



Customer First Approach: Transforming Business Digitally for an enhanced Customer Experience in Medical Device Manufacturing Industry

Client Overview

The client is a leading global medical device manufacturer across Europe, the Americas, and the Asia Pacific.

Client Objectives

To realize the strategic imperatives, the business felt it necessary to expand the strategy roadmap as a set of actionable initiatives that could be implemented in 2021 and beyond. The focus, in this case, was on understanding. *What do customers want to know, and what do customers want to do* as a basis to provide a seamless and simple customer experience globally.

Solution & Implementation

YASH's design thinking approach was deployed to engage with the business stakeholders in customer management to take their customer experience to the next level. The engagement approach was divided into four stages, each with its own set of outcomes feeding into the other to move ahead towards identifying the problems and providing digital solutions along with a roadmap:

- **Due Diligence:** Multiple Design Thinking workshops were conducted, and the following were the key outcomes and deliverables from this stage:

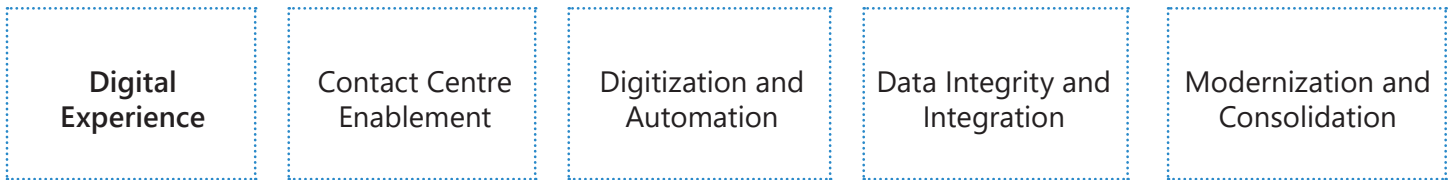
The Why: Understanding of the vision, strategic imperatives for Customer Service.

For Whom: Understanding multiple customer personas and their interactions with customer service professionals.

The What: Understanding customers' expectations, challenges, and pain points they experience through their interaction with customer service and how these can be converted into potential opportunities.

- **Needs Determination:** Determined what customers want to know and do for a seamless and simple experience. Exercises like creating information and systems flow helped engage customers and identify their needs.
- **Solution:** The solution enabled the business to provide a seamless and simple customer experience and factoring in their limitations. Two Transformation themes were identified:
 - Customer Enablement
 - Contact Centre Enablement.

Five digital enablers along with several references and solution architectures were developed to strategically categorize the identified initiatives, each with its importance while acting as a supplement to each other:



- **Digital Transformation Roadmap:** After due diligence and solutions, recommendations were given to implement the strategic initiatives in a phased manner.

The execution approach included 3 sequential and logical phased stages:

- *Fix the basics*
- *Raise the Bar*
- *Change the Game*

YASH developed a framework to help the business quantify the prioritization and suggest the optimal set of solutions using Business Impact and the Ability to execute levers.

Outcomes

- Initiated 19 digital initiatives across 5 digital enablers to address 2 transformation themes to enable customer experience transformation, empowering customers and contact agents with unified data and connected processes.
- Defined a clear roadmap with features and timelines for the features to be brought to life
- Developed budget estimates for MVP and the overall product for leadership approval
- Mapped benefits for the overall customer experience transformation journey
- Incorporated digital enablers to facilitate an unparalleled digital experience, automation, data integrity, integration, modernization, and consolidation
- Application Portfolio Rationalisation to identify 48% of the technologies that can be done away with to provide a seamless and simplified customer experience

For more information contact YASH today at info@yash.com or visit www.yash.com

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AMERICAS | EUROPE | APAC | MEA

World HQ: 841 Avenue of the Cities, East Moline IL-61244 USA | Tel: 309-755-0433

Fax: 309-796-1242 | www.yash.com