

“

A brand is no longer what we tell the consumer it is - it is what consumers tell each other it is.”

— SCOTT COOK

# Implement Design Led Innovations for an Indian arm of the an American financial services company

## Case Studies of Company

# The Ask

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Build design thinking and human led problem solving approach skills for the middle and top management staff. Objective is to also solve current strategy led fuzzy challenges faced by the team using an experiential Design led Immersive program.

**Need and Problem Discovery**

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**Ideation**

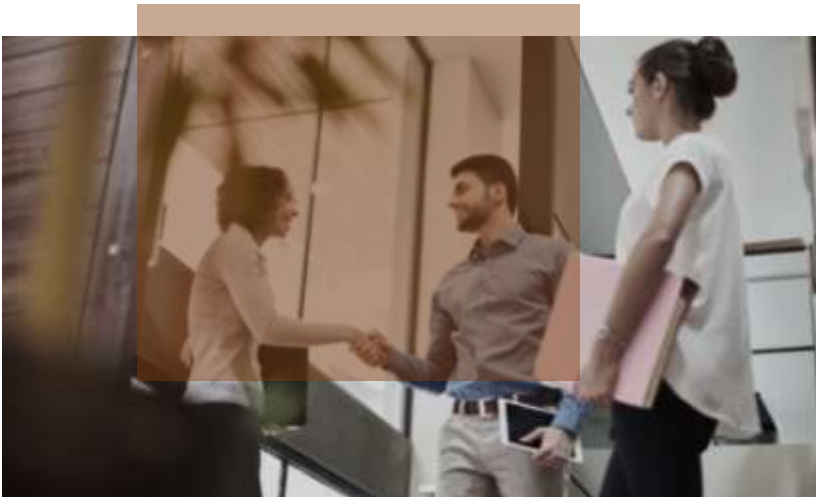
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**Prototype & Deploy**

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**Outcome**

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# Need and Problem Discovery

- The Leadership team had identified some priority areas which were fuzzy and needed an entirely new approach to generating a transformative change
- A session was conducted to identify and scope the challenge areas and select the team members
- These challenges looked specifically at -
  - Creating framework to assess skill for various levels inline with technological changes.
  - Reduction of internal stakeholder escalations and creation of a mechanism for robust feedbacks.
  - Creating new competitive pricing models.
  - Designing a new work allocation framework
  - Improve participation in CSR activities and its effectiveness.

The teams met with the leadership team members to understand the business need and the strategic alignment. They then conducted stakeholder analysis to identify the critical stakeholders- individuals and teams and how they interact. They then conducted interviews and derived key insights using Empathy maps and journey maps. The problem now flipped to a Human centred problem – a revelation. But not before the entire process was repeated multiple times.



# Ideation

- Teams then ideated using IDEA BLITZ, creative matrix and multiple other techniques.
- They also utilised the mind mapping technique and used the pin wheel approach to generate multiple ideas.
- These ideas were then enhanced using the Innovation probes and concept fan- a creativity technique. Each team generated more than 60 ideas each- all with a human centred focus.
- A detailed Multi criteria decision matrix was used to select the high potential ideas.

# Prototype & Deploy

- Details concept was shared with the Leadership team head for their inputs and feedback.
- Post this a service prototype along with the new journey map was created to get further feedback.
- Teams then have co-ordinated with the technology, HR and other support teams for the full deployment of actions.
- The onshore team highly appreciated the effort and the new ideas generated.

# Outcome

- Initial trials and implementation is underway and quick successes could be seen in decreasing TATs, reduced rework, streamlined and visual processes and a higher level of employee and stakeholder satisfactions
- The teams have also identified long term actions which are strategic in nature and will require capex investments.

# About QGLUE

QGLUE uses design-led practices to help businesses build services that people love and impact the world around us. Using a human centered approach, QGLUE equips people to solve wicked problems by helping them reach a solution that is not just right, but also desirable. We facilitate innovation that makes the world better designed and people happier.

QGLUE undertakes Design Coaching, Innovation on Demand, Briefings for Senior Management and Culture Change Workshops to equip businesses to become design-led.

# LET'S CONNECT!

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