adopting and integrating customer analytics into their operations.

Source: Harvard Business Review

Real-time customer analytics in 2018, across all sectors

Telecom operators
Example: Telia $7.5M/year

$3.4

Insurance providers
Example: Länsförsäkringar $5.3M/year

$14.3

Airlines
Example: SAS $1.8M/year

$3.5

Retail banks
Example: Swedbank $5.8M/year
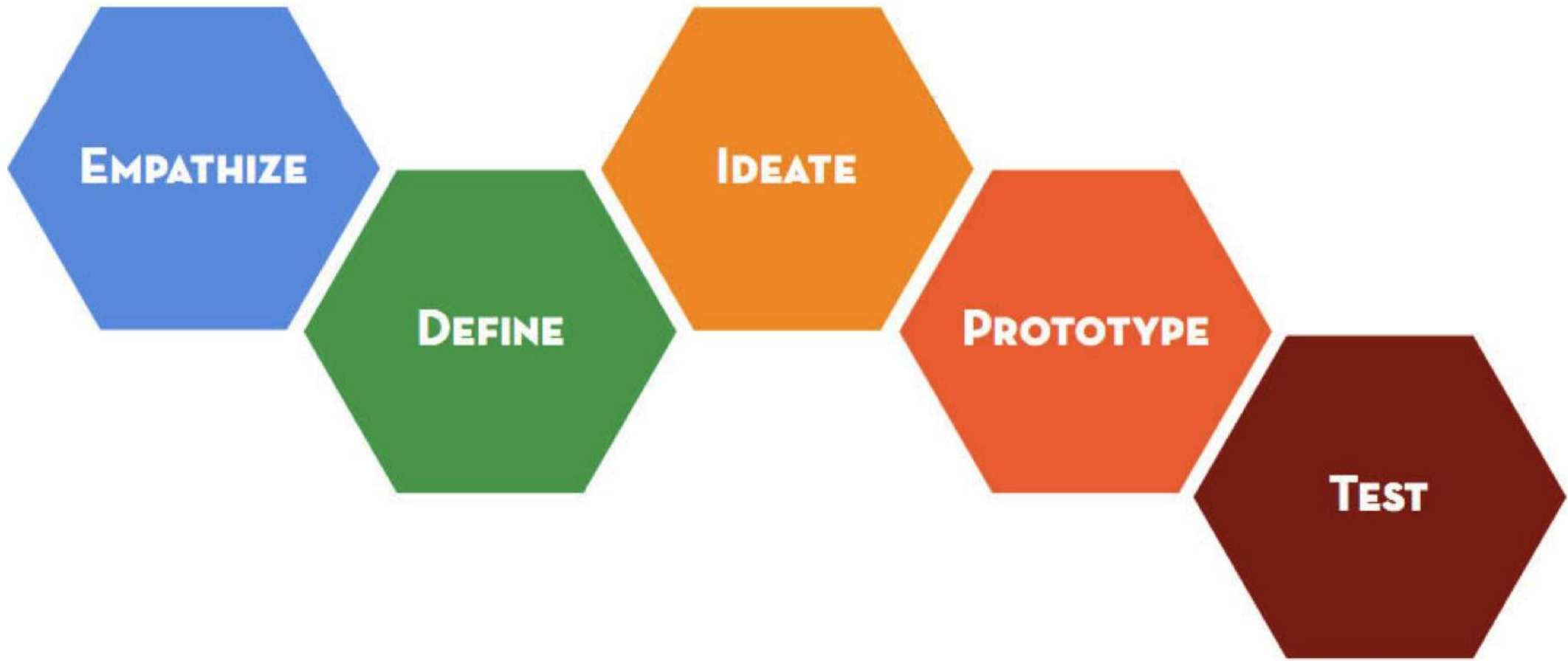
$8.3

Automotive
Example: Volvo Cars $87.3M/year

$48.5

Increase of value per customer&year vs 1-point improvement in CX Index
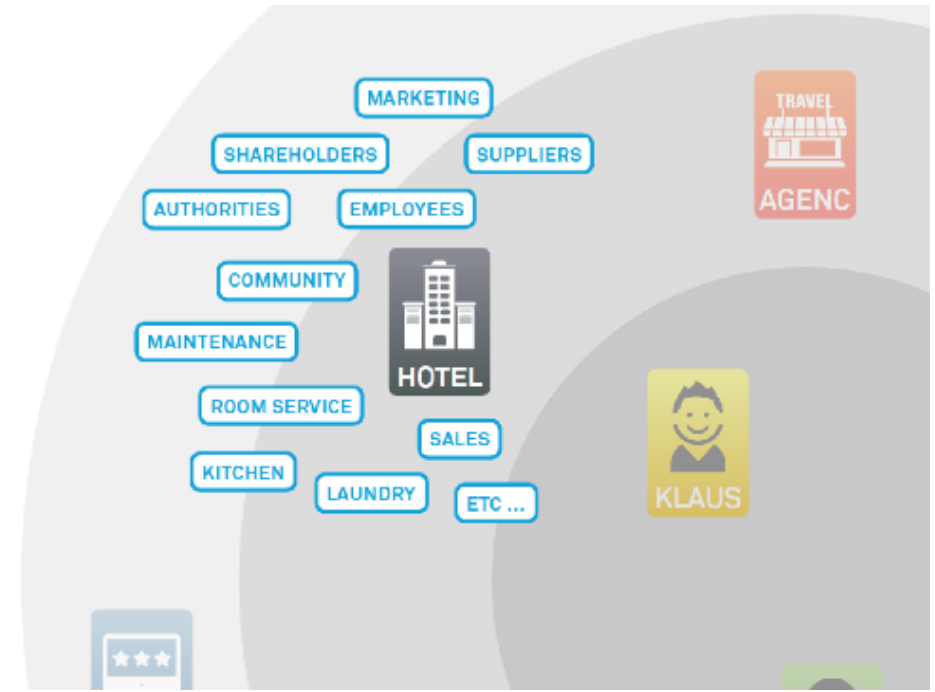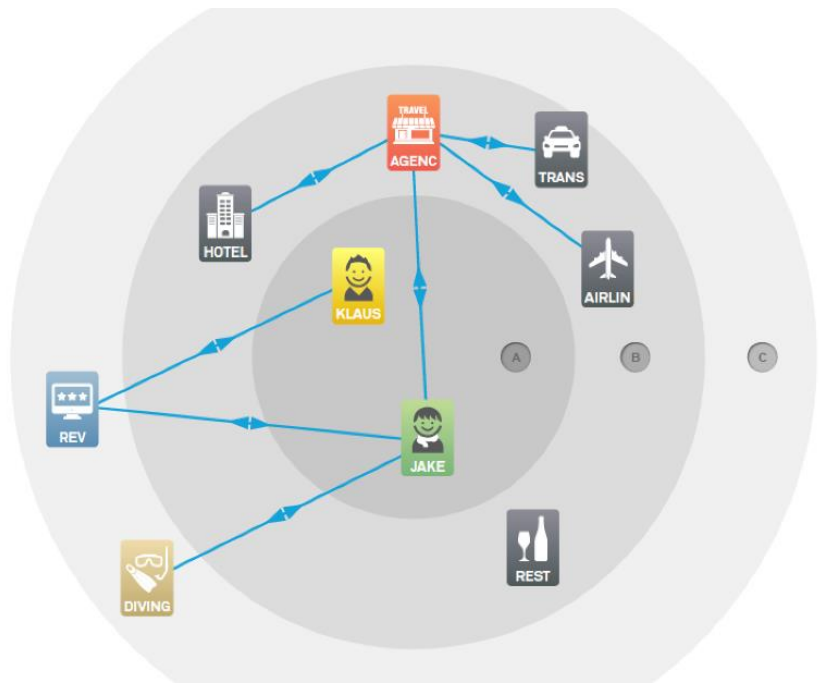
Customer obsession starts with empathy

Customer obsession starts with empathy. Design thinking.

Design thinking and ecosystems

Beautiful delivery: Activities, roles and tools

#1 Success factor
Autonomous Cross-Functional Agile Teams

Team players, i.e. **empathy**, curiosity, creativity, commit, **cross-disciplinary**

Ownership from: **user needs** to **run** in production

Learning approach, i.e. idea, prove, build, capture, learn, adapt

Agile process, i.e. backlog, sprint, daily, release, monitor

Common roles, i.e. product owner, agile coach, architect, designer, devoper, tester, business expert

Beautiful Delivery – Customer obsessed practices

In the autonomous cross-functional agile team, everyone is continuously involved in, and responsible for, everything, especially quality, and it owns the complete scope from user needs to run in production. The team deliver something based on user needs that looks good, that works, in production, and that can be tested with real users every sprint (e.g. two weeks).

Startup Approach

Start with an assumption (idea), find the simplest way to prove, build it (prototype), capture as much info as possible, use metrics to evaluate assumption, capture what was learned, and refactor.
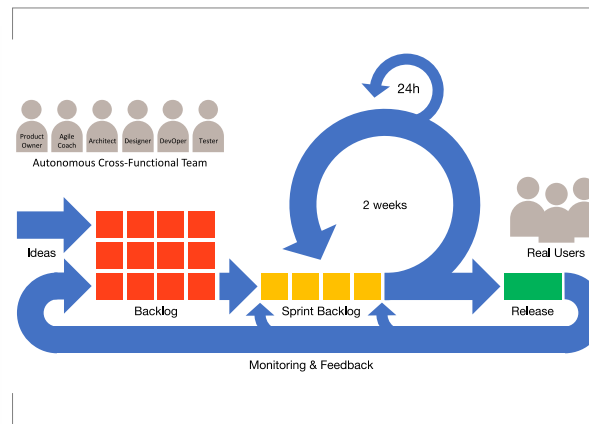

Agile Process

Prioritize backlog on value vs effort, set iteration scope (sprint backlog), two week iterations (sprints), daily standups (done, will do, roadblocks), complete release (according to definition of done), and refactor (retrospective)
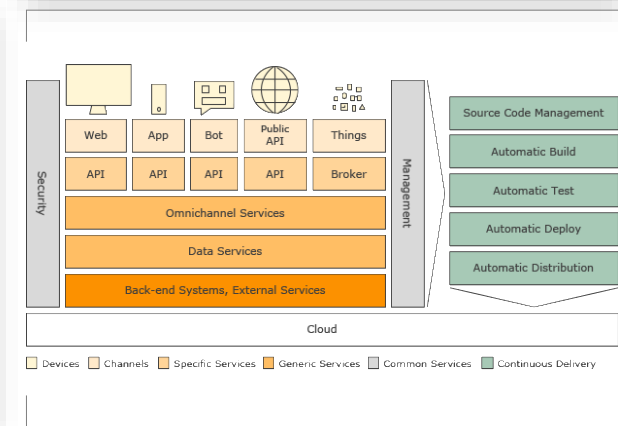
Customer Obsession

The team is focused of finding the real user needs throughout the customer journey in all channels, as well as making sure that what they create aligns with the customer's ecosystem of value.
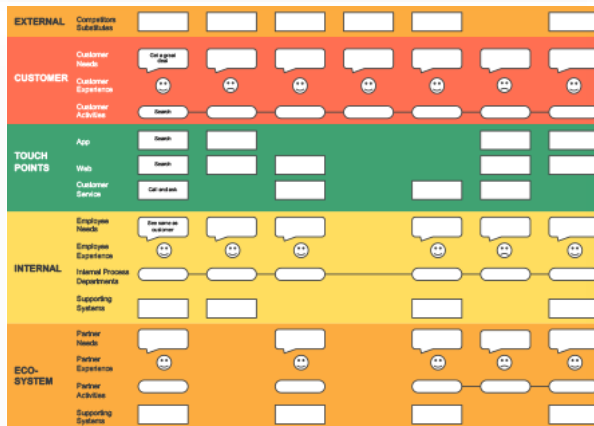
Digital Platform

Makes sure that touch points (webs, apps, bots, connected things, etc) can move faster than the back-end systems.

Have you ever failed?

NOTHING IS A MISTAKE.
THERE'S NO WIN
AND NO FAIL.

THERE'S ONLY
MAKE

THE ONLY WAY
TO DO IT
IS TO
DO
IT.

STUDIO 2

WELCOME to the d.school!

Make and do

Announcing!

Expert teams

Design thinking practices

Cloud environments

Continuous deployment tooling

Sogeti DevOps Center of Excellence. Collab with France.

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